**Subject Line Options: Double Up During ATD’s 2021 Member Appreciation Sale // Double Up on Membership to Access the Resources You Can’t Afford to Work Without // Double the Resources; Double the Perks – This Week Only!**



Hello <<First Name>>,

As a talent development professional your work is more important than ever, and you need resources from your local and national networks of talent development professionals to maintain your edge. Joining the ATD network through local chapter and national membership expands your limits and possibilities and connects you to 30,000+ professionals and countless resources.

March 22–29 marks ATD’s Member Appreciation Sale, a weeklong, members-only savings event delivering exclusive deals to ATD members. During this week ATD is offering double the perks when you choose to [double up on membership with your local chapter and ATD national](https://content.td.org/r/90378). On top of the perks, this week is the last chance to lock in your current national membership rates and save an additional $30. There is no better time to become an ATD Power Member.

At the local level, the <<Chapter Name>> [Link chapter] supports professionals like you through engaging programs, compelling career and business development opportunities, and a strong network of local talent development professionals. Similarly, the Association for Talent Development (ATD) provides exclusive members-only content and trusted resources to support your work.

As an ATD member, you have immediate access to benefits including:

* An enhanced and more personalized online experience connecting you to tools and resources to support your work
* Webinar and conference session recordings
* Unlimited access to *TD at Work* guides
* A growing library of essential checklists, tools, and templates
* Industry-leading insights from *TD* magazine, whitepapers, and members-only newsletters
* A network of 30,000+ members from more than 125 countries

Not sure how membership has benefited professionals in our area? Reach out to <<VP of Membership>>, the chapter’s VP of Membership to learn more, or [watch this video](https://content.td.org/r/90381).

**Until March 29,** [**lock in your current national membership rates for up to three years**](https://content.td.org/r/90378)**, 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.**

 Join or renew your Power Membership [online](https://content.td.org/r/90378) or by contacting ATD’s [Customer Care](https://content.td.org/r/90379) 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 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 special opportunity to join or renew as a [Power Member](https://content.td.org/r/90380).

Best regards,

<<Chapter President>>