2012 SOS Submission: San Antonio ASTD
Membership: Joint Membership

Submission Date: Septmer 3, 2012
Chapter Name: San Antonio ASTD
Chapter ID: CH7086
Chapter Location: San Antonio, TX
Chapter Membership Size: Medium

Contact for this Submission:
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Chapter Title: VP of Membership
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Description of Effort: Increase Joint Membership to 35% for 2012

Need Addressed: To promote the value and benefits of chapter and national membership; to increase member engagement.

Does this effort align with your chapter mission? Yes.

Does this effort align with ASTD’s mission? Yes

Target Audience: Prospective Members; Chapter Only Members; ASTD National Only Members

Costs/Resource Use: (Include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources.)

At each meeting time or resources were allocated to promote the Power of Two. Board Members promoted the Power of Two to members and guests. Wild Apricot, PayPal, and Square were used to process payments.

How did you implement? (Please give a brief description.)

The board agreed that we needed to make the application process more efficient for our members. Using Wild Apricot, we created a Power of Two (Joint) Level for Past Presidents, Professionals, and Students. When an individual visited the San Antonio ASTD website, they could apply for joint membership. The VP of Membership would then complete the national application on behalf of the member (after verifying payment), and the VP of Finance would coordinate payment to ASTD National. This process allowed individuals to pay for membership with cash, check, or debit/credit card. Starting in June 2012, members also have the option to pay for their membership with a debit/credit card in person using the Square app on an iPad.

The Power of Two was promoted at each learning event in various forms and the benefits of joint membership were always mentioned. We had pamphlets, verbal announcements, and a rotating slide on the presenter’s screen. The PO2 was also promoted in our chapter newsletter, on our Facebook page, and on our Twitter feed. A QR code was added to printed items and the slide so that members could scan the code and visit the Membership Page using their mobile device. Additionally, whenever board discussed membership with individuals or companies, the Power of Two was always promoted first. At our annual conference a
membership application with the Power of Two Rates was included, and a prize was raffled to individuals who became a Power of Two Member at the conference.

The rates for various learning events was discounted for members and kept at a higher rate for non-members. Additionally, we worked with members who wished to align their chapter and national renewal rates by pro-rating their memberships to the national renewal date.

**What were the Outcomes?** *(Include financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)*

We exceeded our goal. In January 2012, our CORE submission placed us at 30% Joint Membership. After six months of collective efforts, we achieved 59% Joint Membership at the end of July 2012. Additionally, we increased our membership to 142 as of July 2012.

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)*

We had been a Small Chapter Membership STAR in 2011, but experienced a decrease in membership the following year. In 2012, we focused on and spotlighted the value and benefits of joint membership for each individual and the companies they represent.

**Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice:**

- Board Members and volunteers who promoted the Power of Two in speech, emails, posts, tweets, and on the website.
- A variety of ASTD brochures
- Placing a ASTD video with Tony Bingham on our home page
- PDF’s of Membership webpages will be attached to this submission
Please email completed forms to SOS@astd.org along with any supporting documents.
Membership

We are happy you are considering becoming a new or returning member of the San Antonio Chapter of ASTD. If you have any questions, feel free to contact the VP of Membership.

Please use the form below to become a member of San Antonio ASTD! We look forward to having you as a member.

- Upon completion of this form and receipt of any outstanding documents and/or payments (if applicable), you will be notified once your application has been accepted.
- Full-Time Students should send us a copy of your Student ID Card and any other documentation verifying your full-time student status.

Power of Two Membership

- For Professionals $224
- For Students $84

We want to encourage you to use the Power of Two and become a joint member of San Antonio ASTD and ASTD National. With the Power of Two, you will have research, tools, and practices built by leaders of the profession AND you have the opportunity to apply those tools and knowledge toward economic and workplace solutions that will directly improve your organization, community, and career. Learn more about the Power of Two!

When you select the Power of Two Level, San Antonio ASTD makes it easy for you to become a local and national member. We take care of all the paperwork. Plus, you receive a $50* discount of the price of local and national professional membership.

Note: Regular San Antonio ASTD Membership is $75 and regular ASTD National Membership is $199.

Chapter ONLY Membership

- For Professionals $75
- For Students $25

New to the San Antonio ASTD?

Join a committee and meet your colleagues. Learn more about how our chapter runs: our goals, events, and benefits of become an engaged member. Are you a long-time ASTD member? Lend us your expertise.
Select membership level

* Mandatory fields

* Membership level

- **Power of Two Level: Professional Membership** - $224.00 (USD)
  - Subscription period: 1 year
  - No recurring payments
  - Let San Antonio ASTD take care of your chapter and national membership!

  This level includes a discounted Professional Membership in San Antonio ASTD & discounted Power of Two ASTD National Membership ($179).

- **Power of Two Level: Student Membership** - $84.00 (USD)
  - Subscription period: 1 year
  - No recurring payments
  - Let San Antonio ASTD take care of your chapter and national student membership!

  This level includes Student Membership with San Antonio ASTD ($25) and ASTD National ($59) for students.

  *To qualify as a student member, you must be taking a minimum of 12 hour year at an accredited college or university.*

- **Chapter Level: Professional Membership** - $75.00 (USD)
  - Subscription period: 1 year
  - No recurring payments
  - This level includes Professional Membership in San Antonio ASTD ONLY.

- **Chapter Level: Student Membership** - $25.00 (USD)
  - Subscription period: 1 year
  - No recurring payments
  - This level includes Student Membership with San Antonio ASTD ONLY for students.

  *To qualify as a student member, you must be taking a minimum of 12 hour year at an accredited college or university.*