

Best Practices Information Request Form

Sections and Branches

The Leader Training Committee (LTC) is continuously expanding their Best Practices Guide to document successful activities and practices in our Sections and Branches.

Please use this form (Word format) to document your group's successful activity so we can share it with other leaders. We strongly encourage you to attach relevant graphics and photos (either embedded in the Word document or as attachments, PDF, jpg, tif, or other formats). We will incorporate the new Best Practice in the Guide and post it to the web site. Please return your completed form to Brian Pawula at blpawula@hornershifrin.com and/or Nancy Berson at nberson@asce.org.

Date	10/6/2025
PROJECT TITLE	Digitizing the Annual Sponsorship Program
1. Section/Branch	Lehigh Valley Section (eastern Pennsylvania)
2. Section/Branch Size	Mid-sized (approximately 625 members)
3. Project Contact	
Name	Steve Ressler (or Andrew Kline)
Phone Number	(610) 844-7366
Email	sjressler@gmail.com
4. Project Category	Section Operations
5. Project Description	In the summer of 2024, the Section began exploring ways to consolidate its electronic payment systems, as fees across multiple platforms had become increasingly burdensome. As part of this effort, we needed a new process for collecting payments for our annual sponsorship program. With help from Tirza Austin (Society staff member), we created an annual "event" on Collaborate that moved all sponsorships to an online form, streamlining payment collection and significantly reducing the administrative workload.
6. The Process (What you did, When and How)	We collaborated with Tirza to determine the best approach for creating an event on Collaborate. Based on her recommendation, we established an event scheduled to run for the entire Section programming year, with a limited number of spaces corresponding to the available sponsorship slots. The registration form now serves both renewals and new sponsorships, collecting all required information, and processing payment in one streamlined step.

7. Those in Charge (Committee, Task Committee, Etc.)	Steve Ressler serves as the Sponsorships Chair, overseeing the program's management and implementation.
8. Time Frame (When Started, When Completed)	Launched in late summer 2024. Still active today.
9. Success Factors (The Parts that Worked Really Well)	We successfully reduced complexity on our end, including lowering the operational costs associated with accepting online payments.
10. Setback Factors (The Parts that did Not Work Well)	It took some time to transition our existing annual sponsors to the online platform, as the process was new to many of them. However, we received positive feedback that the new system is simpler and more convenient on their end as well.
11. Creativity (This is something off the wall that we did)	To our knowledge, we are the first Section, Branch, or Region to use ASCE's Collaborate platform to host our sponsorship program. By leveraging tools already available through ASCE at no additional cost, we have improved our operational efficiency and streamlined program management.
12. Administration (What was most Important?)	Our primary goal was to resolve the challenge of numerous processing fees across multiple payment platforms. That was our primary focus, while all other improvements emerged as unplanned but valuable benefits.
13. Follow-Up (What was most important?)	Working with Tirza to maximize the potential of ASCE's systems was critical to this process, even though the resulting solution was simple in design.
14. Recommendations (What you should ALWAYS do with this project?)	It is important to tailor the setup to meet the specific needs of your sponsorship program. For example, if you offer multiple sponsorship levels or structure your sponsorships around something other than a year-long period, the event options should be customized accordingly to preserve those offerings.
15. Cautions (What you should NEVER do with this project?)	During at least the first year, it is important not to eliminate physical payment options. While some sponsors may prefer traditional methods, many will readily transition to the online or digital platform.
16. The Outcome	We have significantly streamlined and enhanced our sponsorship program.
17. Ongoing Activity (Would you do it again?)	We continue to use this tool.

18. Speaker Contact Information (person from your group who would be willing to speak about the Best Practice)	
Name	Steve Ressler (or Andrew Kline)
Phone Number	(610) 844-7366
Email	sjressler@gmail.com
19. Additional Comments (We strongly recommend attaching relevant photos and graphics)	Website: Annual Sponsorship of ASCE Lehigh Valley Section - American Society of Civil Engineers