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| **Chapter Name** | DC Metro |
| **Chapter Number (ex. CH0000)** | CH2034 |
| **Chapter Location (City, State)** | DC |
| **Chapter Membership Size** | Large (350+) |
| **Contact Person for this Submission:** | Natasha Roberts |
| **Email Address:** | [natasha.roberts@live.com](mailto:natasha.roberts@live.com) |
| **Phone Number:** | (973) - 907 - 6077 |
| **Chapter Board Position:** | Director of Marketing |
| **Chapter Website URL:** | [http://www.dcatd.org/](http://enotification.td.org/track/click/30530608/www.dcatd.org?p=eyJzIjoiY0pBMU9ycnNreUdTeExPRVFFdld4YTdiTmJJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmRjYXRkLm9yZ1xcXC9cIixcImlkXCI6XCJhN2QyY2VlMzY0MzI0MTI2OTkzYzNjNDEyZGUyNmI0ZVwiLFwidXJsX2lkc1wiOltcIjI2ZDMzMGJkNzU2ZDU1NTQxZDE0NzkwZTIzYjdkNGE4Y2E5ZWY1MjhcIl19In0) |
| **Submission Title:** | Partnership Model |
| **Submission Description:** | A partnership model developed by the DC ATD chapter allows board members to leverage partnerships in driving member and chapter goals. The model explores various phases from determining your chapter goals to evaluating the partnership itself. The partnership model consists of several elements as follows: - Determine Chapter Goals - Develop/Adapt your tools and framework - Assess your environment - Outreach and Negotiation - TLC: Take care of your partners - Evaluate |
| **Need(s) Addressed? Please be specific.** | It provides a framework to help chapters become efficient and proactive at establishing partnerships and leveraging their power to support the goals of the chapter. |
| **What is your chapter's mission?** | Our Mission is simple – to provide quality programming, networking and learning events for our membership, thereby increasing its impact in the local talent development community. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | It helps us leverage partnerships to support our mission and our members. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.** | It helps chapters identify and leverage partnerships that could benefit members. Some of the partnerships we established this year helped our members access talent development opportunities to develop their own skills. In turn, this allows them to improve their own talent development efforts in their day to day jobs. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Chapter Leaders responsible for identifying partnerships, advertisers, and sponsors for their chapter. |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | I am not sure I understand this question. I developed this model in my capacity and it did not cost any actual $ |
| **How did you implement: (please give a brief description)** | We have a procedural document and agreement template that helps us quickly implement this model. |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** | We have 3 confirmed partnerships and raised $6000 in 2017 to help support our chapter goals. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Establish the process, get buy-in from the board before implementing, Identify the goals and what your chapter can offer members, and then do the outreach to partners! |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** | support of the board. |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [Partnership Agreement template.doc(1).docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoielFmMi1vcUtUbXZMOThfWDZkUG5xejJYQzgwIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhORE1tWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCJhN2QyY2VlMzY0MzI0MTI2OTkzYzNjNDEyZGUyNmI0ZVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Partnership Model.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoibkU5aENEV21BQ2NkSWJYcHJ4QWR5S0JrQ2VBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhORE1tWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCJhN2QyY2VlMzY0MzI0MTI2OTkzYzNjNDEyZGUyNmI0ZVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | from my chapter board |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Request for Proposals (RFPs) open in May of each year at** [**td.org/alc**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiQ09QYUg2OC1HejlRNWw5WFMyTDVTX3dQczJBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImE3ZDJjZWUzNjQzMjQxMjY5OTNjM2M0MTJkZTI2YjRlXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |