A New Approach to ATO Roadshow Content

We're making some changes to the way the ATO Roadshow content process works.

In the past, ATO Chapters submitted social media posts for points as part of the Roadshow. Moving forward, **we will no longer be accepting submissions for points.** Instead, we want to focus on creating higher-quality content that can be shared across ATO's platforms and showcased on our the ATO Roadhsow Blog.

What We're Looking For

We're shifting our focus toward **blog-style stories** that highlight the great things happening throughout ATO. These stories can be about:

- **Personal achievements** — accomplishments, milestones, or experiences that are meaningful to an ATO member.
- **Chapter achievements** — events, awards, accomplishments, or milestones that showcase your chapter.
- **Social service** — community service projects, philanthropy, volunteer work, or the impact your chapter is making.
- **Personal stories** — experiences that demonstrate the impact of ATO membership, brotherhood, leadership, or personal growth.

How to Submit

Chapters and members can email blog ideas or completed blog posts through **letusknow@ato.org**. The ATO Communication Team will review submissions, edit them as needed, and determine which stories will be published on the ATO website and shared through ATO's communication channels.

You don't have to be a professional writer to submit something. **Tell us your story, and we'll help turn it into something that is ready to share.**

We will also be monitoring ATO Chapter social media accounts for stories and content that could make great blog posts. If we see something that highlights an achievement, service project, brotherhood experience, or another great ATO story, we may reach out to the chapter or member to develop it into a blog post.

The Goal

This change is about moving from **quantity to quality**.

Rather than encouraging chapters to submit posts simply to earn points, we want to showcase the stories that truly represent who we are as ATO and the impact our members and chapters are making.

If something great is happening in your chapter, let us know.

Email your story to **letusknow@ato.org**, and the Communication Team will take it from there.