2010 SOS Submission: Charlotte
Virtual Guest Pass Program

Submission Date: 4/6/2010 8:41:26 PM
Chapter Name: ASTD Charlotte
Chapter ID: ch4067
Chapter Location: Charlotte NC
Chapter Membership Size: Medium (101-300)

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Chapter Title: Past President
Chapter Website URL: http://www.astdcharlotte.org/index.html

Description of Effort: Offers a virtual guest pass to members

Need Addressed: Marketing effort; recruiting and cost reduction.

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: prospective members

Costs/Resource Use: Budgeted within club budget for each member to potentially bring one guest during the year. Also, budgeted for the cost of the guest meal.

How did you implement: Announced at meetings, distributed through newsletter. Emphasized cost savings and goodwill gesture of being able to bring a friend/business associate.

What were the Outcomes: Membership increase; positive feedback from members, publicity, and goodwill.

Lessons Learned: