



# Chapter Leader Community (CLC)

Visit ATD's CLC at [www.td.org/clc](http://www.td.org/clc) for tools and resources for effectively running your chapter.

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## Resources

**Chapter Leader Webcast Archives:** [www.td.org/ChapterWebcasts](http://www.td.org/ChapterWebcasts)

Access archived recordings of chapter leader webcasts and podcasts.

**Chapter Relations Manager (CRM):** [www.td.org/CRM](http://www.td.org/CRM)

CRMs at ATD are chapters' primary point of contact for any chapter-related question or assistance needed.

**Leader Connection Newsletter (LCN):** [www.td.org/LCN](http://www.td.org/LCN)

Access the current and previous issues of an e-newsletter that includes news and tips for chapter leaders.

**Marketing and Branding Materials:** [www.td.org/ChapterMarketing](http://www.td.org/ChapterMarketing)

Materials about membership programs and initiatives as well as branding resources.

**Marketing Materials Request Form:** [www.td.org/MarketingMaterialsForm](http://www.td.org/MarketingMaterialsForm)

Use this form to request materials about ATD membership, programs, and initiatives.

**National Advisors for Chapters (NAC):** [www.td.org/NAC](http://www.td.org/NAC)

The NAC is a national committee of former chapter presidents who serve as national volunteer advisors to the chapter services team and chapter leaders. Each chapter has a designated advisor who serves to advise, advocate, and mentor on matters of chapter management and operations.

**Speakers Bureau:** [www.td.org/SpeakersBureau](http://www.td.org/SpeakersBureau)

Search the bureau and identify speakers for your next chapter event.

**Speaker Request Form:** [www.td.org/SpeakerRequestForm](http://www.td.org/SpeakerRequestForm)

Request an ATD representative to speak at your chapter event.

**Succession Planning Resources:** [www.td.org/PlanForSuccess](http://www.td.org/PlanForSuccess)

Recruiting and onboarding resources to build a leadership pipeline for your chapter.

**Toolkits:** [www.td.org/ToolKits](http://www.td.org/ToolKits)

Information, tools, and templates for chapter leaders.

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## Membership

**ATD Students:** [www.td.org/Students](http://www.td.org/Students)

Resources for students, including discounted membership, scholarships, and career services.

**Membership on the ATD Store:** [www.td.org/MembershipOnTheStore](http://www.td.org/MembershipOnTheStore)

Information and guidelines on how chapters can make their membership available for purchase on the ATD Store.

**Power Member:** [www.td.org/JointMembership](http://www.td.org/JointMembership)

Ideas and templates for promoting joint chapter and ATD membership.

## Chapter Recognition Programs

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**Chapter Excellence Awards (CEA):** [www.td.org/CEA](http://www.td.org/CEA)

Recognizes chapters achieving excellence in Strategic Partnership, Advancing the Profession Through CPLP, and Joint Membership Growth.

**Chapter of the Month (COM):** [www.td.org/COM](http://www.td.org/COM)

To be eligible, chapters must have a Sharing Our Success (SOS) submission approved and be CARE achieved and innovative. Chapters are eligible every 18 months.

**Chapter Recognition Committee (CRC):** [www.td.org/CRC](http://www.td.org/CRC)

A national advisory committee of chapter leaders who recognize and share chapter best practices.

**Sharing Our Success (SOS):** [www.td.org/SOS](http://www.td.org/SOS)

Best practices shared by ATD chapters, including easy-to-use ideas, resources, and practices for improving communication, membership, and the development of programs, products, and services.

## Professional Development

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**ALC Program Advisory Committee (ALC PAC):** [www.td.org/ALCPAC](http://www.td.org/ALCPAC)

A national advisory committee of chapter leaders who select programming for ATD's Chapter Leader Conference (ALC).

**ATD Chapter Leaders Conference (ALC):** [www.td.org/ALC](http://www.td.org/ALC)

An annual conference for chapter leaders to network, learn, and share best practices.

**Chapter Leader Day:** [www.td.org/CLD](http://www.td.org/CLD)

An annual program for chapter leaders at the ATD International Conference & Exposition.

**Employee Learning Week (ELW):** [www.td.org/ELW](http://www.td.org/ELW)

Employee Learning Week is an awareness campaign highlighting the important connection between learning and achieving organizational results.

## Chapter Management

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**Chapter Affiliation Requirements (CARE):** [www.td.org/CARE](http://www.td.org/CARE)

Chapter Affiliation Requirements define the responsibilities of chapters and are evaluated annually.

**Commitment to ATD Chapters (COACH):** [www.td.org/COACH](http://www.td.org/COACH)

Annually evaluated scorecard of ATD's commitment and responsibilities to chapters.

**Wild Apricot:** [www.td.org/WildApricot](http://www.td.org/WildApricot)

Membership, website, and event registration services available to ATD chapters at a discounted rate.

## Financial

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**ATD Education/Chapter Partnership Program:** [www.td.org/CertificatePartnership](http://www.td.org/CertificatePartnership)

Certificate program partnership between chapters and ATD that increases visibility, provides programming, and grows revenue for chapters.

**Chapter Incentive Program (CHIP):** [www.td.org/CHIP](http://www.td.org/CHIP)

Chapters receive a share of the revenue that they generate for national ATD programs and services.

**Discount Partnerships:** [www.td.org/ATDPartnerships](http://www.td.org/ATDPartnerships)

Order ATD branded products at a discount as well as save money on audio, video, web conferencing, and event registration services.