



Chapter Affiliation Requirements (CARE) Joint Membership Activities Job Aid

Chapters that focus on joint membership promotional activities tend to have more joint members. This requirement will assist chapters with planning for success in this area. Many chapters are already doing a majority of these activities, and many are simple to add and maintain for continued success. For more information about joint membership activity requirements, please see the FAQs at td.org/care.

The online CARE submission will include the list of activities that you can check off as well as add any customized activities for your chapter. Below are resources to support you in each activity. If you have any questions about these activities, contact your [chapter relations manager](#) (CRM) or [National Advisor for Chapters](#) (NAC)

All resources to promote joint membership may be found at td.org/jointmembership.

Joint Membership Activity	Description	How
Host a Power Member page on chapter website.	<p>Cross-promotion is key to increasing joint membership. ATD promotes chapter membership through the chapter locator, on the ATD membership page, on the ATD Store, via our customer care team during the join process, and more!</p> <p>Create an individual Power Member page or dedicate a portion of your chapter’s current</p>	<ul style="list-style-type: none"> • Power Membership webpage for Wild Apricot: Use the HTML code to create the webpage and the job aid to help you facilitate the implementation process. Include your chapter’s Chapter Incentive Program (CHIP) code where instructed. • Power Member Resources on the Chapter Leader Community (CLC) • Power Member Button Logo

	<p>membership page to the value of Power Membership.</p> <p>Through shared promotion, both chapter and ATD members will be more in tune with the benefits of Power Membership.</p>	<ul style="list-style-type: none"> • ATD Power Member Logo • ATD Power Member Brochure • Customizable Power Membership Brochure • ATD Power Member Application • Ways ATD Promotes Power Membership • Incorporate a video testimonial from a Power Member into your webpage
<p>Highlight Power Membership in chapter email communications.</p>	<p>Take advantage of the Power Member logo to draw attention to and familiarize your chapter contacts with Power Membership in routine chapter email communications.</p> <p>Minimum is quarterly, but additional Power Member references can be added when possible or appropriate.</p>	<ul style="list-style-type: none"> • ATD Power Member Logo: <ul style="list-style-type: none"> ○ Standard Version ○ Button Version • ATD Power Membership Page • Power Membership Benefits Table • Power Member Ads: one-third page or one-half page • Spotlight a member benefit or fun fact about Power Membership and link the reader to more information. • Link to the Power Membership page on your website
<p>Send a targeted email message to prospective members promoting Power Membership at minimum once a quarter.</p>	<p>Frequent and informative communications to prospective members increase the likelihood of growing joint membership.</p>	<ul style="list-style-type: none"> • Customizable Power Membership Email • Customizable Power Membership Brochure • Top Ten Reasons to be an ATD Member Email • ATD Power Membership Page • Change the content of each new message to expose your prospect list to the wealth

		<p>of benefits included through Power Membership.</p> <ul style="list-style-type: none"> • Puget Sound Chapter Email Example • ATD Member List Request Form: ATD members are good prospects for chapter members.
Mention Power Membership at the start of each chapter event.	<p>Take a moment to cover Power Membership with your attendees before kicking off your program.</p> <p>Use our Power Membership presentations to highlight the benefits of Power Membership.</p>	<ul style="list-style-type: none"> • Power Member Benefits Table • Power Member Marketing Brochure • Customizable Power Membership Brochure • Rotating Power Member Slides <ul style="list-style-type: none"> ○ Long or Short version • Lake Superior: Power Member Scavenger Hunt
Highlight Power Member benefits using rotating PowerPoint slides at each event.	<p>Use rotating slides during the networking portion of your chapter programs to highlight Power Membership. Not only informative, it also serves as a conversation starter for your attendees!</p>	<ul style="list-style-type: none"> • Power Member Rotating Slides • Power Member Benefits Table
Provide printed Power Member collateral at each event.	<p>Provide information attendees can take with them about Power Membership to share with colleagues, employers, and contacts. Additionally, use the customizable Power Membership brochure to promote your chapter and ATD! Tailor the brochure to add information relevant to your chapter, upcoming event details, and membership details. Include your chapter logo where</p>	<ul style="list-style-type: none"> • ATD Power Member Application • Power Member Marketing Brochure • Customizable Power Membership Brochure

	instructed, add your chapter's contact information, and include photos of your chapter members!	
Include a Power Member section in the chapter's newsletter.	Dedicate a section of your newsletter to promoting Power Membership. Whether it is a short blurb on the savings and benefits of Power Membership or information about how to join, you can ensure your members are well-acquainted with the benefits.	<ul style="list-style-type: none"> • Repurpose Power Membership information in the Leader Connection Newsletter (LCN) for your chapter newsletter. • Power Member One-Third Page Ad • Power Member One-Half Page Ad
Display Power Member logo on chapter website.	Make Power Membership more visible to your members by showcasing the logo on your chapter's home page and membership page.	<ul style="list-style-type: none"> • ATD Power Member Logo: <ul style="list-style-type: none"> ○ Standard Version ○ Button Version
Has Power Member testimonials on website, in the chapter newsletter, and at meetings.	Take advantage of your chapter's very own Power Members to highlight the benefits of joint membership. Gather testimonials that focus on how Power Membership has supported that member's professional development.	<ul style="list-style-type: none"> • Share the Get to Know ATD video or the Power of Chapter and ATD Membership video at a meeting or in communications. • Greater Chattanooga: 99 seconds • Central Iowa Chapter Video

<p>Post Power Member messages on social media.</p>	<p>Social media is another great way to communicate the value of Power Membership without filling members' inboxes. Plus, chapters have the opportunity to reach a new audience outside their prospect lists. Tweet, post, and blog about upcoming membership promotions, Power Member benefits, and more!</p>	<ul style="list-style-type: none"> • Link to social media tweets developed for Power Membership. • Leverage messages posted by ATD Chapter Services on: <ul style="list-style-type: none"> ○ Facebook ○ LinkedIn ○ Twitter • Follow the ATD chapters Twitter list
<p>Promote Power Membership at special interest group (SIG) or geographic interest group (GIG) meetings.</p>	<p>Members of SIGs and GIGs also are eligible to become Power Members. Select benefits that specifically appeal to the group to encourage them to become a Power Member. ATD topics are a great way to connect SIG/GIG members with relevant ATD content to showcase the value of being a joint member.</p>	<ul style="list-style-type: none"> • ATD Groups Directory • Customizable Power Membership Handout • Customizable Power Membership Brochure
<p>Request list of ATD members quarterly and identify prospects.</p>	<p>ATD members are great prospects for chapter members. Instead of spending time introducing prospective members to the organization, the chapter can focus more on sharing how it supports talent development at the local level. Invite prospects to upcoming events, promote chapter membership, and connect locally to build their networks.</p>	<ul style="list-style-type: none"> • ATD Member List Request Form • Customizable Power Membership Email
<p>Request joint membership calculation from your CRM quarterly.</p>	<p>Benchmark your chapter's joint membership percentage throughout the year. Request a real-time calculation from your CRM to gauge your chapter's proximity to its goal.</p>	<ul style="list-style-type: none"> • Contact your CRM

<p>Promote Power Membership at chapter special events, including an information table with both chapter and ATD materials.</p>	<p>Request free ATD marketing materials for upcoming chapter events to showcase ATD benefits ranging from publications to education courses alongside chapter membership and event promotions.</p>	<ul style="list-style-type: none"> • ATD Marketing Materials Request Form • Power Member Marketing Brochure • Customizable Power Membership Handout • Customizable Power Membership Brochure • Southwest Florida: Public Relations and Membership Drive
<p>Make your chapter's membership available on the ATD Store for purchase.</p>	<p>By offering your chapter's membership on the ATD Store, your chapter provides a streamlined customer experience, supports joint membership efforts, and lessens administrative burdens for chapter leaders.</p>	<ul style="list-style-type: none"> • Chapter Membership on the ATD Store Webpage • Chapter Membership on the ATD Store Webcast • Contact Erin Murphy to start the process.
<p>Share best practices on joint membership with chapter leaders by presenting on NAC area calls, submitting a Sharing Our Success, (SOS), or presenting at the ATD Chapter Leaders Conference (ALC).</p>	<p>Share your chapter's joint membership best practices with fellow chapter leaders by presenting on an area call led by your NAC, submitting an SOS, or presenting at ALC. These activities allow you to offer information and guidance to other chapters who can learn from your achievements.</p>	<ul style="list-style-type: none"> • Contact your NAC to find time on an upcoming area call agenda to present. • Sharing Our Success (SOS) webpage • ALC Homepage
<p>Create group/corporate Power Membership offering.</p>	<p>Create a group Power Membership offering and market directly to talent development teams in your area. Demonstrate how joint chapter and ATD membership can help a staff grow their skills and make an even greater organizational impact.</p>	<ul style="list-style-type: none"> • ATD Group and Enterprise Membership Offerings Table • Convince Your Boss Letter • Chapters with Group/Corporate Memberships: <ul style="list-style-type: none"> ○ Central New York ○ Golden Gate ○ Metro DC ○ Utah

<p>Talk about Power Membership at each board meeting.</p>	<p>Frequent discussion about the benefits of joint chapter and ATD membership at board meetings creates a knowledgeable team of Power Membership ambassadors to support your membership recruitment efforts.</p> <p>Add a standing Power Membership topic to your board agenda and discuss specific benefits, pricing details, and ways to become a Power Member.</p>	<ul style="list-style-type: none"> • Connect with your CRM about topic ideas • Review the ATD Power Membership Brochure. • Take turns highlighting a different ATD member benefit at each board meeting.
<p>Promote Power Membership at chapter conference(s).</p>	<p>A chapter conference is a great place to promote Power Membership to a significant amount of people.</p> <p>Request Power Membership marketing and ATD swag from your CRM to set out at tables and add to attendee swag bags.</p> <p>The chapter can invite a member of the chapter services team to attend and host a Power Membership table at the conference.</p> <p>Take time before a conference session to talk about and share personal testimonies about Power Membership benefits.</p>	<ul style="list-style-type: none"> • ATD Marketing Materials Request Form • ATD Speaker Request Form • Contact your CRM. • Power Member Marketing Brochure • Customizable Power Membership Handout • Customizable Power Membership Brochure
<p>Conduct a Power Membership drive.</p>	<p>Request a joint membership list from your CRM. Utilize the list to market Power</p>	<ul style="list-style-type: none"> • Contact your CRM • ATD Marketing Materials Request Form • Power Member Marketing Brochure

	<p>Membership directly to non-ATD members of the chapter.</p> <p>As a part of the Power Membership drive, use a chapter member’s personal testimony on why they became and continue to be a Power Member.</p> <p>Consider tying the campaign to an important event for the chapter such as, an anniversary, Employee Learning Week (ELW) or chapter conference.</p>	<ul style="list-style-type: none"> • Customizable Power Membership Handout • Customizable Power Membership Brochure • Customizable Power Membership Email • Employee Learning Week (ELW)
<p>Hold a program on the value of Power Membership.</p>	<p>Hold an event that highlights the value of Power Membership. Utilize the available ATD webcasts, videos, research reports and other member resources to conduct the program. The program could include an info session on Power Membership, a Power Membership scavenger hunt, a book club discussing an ATD publication, or utilize a chapter social event.</p> <p>Share your successful program with other chapters by submitting an SOS.</p>	<ul style="list-style-type: none"> • ATD Webcasts • ATD Conference Session Recordings • Use the ATD Member Center to pull a video, webcast, or other resource for an event. • Pittsburgh: Leveraging National Membership Benefit for Chapter Book Club • Lake Superior: Scavenger Hunt • Submit an SOS to share your best practices.
<p>Conduct an orientation for new Power Members.</p>	<p>Guaranteeing new Power Members know the full scope of their chapter and ATD member benefits will result in a better overall membership experience.</p> <p>Consider the orientation format (in person, virtual, or on-demand) and what would best meet your member needs. Utilize the chapter’s new member orientation format by</p>	<ul style="list-style-type: none"> • Creating a successful onboarding framework • ATD Member Center • ATD Member Handbook • Central Indiana: Engagement Through New Member Orientation • Central Pennsylvania: On-Demand New Member Orientation • Kansas City: Orientation and Engagement

	shifting the content towards Power Membership.	
Hold an event to recruit ATD members to the chapter.	Request an ATD member list from your CRM. Invite non-chapter ATD members to an event to showcase the benefits of joining a local chapter.	<ul style="list-style-type: none"> • ATD Member List Request Form • Cuyahoga Valley: Growing Our Geographic Footprint
Publicize the special “Power Member” rate (e.g. Professional: \$229 or Professional Plus: \$369 for chapter members)	Use the chapter website, newsletter, social media, and various platforms to publicize the special Power Member rate with chapter members.	<ul style="list-style-type: none"> • Power Member Application and Online Link • Power Member Benefits Table • Convince Your Boss Letter • Customizable Power Membership Brochure • Customizable Power Membership Handout • Customizable Power Membership Email • Power Member Ads: one-third page or one-half page • Post a short video promoting the value of Power Membership on your site, link to it in newsletters and email communications, and play at chapter events. You can embed the video on your chapter’s site using this code.
Customize activities for your chapter.	<p>Create your own activity for promoting Power Membership and share the details of this effort in your CARE reporting.</p> <p>Chapters that experience great success with a customized Power Membership activity</p>	<ul style="list-style-type: none"> • Submit your chapter’s customized activity to the SOS program!

	also should consider submitting the best practice to the Sharing Our Success (SOS) program.	
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