**Subject Line: Don’t Miss Out on Talent Development’s Best Resources**



Hello <<First Name>>,

Join a network that’s as invaluable as the work you do every day. During the ATD Member Appreciation Sale receive double the perks when you expand your support network by joining both the <<Chapter Name>> and ATD, and become a [Power Member](https://content.td.org/r/90410). ATD national membership is the perfect complement to chapter membership. Power membership is the best choice for support, community, and resources focused on talent development, and ATD’s Member Appreciation Sale is the perfect time to join.

As a Power Member, you have immediate access to benefits including:

* locally led programs and content developed with our local area in mind
* compelling career and business development opportunities in our area
* ATD customizable benefits tailored to your current work
* ATD webinar and conference session recordings
* A growing job aid library from ATD filled with essential checklists, tools, and templates
* industry-leading insights from *TD* magazine, whitepapers, and ATD members-only newsletters
* a network of 30,000+ ATD members from more than 125 countries in addition to the local network within the <<Chapter Name>> community

**Until March 29,** [**lock in your current national membership rates for up to three years**](https://content.td.org/r/90412)**, save an additional $30 by accessing the Power Member rate (members of both ATD national and their local chapter), and receive some “powerful” ATD perks in return.**

Plus, during the weeklong sale, members receive exclusive savings on ATD’s best-selling products, conferences, and education events. You won’t want to miss these members-only savings!

Strong community connections are more essential than ever. Join or renew your Power Membership [online](https://content.td.org/r/90412) or by contacting ATD’s [Customer Care](https://content.td.org/r/90413) team at 703.683.8100. Follow the prompts to join or renew your national ATD membership and be sure to add chapter membership to your cart as you move through the checkout process. With chapter membership in your cart, you’ll automatically receive the $30 discounted Power Member rate and a portion of your national membership dues will go to your local chapter.

Thank you for your continued engagement with the <<Chapter Name>>, and I hope you’ll consider taking advantage of this limited time opportunity to join or renew as a [Power Member](https://content.td.org/r/90412).

 Best regards,

<<Chapter President>>