

Project for chapter funding



VAdyokvE

Application details

The applying chapter has submitted to SME the current year's financial form (s) and chapter officer listing. If not, and you wish to proceed, email chapters@sme.org. ✓

The chapter meets the eligibilty requirements to apply for chapter funding.

Select your Chapter C033 BOSTON

First and Last name of chapter officer completing application Dave Moulton

Chapter Officer Title Treasurer

Submitting Chapter Officer's Phone Number [REDACTED]

Submitting Chapter Officer's Email [REDACTED]

My chapter size is: Small

What percentage of your members participate in local meetings/events? 1-25%

Project title Communicate in new ways with chapter members

Projected completion date of project 11/14/2025

Explain how the project will help accomplish the SME mission and further the manufacturing industry.

How the Project Aligns with the SME Mission

Enhanced Member Engagement: By exploring new communication channels and methods, the project can foster stronger connections between SME members, leading to increased engagement and participation in chapter activities.

Improved Knowledge Sharing: Effective communication is essential for sharing best practices, industry trends, and emerging technologies. This project can facilitate more efficient and timely knowledge transfer among members.

Community Building: Innovative communication strategies can help create a more inclusive and supportive community within the SME chapter, fostering a sense of belonging and camaraderie.

How the Project Benefits the Manufacturing Industry

Innovation and Collaboration: Enhanced communication can foster collaboration among members, leading to the development of new ideas and solutions to industry challenges.

Talent Development: Effective communication is essential for professional development. By providing members with new tools and resources, this project can support their growth and advancement within the manufacturing industry.

Industry Advocacy: A well-connected and engaged membership base can be more effective in advocating for the needs and interests of the manufacturing industry.

In conclusion, the project "Communicate in New Ways with Chapter Members" aligns with the SME mission by fostering stronger member engagement, facilitating knowledge sharing, and building a more cohesive community. This, in turn, can benefit the manufacturing industry by promoting innovation, supporting talent development, and advocating for industry interests.

Which strategic membership focus area does your project fit under (check all that apply): Engagement

Provide a brief description of the project (Include how the project will move the needle on the strategic focus area – Brand, Engagement, Growth)

Increased Member Participation: By exploring new communication channels and formats, we will make it easier for members to stay informed, participate in discussions, and connect with each other.

Enhanced Content Delivery: By tailoring our content to meet the specific needs and interests of members, we will increase its relevance and engagement.

Improved Community Building: Through effective communication, we can foster a stronger sense of community among members, encouraging them to participate actively in chapter activities and support each other's professional development.

Overall, this project will move the needle on engagement by creating a more dynamic, interactive, and inclusive communication environment for SME chapter members.

Outline the project timeline including milestone dates.

Phase 1: Planning and Assessment

Month 1 (July 2024): Conduct a survey to assess current member communication preferences and satisfaction.

Month 2 (August 2024): Research and identify innovative communication technologies and strategies.

Month 3 (September 2024): Develop a communication strategy plan, outlining goals, target audience, and key messages.

Phase 2: Implementation and Testing

Month 4 (October 2024): Launch a pilot program to test new communication channels and formats.

Month 5 (November 2024): Collect feedback from pilot program participants and make necessary adjustments.

Month 6 (December 2024): Implement selected communication strategies on a wider scale.

Phase 3: Evaluation and Optimization

Month 7 (January 2025): Track engagement metrics, such as email open rates, social media interactions, and event attendance.

Month 8 (February 2025): Conduct a member survey to gather feedback on the new communication strategies.

Month 9 (March 2025): Analyze survey results and identify areas for improvement.

Phase 4: Scaling and Refinement

Month 10 (April 2025): Expand the use of successful communication strategies across the chapter.
Month 11 (May 2025): Continue to monitor engagement metrics and make adjustments as needed.
Month 12 (June 2025): Develop a long-term communication plan for the chapter.

Milestone Dates:

Month 3 (September 2024): Communication strategy plan finalized
Month 6 (December 2024): Pilot program launched
Month 9 (March 2025): Survey results analyzed and improvements identified
Month 12 (June 2025): Long-term communication plan developed
Month 18 (December 2025): Final project report and evaluation submitted

What is your communication and marketing plan for your project? (Consider marketing plans for before, during, and after the project.)

Pre-Project:

Member Survey: Utilize email marketing and social media to encourage members to participate in the communication preference survey.

SME Resources: Leverage SME resources and best practices for member engagement and communication strategies.

During the Project:

Targeted Communication: Develop targeted content and messaging based on member demographics and interests.

Pilot Program Promotion: Promote the pilot program among members and generate excitement for the new communication channels.

Social Media Engagement: Utilize social media platforms to share project updates, highlight member achievements, and foster discussions.

Post-Project:

Success Story: Share a case study or success story showcasing the positive impact of the new communication strategies.

Member Testimonials: Feature member testimonials about their experience with the improved communication channels.

Ongoing Evaluation: Continuously monitor engagement metrics and feedback to ensure long-term effectiveness.

SMART Goal

Specific: Increase member engagement by 20% within six months of implementing the new communication strategies.

Measurable: Track engagement metrics such as email open rates, social media interactions, event attendance, and participation in online forums.

Achievable: Based on industry benchmarks and the planned communication initiatives, a 20% increase in engagement is a realistic goal.

Relevant: This goal aligns with the project's objective to create a more dynamic and interactive communication environment for chapter members.

Time-bound: The project will be completed by Nov 14, 2025.

How will you evaluate and measure the success of the project?

To evaluate the success of the "Communicate in New Ways with Chapter Members" project, we will employ a combination of quantitative and qualitative metrics. Quantitative metrics will include tracking email open rates, social media engagement,

event attendance, and participation in online forums. Qualitative metrics will involve conducting member surveys to gather feedback on the effectiveness of the new communication strategies, their satisfaction with the content, and their overall experience. By analyzing both quantitative and qualitative data, we can assess the project's impact on member engagement, satisfaction, and overall chapter vitality.

Requested funding amount \$3,000.00

Provide the project's budget.

		Amount	Notes
1	Decor	0	
2	Entertainment/Speaker Fees	0	
3	Food & Beverage (total amount)	0	
4	Marketing/Communication	\$3,000.00	
5	Transportation	0	
6	Venue & Equipment	0	
7	Misc/Other	0	
	Total	\$3,000.00	

Is your chapter going to work with local businesses/organizations to find sponsorships and/or matching funds for your project? Unsure

If you would like to explore additional funding options/grants, please email chapters@sme.org.

Log in to smembership.awardsplatform.com to see complete application attachments.