

Chapter encourages them to share their experiences to encourage prospective members to the chapter.

Serves in Advisory Capacity and Continues to Recruit New Members

Chapter and ATD offer leadership development and growth opportunities.

Elected to Chapter Board

Chapter provides opportunity for member to become a thought leader in the community.

Volunteers for Ad Hoc Opportunities

Chapter encourages professional development through volunteering.

Attends Chapter Event as a Guest

Chapter increases awareness and provides value proposition.

Joins Local Chapter

Chapter communications highlight member benefits and events.

Attends First Event as a Chapter Member

Chapter builds relationships and educates member on ATD membership benefits.

Regularly Attends Chapter Events and Becomes a Power Member

Member Experience Journey

Member Experience Journey Worksheet

Refer to the Member Experience Journey document to complete the following questions. List the board members or committees responsible for this task and identify tools, resources, and processes needed to implement this touchpoint.

Touchpoint	Who?	How?
Increase awareness and provide value proposition		
Offer communications that highlight member benefits and events		
Build relationships and educate members on ATD member benefits		
Encourage professional development through volunteer opportunities		
Provide opportunities for members to become thought leaders in the community		
Offer leadership development and growth opportunities		
Encourage ongoing sharing of experiences		