Dear Chapter Leader,

Welcome to the 2019 CARE Planning Workbook, a guiding tool for chapters to use throughout the year in preparation for the annual online CARE submission. This workbook provides chapters with a direct, time-saving approach to identifying, gathering, and documenting mandatory CARE-related information prior to completing the required online submission form.

The CARE submission itself will consist of two parts:

**Part 1:** Annual Update – Focusing on the chapter’s demographic information.
**Part 2:** CARE Survey – A self-reporting assessment evaluating the chapter’s achievements of the 18 CARE elements.

The CARE submission reports on a chapter’s activities during the 2019 calendar year. Even if a chapter doesn’t operate on a calendar year basis, as long as the chapter has met CARE during the calendar year, the chapter can base its submission on those accomplishments.

**The deadline for completing the online CARE survey is January 31, 2020.** To qualify for 100 percent completion of CARE, a chapter must complete the online survey by this date. Even if the chapter achieves 100 percent in all elements, submission of the online survey, and submission of all specified documentation is required by the deadline to be recognized as a chapter that has achieved 100 percent CARE.

To ensure consistency and accuracy in reporting, chapters are advised to identify and task one leader as your chapter’s CARE contact. This individual will serve as the primary point of contact for ATD for all CARE-related information. This person will receive your chapter’s unique CARE survey submission link, and is responsible for receiving, reviewing, and appropriately disseminating all CARE news, updates, and requirements to chapter leadership, including completing and submitting the chapter’s CARE survey by January 31, 2020.

If you need additional information about CARE, please visit the CARE website at [www.td.org/CARE](http://www.td.org/CARE) or contact your chapter relations manager (CRM).

Thank you for your ongoing time, commitment, and leadership!

ATD Chapter Services Team
WHAT IS CARE?
ATD Chapter Affiliation Requirements (CARE) are a set of performance guidelines designed to help chapters deliver consistent benefits to members. CARE consists of elements in five key areas that are necessary for running a chapter like a business: administration, financial, membership, professional development, and communication.

HOW DOES CARE BENEFIT YOUR CHAPTER?
CARE provides a clear set of standards enabling chapters to run like a business. CARE is designed to help chapters promote and support the industry, align with the Association, and deliver a consistent set of benefits to members. While CARE submissions are mandatory, the submission takes minimal time to complete, doesn’t cost chapters anything, and helps chapters become the best they can be.

By completing the CARE survey, chapters may also be eligible for national recognition. ATD recognizes chapter achievements by awarding designations at three different levels: 100 percent CARE Achievement, CARE Membership STAR, and CARE Membership SUPERSTAR.

Chapters who achieve these honors receive a recognition logo(s) for the chapter’s website, a letter from Tony Bingham, ATD President & CEO, and acknowledgement in the Leader Connection Newsletter (LCN), and on the ATD website. More information about these awards and other CARE-related recognition can be found at the end of this workbook.

ASSISTANCE COMPLETING THE CARE SURVEY
Many resources exist to assist chapters with completing the CARE survey:

- CARE website—www.td.org/care
- Chapter Relations Manager—www.td.org/crm
- National Advisors for Chapters—www.td.org/nac
- Sharing Our Success best practices—www.td.org/sos

CARE SURVEY SUBMISSION
The CARE survey must be submitted online using the chapter’s assigned survey link no later than January 31, 2020. Only the surveys submitted online will be accepted. NOTE: The CARE survey link will be emailed to the chapter’s CARE contact, designated by your chapter, in early December. Should a chapter’s CARE contact change, the chapter is responsible for immediately notifying their CRM with the new contact information. Contact your CRM if you have questions.

For your convenience, the online CARE survey includes the capability to upload the required documentation when you submit.
REQUIRED DOCUMENTS
To be considered complete, your CARE submission must be submitted to ATD Chapter Services on or before January 31, 2020, and must include the following documents:

1. 2020 Chapter Board Roster (in Excel format using the [template](#))
2. 2019 Chapter Membership Roster (in Excel format using the [template](#))
3. 2020 Chapter Operating Plan
4. Most Recent Yearly Balance Sheet and Income Statement

All documents should be uploaded through the survey submission site.

IMPORTANT REMINDER!

Chapters participating in the Wild Apricot (WA) partnership program do not have to upload their current chapter membership roster. Chapter services can pull that for you if you have provided Natasha Porter, project manager, with “Full Administrative Rights” access to your account (required for all chapters participating in the WA discount partnership program). For your reference, the username should match below:

Username: nporter@td.org

For more information on providing “Full Administrative Rights,” please visit [https://help.wildapricot.com/display/DOC/Managing site administrators](https://help.wildapricot.com/display/DOC/Managing site administrators).

As an added incentive, chapters that submit their completed CARE summary and all documentation (in the appropriate format) by January 17, 2020, will be entered to win a FREE 2020 ALC registration! The winning chapter will be notified following the January 31, 2020 deadline.
PART ONE: Annual Update

Part 1 of the CARE submission is the Annual Update. This section provides information about your chapter such as membership volume, financial performance, and progress towards goals. This information is used to prepare the CARE Summary, a benchmarking report allowing you to compare your chapter to others across the country.

You will be asked to provide information and/or answer the following questions when completing Part 1 of the online survey.

Does your chapter pay for any administration help, such as a management firm, or other administrative service?  ☐ Yes ☐ No

Please provide the contact information for your chapter’s administrative help below.

<table>
<thead>
<tr>
<th>Contact Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Company:</td>
</tr>
<tr>
<td>City:</td>
</tr>
<tr>
<td>Phone Number:</td>
</tr>
</tbody>
</table>

Please provide your chapter’s 2020 mailing address: (Please note, for chapters that use a P.O. Box, please be sure you also provide a physical mailing address for your chapter.)

<table>
<thead>
<tr>
<th>Chapter Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing Address:</td>
</tr>
<tr>
<td>Suite:</td>
</tr>
<tr>
<td>City:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PO Box:</th>
</tr>
</thead>
<tbody>
<tr>
<td>City:</td>
</tr>
</tbody>
</table>

As part of ATD's support of Power Membership (chapter and ATD membership), chapter services connects chapter leaders to prospective members via td.org. Through the Chapter Locator, a customer can request more information about the chapter, including membership benefits and programming. Please provide a contact for these inquiries.

<table>
<thead>
<tr>
<th>Contact Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Email:</td>
</tr>
</tbody>
</table>
Does your chapter pay for ATD membership dues for one or more chapter board members?
☐ Yes  ☐ No

Does your chapter budget to send board members to the ATD Chapter Leaders Conference (ALC)?  ☐ Yes  ☐ No

If yes, how many chapter leaders are budgeted to attend ALC in 2020? ________

When do your incoming board members OFFICIALLY begin their terms?
☐ 1st Quarter (January – March)
☐ 2nd Quarter (April – June)
☐ 3rd Quarter (July – September)
☐ 4th Quarter (October – December)

When are your chapter board meetings typically held?
☐ Monthly  ☐ Bi-monthly  ☐ Quarterly  ☐ Other ________

What was your chapter’s 2019 gross revenue from all sources (dues, programs, sponsorships, etc.)?  $__________

What is your chapter’s Employer Identification Number (EIN)?  ______________

Is your chapter incorporated?  ☐ Yes  ☐ No

Is your chapter recognized by the IRS as a 501(c)3 organization?  ☐ Yes  ☐ No

If no, how does the IRS recognize your chapter?  ________________________________

Did your chapter file Form 990 ☐ or Form 990N ☐ with the IRS this year?

If no, why not, and when was the last time your chapter filed the appropriate tax returns with the IRS?

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Does your chapter have a current tax exemption status with the IRS?  ☐ Yes  ☐ No
If no, is your chapter currently working with the IRS to be recognized as a tax-exempt organization?  □ Yes □ No

If no, why not?

Did your membership numbers increase, decrease, or stay the same in 2019?
□ Increase □ Decrease □ Stay the same

Please Explain: ________________________________

What was your chapter’s average membership number for 2019? ______

As of December 31, 2019, how many chapter members did your chapter have? ______

What percentage of your chapter’s members are members of both ATD and your chapter as of December 31, 2019? _________%

What was the highest joint membership percentage achieved by the chapter in 2019? ______%

When your chapter achieved its highest joint membership percentage in 2019, what was the total number of joint members? ______

When your chapter achieved its highest joint membership percentage in 2019, what was the total number of chapter members? ______

Note: this number should be greater than the answer given to the previous question.

What month did this occur in? ______

Did your chapter raise dues in 2019?  □ Yes □ No

Does your chapter plan to raise dues in 2020?  □ Yes □ No

What are your chapter’s current dues? $_______
What will the chapter’s new dues be? $_______
Which of the following dues categories does your chapter have? (Please select all that apply.)

- Regular/individual member
- Student member
- Young professional
- Senior member
- Group/Corporate membership
- Discounted or promotional dues
- Other

How much are your student membership dues? $________

How much are your young professional membership dues? $________

How much are your senior membership dues? $________

How much are your corporate or group membership dues per member? $________

Does your chapter provide ATD members a discount on chapter membership? ☐ Yes ☐ No

If yes, what is the percent of your discount? ________%

How many student members does your chapter have? ________________________________

Which of the following are requirements for a student to qualify for a chapter student membership rate? (Please select all that apply.)

- Attend an accredited university or college
- Demonstrate they are taking classes in a talent development related field
- Demonstrate they are in a degree program in a talent development related field
- Take a minimum number of credit hours

Please enter the number of credit hours________

- None of the above (Please explain below.)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Which of the following is true of your chapter? (Please select all that apply.)

- Has a connection with HRD/talent development faculty at a local college or university.
- Hosts a formal student group at a local college or university.
- Has a director of student outreach or a similar board position.
- Includes student members in professional chapter meetings and programs.
- Provides financial assistance to student members to participate in the ATD International Conference & EXPO.
- Provides scholarships or awards to college students.
- Has a formal mentoring program for students.
- Provides informal mentoring to students.
- Assists local students in finding internships.
- Has a student Special Interest Group (SIG).
- None of the above.

How does your chapter recognize young/new professionals? (Please select all that apply.)

- Offer discounted membership rate for young/new professionals.
- Special award recognition for up and coming young/new professionals.
- Board position for young/new professional.
- Young professional SIG.
- We don’t do anything special for young/new professionals.
- Other (Please explain below.)

If your chapter offers a discounted membership rate for young/new professionals, what are the requirements for a new graduate or young professional to qualify for the discounted membership rate?

- Under a certain age (Please enter max age here: _____).
- Proof of recent graduation (Please enter the number of years a graduate is eligible for a discounted rate: _____).
- None of the above (Please explain below.).
When are the majority of your regular programs held?

- Morning
- Lunchtime
- Afternoon
- Evening
- Other (Please explain below.)

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

What is the average number of people at your regular monthly chapter meeting? __________

What is the approximate registration fee for a chapter member to attend a chapter program? $________

What is the approximate registration fee for a chapter non-member to attend a chapter program? $________

What is the approximate registration fee for a chapter member to attend a chapter sponsored conference? $________

What is the approximate registration fee for a chapter non-member to attend a chapter sponsored conference? $________

Which of the following did your chapter do in 2019, or is planning for 2020?

<table>
<thead>
<tr>
<th>Event</th>
<th>Did in 2019 and planning for 2020</th>
<th>Did not do in 2019, but planning for 2020</th>
<th>Did in 2019, but not planning for 2020</th>
<th>Did not do in 2019 and not planned for 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>A conference, seminar, or other large event</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>A community service project</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>A partnership with another membership organization</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>A partnership with another ATD chapter</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>A job listing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A CPLP study group (not including an information session on the CPLP)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An APTD study group (not including an information session on the APTD)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Interest Groups (SIG)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Geographic Interest Groups (GIG)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee Learning Week events or activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An ATD regional chapter conference</td>
<td></td>
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</tr>
</tbody>
</table>

What type of conference, seminar, or other large event(s) does your chapter hold?

What type of community service event/project(s) does your chapter participate in?

What membership organization(s) has your chapter partnered with, and how have you partnered?
Approximately how many jobs were listed with your chapter in the past year? ________

What Special Interest Groups (SIGs) does your chapter have?

What is the average number of participants in your chapter’s SIGs? ________?

Does your chapter currently charge a fee to attend a SIG meeting?  □ Yes    □ No

If so, how much do you charge a chapter member? $__________

chapter non-member $__________

What Geographic Interest Groups (GIgs) does your chapter have?

What is the average number of participants in your chapter’s GIgs? ________

What did your chapter do to support Employee Learning Week (ELW)?

With regard to the CPLP program, does your chapter: (Please select all that apply.)

☑ Promote the benefits and value of CPLP certification
☑ Recognize CPLP certified chapter members
☑ Facilitate a study group using the ATD Learning System
☑ Offer an in-person CPLP study group
☑ Offer a virtual CPLP study group
☑ None of the above
If your chapter offers a CPLP study group, how many in-person study groups does the chapter run in a calendar year? ________
   Virtual study groups? ________
What is the average number of participants per an in-person study group? ________
   A virtual study group? ________
Does your chapter charge a fee to participate in the in-person study group?  ☐ Yes  ☐ No

   How much does your chapter charge a **member** to participate in the in-person study group? $_______

   How much does your chapter charge a **non-member** to participate in the in-person study group? $_______

If your chapter offers a virtual study group, does your chapter charge to participate in this study group?  ☐ Yes  ☐ No

   How much does your chapter charge a **member** to participate in the virtual study group? $_______

   How much does your chapter charge a **non-member** to participate in the virtual study group? $_______

What is the length of the program of the in-person study group? ________
   Virtual study group? ________
What materials are used? ________________________________________________________

With regard to the [ATD Competency Model](#), does your chapter... (Please select all that apply.)

   ☐ Promote the benefits and value of the model
   ☐ Align programs with its content
   ☐ Use it to help develop members and leaders
   ☐ Encourage chapter leaders/members to use it for career planning
   ☐ None of the above
☐ Other (Please explain below.)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Please describe how your chapter leverages the ATD Competency Model to the benefit of chapter members/leaders and the profession.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Does your chapter have a succession plan? ☐ Yes ☐ No

If yes, does your chapter review your succession plan annually? ☐ Yes ☐ No

If no, what are the reasons why your chapter doesn’t have a succession plan?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Which of the following does your chapter have? (Please select all that apply, and include your chapter’s social media information.)

☐ LinkedIn group

☐ Facebook

☐ Twitter

☐ Instagram

☐ Periscope

☐ Pinterest

☐ Snapchat

☐ Other

☐ None of the above
PART TWO: CARE Survey

Part two of the online submission is the CARE Survey. You will be asked to evaluate your chapter’s achievement of the 18 CARE elements. Remember, since CARE is chapter-reported, the achievement level is indicated through this self-evaluation. Chapters are encouraged to download the current CARE matrix for a comprehensive list of CARE elements including information and resources on how chapters can successfully achieve each element.

<table>
<thead>
<tr>
<th>Administrative Component</th>
<th>True</th>
<th>False</th>
</tr>
</thead>
<tbody>
<tr>
<td>The chapter’s mission, vision, and bylaws align with those of ATD.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additionally, the chapter meets the ATD brand identity guidelines.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The chapter maintains written position descriptions for elected chapter board members.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The chapter members participate in the nomination and election of the chapter board.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The chapter creates an <strong>operational plan</strong> that includes but is not limited to:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>annual goals, communication/marketing strategy,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>recruitment/retention strategy, and succession planning strategy.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NOTE:</strong> Chapter must upload a 2020 operational plan through the survey submission site by January 31, 2020.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The chapter submits a <strong>current 2020 board roster</strong> in Excel format with CARE submission and updates ATD Chapter Services as changes occur.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NOTE:</strong> Template is available at <a href="http://www.td.org/CARE">www.td.org/CARE</a>. Chapter must upload a 2020 board roster through the survey submission site by January 31, 2020.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The chapter submits a <strong>2019 membership roster</strong> in Excel format to ATD Chapter Services with CARE submission.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NOTE:</strong> Template is available at <a href="http://www.td.org/CARE">www.td.org/CARE</a>. Chapters not using Wild Apricot or on Wild Apricot but not providing administrative access to ATD Chapter Services, must upload a current membership roster through the survey submission site by January 31, 2020.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The chapter board meets at least once per quarter and makes meeting minutes available to members.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The chapter board completes a <strong>risk management assessment</strong>.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
If any of the above statements are “false,” please explain the reason why, and the steps your chapter is currently taking to make them true.

<table>
<thead>
<tr>
<th>Financial Component</th>
<th>True</th>
<th>False</th>
</tr>
</thead>
<tbody>
<tr>
<td>The chapter complies with all federal and state reporting requirements.</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>The chapter board develops and approves an annual operating budget and makes it available to members.</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>The chapter board ensures an annual internal or external financial review is completed by an individual or group not directly responsible for the management of the chapter’s finances. <strong>NOTE:</strong> All chapters are required to file annually Form 990 or Form 990N with the IRS. Chapter must upload its most recent yearly balance sheet and income statement through the survey submission site by January 31, 2020.</td>
<td>☒</td>
<td>☐</td>
</tr>
</tbody>
</table>

If any of the above statements are “false,” please explain the reason why, and the steps your chapter is currently taking to make them true.

<table>
<thead>
<tr>
<th>Membership Component</th>
<th>True</th>
<th>False</th>
</tr>
</thead>
<tbody>
<tr>
<td>The chapter board assesses its members’ needs and satisfaction levels at least once per year.</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>The chapter achieves by 12/31/19 a minimum of 20 chapter/ATD members (the original chapter chartering requirement) and 35 percent of the chapter’s membership are joint chapter/ATD members. The chapter also completes 10 activities of the chapter’s choice listed below. For support, review the joint membership job aid.</td>
<td>☒</td>
<td>☐</td>
</tr>
</tbody>
</table>

If any of the above statements are “false,” please explain the reason why, and the steps your chapter is currently taking to make them true.
Chapter completed at least 10 of the activities listed below or customized activities for the chapter... (Please select all that apply.)

- Mentions Power Membership at the beginning of each chapter event
- Uses PowerPoint slides at each event highlighting Power Membership
- Has printed Power Member collateral displayed at each event
- Participates in the Chapter Membership on the ATD Store Program
- Participation in ATD Member Week through a 10% discount on Store purchases
- Share best practices on joint membership with chapter leaders by presenting on NAC area calls, submitting an SOS, or presenting at ALC
- Power Member section in chapter newsletter
- Displays Power Member logos on chapter website
- Has Power Member testimonials on website, in the chapter newsletter, and at meetings
- Posts Power Member messages on social media
- Promotes Power Membership at SIG/GIG meetings
- Requests list of ATD members quarterly to identify prospects
- Requests joint membership percentage from your CRM quarterly
- Promotes Power Membership at chapter conference(s)
- Promotes Power Membership at chapter special event, including an information table with both chapter and ATD materials
- Creates a group/corporate Power Membership structure
- Discusses Power Membership at each board meeting
- Conducts a membership drive
- Holds a program on the value of membership
- Conducts new member orientations
- Holds an event to recruit ATD members to chapter membership
- Publicizes the special “Power Member” rate (e.g. Professional: $229 or Professional Plus: $369 for chapter members)
- Hosts a Power Member page on chapter website
- Highlights Power Membership in chapter emails
- Sends a targeted email to prospective members promoting Power Membership once a quarter
- Other
- None of the above

Please describe your chapter’s other joint membership activities.
### Professional Development Component

<table>
<thead>
<tr>
<th>Statement</th>
<th>True</th>
<th>False</th>
</tr>
</thead>
<tbody>
<tr>
<td>The chapter board members maintain joint chapter/ATD membership and</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>participate in both annual chapter and ATD leadership development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>opportunities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The chapter provides at least six (6) professional development activities</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>per year for members.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If any of the above statements are “false,” please explain the reason why, and the steps your chapter is currently taking to make them true.

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### Communication Component

<table>
<thead>
<tr>
<th>Statement</th>
<th>True</th>
<th>False</th>
</tr>
</thead>
<tbody>
<tr>
<td>The chapter maintains a current website with up-to-date information.</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The chapter disseminates a communication piece to members at least once</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>per quarter that includes chapter and ATD programs and initiatives.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The chapter board produces, and shares with members, an annual report</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>that includes but is not limited to: membership numbers, financial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>performance, and progress toward annual goals.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If any of the above statements are “false,” please explain the reason why, and the steps your chapter is currently taking to make them true.

---

How many hours did it take to gather the information to complete the CARE survey?________

How many hours did it take to actually take the CARE survey once you compiled the appropriate information? ________

**Thank you, this concludes the 2019 CARE workbook. If you have questions, or need additional support, please contact your CRM.**
CHAPTER RECOGNITION

AWARD ELIGIBILITY
ATD recognizes significant chapter achievement by awarding designations at three different levels. To be eligible for any award, the completed 2019 CARE survey submission must be submitted, along with required documents, on or before January 31, 2020. The baseline requirements for each award level can be found below.

100% CARE ACHIEVED
To be eligible for 100 percent CARE achievement, your chapter must:
▪ Complete all of the 18 CARE elements and submit the chapter’s 2020 operating plan, 2019 current membership roster, 2020 board roster, and the chapter’s most recent yearly balance sheet and income statement.

Chapters that achieve this status will receive a CARE achieved logo for the chapter website, a letter from Tony Bingham, ATD President and CEO, and recognition in the Leader Connection Newsletter (LCN) and on the Chapter Leader Community (CLC) website.

CARE MEMBERSHIP STAR
To be eligible for CARE Membership STAR, your chapter must:
▪ Complete all of the 18 CARE elements and submit required documents
▪ Achieve 45-50 percent joint membership by December 31, 2019.

Chapters that achieve this status will receive a CARE achieved logo, a letter from Tony Bingham, ATD President and CEO, and a membership STAR logo for the chapter website, and recognition in the LCN and on the CLC website.

CARE MEMBERSHIP SUPERSTAR
To be eligible for CARE Membership SUPERSTAR, your chapter must:
▪ Complete all of the 18 CARE elements and submit required documents
▪ Achieve greater than 50 percent joint membership by December 31, 2019.

Chapters that achieve this status will receive a CARE achieved logo and a membership SUPERSTAR logo for the chapter website, a letter from Tony Bingham, ATD President and CEO, and recognition in the LCN and on the CLC website.

All chapters awarded recognition in any level will be eligible to receive Chapter of the Month (COM) and Chapter Excellence Awards (CEA).
Chapter of the Month (COM):
To achieve COM the chapter must submit a Sharing Our Success (SOS) submission. If the submission is approved and the chapter was not recently featured as COM (within 18 months) they become eligible to receive this award. For more information on the program, or on how to make a submission, please visit www.td.org/SOS. For more information on COM, please visit www.td.org/COM.

COM winners receive the following:
- $500 cash prize
- profile on the ATD homepage, and the COM homepage
- letter from the ATD president and CEO
- use of press release banner and press release
- public recognition at Chapter Leader Day (CLD) and ALC
- use of COM logo
- recognition in the LCN

Chapter Excellence Awards (CEA):
The CEA recognize chapters that achieve excellence in strategic partnerships, advancing the profession through CPLP, and joint membership growth. ATD awards a $1,000 cash prize for each award of excellence in each of the three chapter size categories (for a total of nine awards). The deadline to apply for the 2020 Chapter Excellence Awards is February 21, 2020. For more information on how to apply, please visit www.td.org/CEA.