



## Leader Connection Newsletter

| Supporting chapter success

Please check with your fellow board members to see if everyone is receiving the [Leader Connection Newsletter](#) (LCN). If a chapter leader is not receiving this newsletter, contact your [chapter relations manager](#) (CRM).

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### October Action Items

- Last call to [submit your chapter's Chapter Affiliation Requirements \(CARE\) contact](#).
- [Apply](#) for the 2020 ATD Chapter Leaders Conference Program Advisory Committee (ALC PAC) and Chapter Recognition Committee (CRC) by October 18.
- Register to attend the [CARE Year End Webcast](#) to be held on November 13 at 1 p.m. ET.
- Apply for a 2020 [Chapter Excellence Award](#).

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### Spotlight: Chapter Affiliation Requirements (CARE) Update



Good afternoon ATD Chapter Leaders,

I hope this message finds you well, whether you're attending the ATD Chapter Leaders Conference (ALC) or following the conversation and takeaways from afar.

This afternoon, those of you attending ALC heard Stephanie Hubka and me discuss updates to the 2020 Chapter Affiliation Requirements (CARE). We detailed the ways the National Advisors for Chapters (NAC), Chapter Services, and chapter leader volunteers collaborated to examine each CARE element and reflect upon CARE's principal purpose: to support chapters running like a business. These groups also reviewed affiliation requirements from other associations and surveyed ATD chapter leaders about their best practices.

Following an extensive review, these groups agreed that CARE was serving chapters as originally intended. Based on feedback from chapter leaders, they also identified opportunities to incorporate new activities and provide more meaningful recognition for chapters of distinction. The new CARE framework will include two tiers: one that encompasses most of the existing CARE activities, known as the foundational tier, and one that distinguishes chapters that go above and beyond, known as CARE Plus.

During the coming months, the NAC and Chapter Services will work diligently to provide leaders with helpful resources and supportive forums that will assist them in achieving CARE in 2020. In

the meantime, we encourage you to visit the [CARE 2020 webpage](#) to learn more about how you can plan for your chapter's continued success.

Notably, although CARE will look different next year, your chapter should continue to refer to the existing CARE framework to prepare for the submission based on the 2019 year, which is due January 31, 2020. In the weeks ahead, prepare to complete your chapter's current submission by reviewing the resources at [td.org/CARE](#), connecting with your [chapter relations manager](#) (CRM) and [NAC](#) and collaborating with your fellow board members.

We encourage anyone with questions about CARE—in either its current or future iteration—to directly connect with Chapter Services and the NAC. We want to learn more about your chapter's successes and challenges, the resources and tools that we can develop to further support you, and additional opportunities to create synergy between ATD and chapters.

Thank you for your time, leadership, and commitment to your local chapter. We look forward to hearing from you.

With gratitude,  
Chris Coladonato, CPLP  
2019–2020 NAC Chair and ATD Board Member

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## Chapter Essentials

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### [Complete Your CARE Submission With Ease: Leverage New Resources!](#)

Looking for additional resources to support your efforts to complete your chapter's 2019 CARE submission? The NAC resource review and development team has produced several new templates, including an [annual report template](#), [balance sheet template](#), [budget template](#), [income statement template](#), and [operating plan template](#). The [CARE planning tool](#) has also been refreshed to include additional strategies for success. Find these resources and more at [td.org/CARE](#).



### **CARE Year End Webcast: November 13, 1 p.m. ET**

Join the NAC CARE team to learn about resources and best practices for completing CARE prior to the January 31, 2020, deadline. New and experienced chapter leaders are encouraged to attend to review answers to frequently asked questions and dispel common misconceptions about CARE elements. Stay until the end of the webcast for a glimpse into how CARE will change in 2020. Come prepared to share your questions and [register today!](#)

## IMPORTANT DATES

**[CARE Year End Webcast](#)**  
With NAC CARE Team  
Wednesday, November 13,

**CARE Early Submission  
Deadline**  
Submit by January 17, 2020, to

**CARE Final Submission  
Deadline**  
The deadline to complete your  
submission is January 31, 2020.

1 p.m. ET.

be entered into a drawing for a free ALC registration.

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## Review

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### [Congratulations to the October Chapter of the Month – Central Iowa](#)

The Central Iowa Chapter board wanted to gather potential sponsors in one location for a casual meet-and-greet. To align with the chapter's networking culture, the chapter created a sponsorship coffee hour to be attended by all board members. Through a review of past data, the chapter identified potential sponsors to include on the guest list for the event. The opportunity was also shared with chapter members to inquire if they were aware of potential sponsors that should be included. The board reviewed the chapter's existing offerings and created a new sponsorship packet to provide to attendees. Through the coffee hour, the chapter secured a platinum-level sponsorship for its conference, acquired an annual sponsorship, and filled an open board position through one of the connections made at the event.



### [The Sharing Our Success \(SOS\) program helps chapters improve through sharing and finding easy-to-use ideas, resources, and practices.](#)

Congratulations to [Central Massachusetts](#) ("Building Up From the Ashes").

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## Looking for Assistance?

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The email was sent to [kmalloy@td.org](mailto:kmalloy@td.org)

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