



# Chapter Incentive Program (ChIP) Toolkit

# Chapter Incentive Program (ChIP)

ATD has created this toolkit to help you maximize the benefits of ChIP within your chapter. Your chapter has the potential to earn revenue each year by encouraging members and nonmembers to use your chapter's assigned ChIP code when they register for eligible ATD conferences and purchase ATD products and services.

To help your chapter promote your ChIP code, this toolkit includes templates and examples of newsletter messages, chapter meeting announcements, FAQs, and website samples. Also included are ChIP promotion examples from ATD chapters.

This kit will help you maximize revenue generated through ChIP by providing suggestions to better target your messages and materials so that you increase awareness to members and customers.

We look forward to hearing about your ChIP success!

## Included in this toolkit:

- Overview
- ChIP Eligible ATD Products
- Promoting ChIP, using the ChIP logo, and key marketing messages
- Samples and Templates
- Frequently Asked Questions

## Overview

The Chapter Incentive Program (ChIP) is a revenue-sharing program that offers chapters an opportunity to earn additional revenue. Through ChIP, chapters can earn revenue from new business they generate for ATD programs and services.

Each chapter is assigned a unique ChIP code. Every person that selects the chapter's name from the dropdown menu at checkout when making an online purchase on the ATD Store will be contributing to your chapter's financial health, further enabling you to accomplish your chapter's mission.

To obtain your chapter ChIP code, use the online chapter directory located at [www.td.org/chapters](http://www.td.org/chapters). Chapter ChIP codes look like this: CH1234.

## ChIP Eligible ATD Products

The table below lists the products and services, as of February 2019, available for revenue sharing under ChIP. Purchases made with the chapter ChIP code will generate a commission for the chapter. On a quarterly basis, chapters will be sent a check that represents the share of revenue associated with the chapter ChIP code. Additional products may become eligible; view the most updated list at [www.td.org/chip](http://www.td.org/chip).

ATD Product	Revenue Share
New Membership*	\$20
Membership Renewal	\$10
International Conference and Expo Registration****	10% (maximum of \$80)
TechKnowledge Conference Registration ****	10% (maximum of \$80)
ATD Small Conferences (Telling Ain't Training, etc.)	\$50
ATD Certificate Programs **	10%
ATD Master Series **	5%
ATD Books and Publications ***	5%
CPLP Learning System	\$50
ATD Job Bank employer listing	10% (maximum of \$50)
Chapter Leader Conference (ALC) Bookstore	5%

\* ChIP revenue only applies to memberships and e-memberships \$229 and above. Discounted board memberships, group, student, and senior memberships are not eligible for ChIP revenue.

\*\* ChIP revenue does not apply to certificate registrations for chapters participating in the Certificate Partnership Program. Chapters receive a 5% commission on the ATD Training Design and Delivery Certificate, ATD Master Trainer, ATD Master Instructional Designer, and ATD Master Performance Consultant registrations.

\*\*\* Publications can be ATD Press books and Infolines only, ordered through the online bookstore, through ATD Customer Care, or at ATD Chapter Leaders Conference (ALC). ChIP revenue is not offered at the **ATD International Conference and Exposition bookstore or the TechKnowledge Conference bookstore.**

\*\*\*\* **ChIP revenue applies to in-person conference registration. Please note:** Since the ATD Chapter Leaders Conference (ALC) is already subsidized by ATD, ChIP revenue cannot be earned on ALC registration fees.

## Promoting ChIP

ATD chapters are encouraged to promote their ChIP code on their website, member communications, printed marketing materials, and at chapter event. Individuals do not need to be chapter members to use your chapter's ChIP code and earn revenue for your chapter. Many chapters find it helpful to remind their members to enter their chapter's ChIP code anytime they make an ATD purchase.

## The ChIP Logo

Chapters are encouraged to use the official ChIP logo when promoting ChIP, as seen below. To obtain a .jpg, .eps, or .tif version of the ChIP logo to use in your chapter promotions, e-mail your [chapter relations manager](#).



## Key Messages

What are the most important things for your audiences to know about ChIP? You should have two to five key messages available to use, as appropriate, in your chapter communications.

Key messages should be simple, brief, and to the point. The messages should be incorporated consistently into all appropriate chapter communications activities. All chapter leaders and communications officers should know them, in case they are asked about the program.

The following are three examples of key messages your chapter can use to promote ChIP:

- **Help earn revenue for our chapter! Be sure to select our chapter's name from the dropdown menu at checkout when you order \_\_\_\_\_.**  
Your chapter can mention purchasing an ATD product, membership, conference or program registration, for example, and inform your audience that the chapter will receive revenue if they include their chapter ChIP code when placing their order.
- **Whether you're a member or not, our chapter may earn revenue from your ATD purchase if you select our chapter's name from the dropdown menu at checkout when registering for a program, conference, or membership.**  
You should inform nonmembers who attend chapter events or make a purchase from your chapter, that they too can help support your chapter by using your chapter's ChIP code.
- **When you make an ATD purchase, whether via phone or online at [www.td.org](http://www.td.org), don't forget to mention or select our chapter's name from the dropdown menu at checkout.**  
Members and nonmembers may make their purchase via phone instead of online. Let them know that when they do so, they should mention your chapter's ChIP code to help support the chapter.

## Audiences and Tactics

With whom does your chapter need to communicate to encourage use of your ChIP code? Chapters should include both internal and external audiences in their communications.

- Examples include current members, prospective members, local business leaders and managers, community partners, and educational partners.
- Consider those who are most important to your chapter’s success and be sure to include the ChIP message, where applicable.

In conveying your message, you should use a variety of tactics to reach the audience most efficiently. Tactics are the to-do lists: the specific things that will be done to convey your message. Examples of tactics that your chapter can use to include your ChIP message include sending emails to members, announcing a program at a chapter meeting, or pitching the program on your chapter’s website.

Below are some examples of how you can best use tactics in conveying the ChIP message to your audience.

Incorporating ChIP into Your Chapter’s Communications	
Tactic	Comments
<b>Face-to-Face</b>	
<ul style="list-style-type: none"> <li>▪ Word of Mouth</li> </ul>	Ordinary conversation can be a very effective way of conveying ChIP to your members and event attendees. Be sure to drive home timely messages that will encourage participation (i.e. Through the Chapter Incentive Program, our chapter can earn \$80 for every person who uses our chapter’s ChIP code when registering for the ATD International Conference & Exposition!).
<ul style="list-style-type: none"> <li>▪ Meetings</li> </ul>	There are several ways to convey the message about ChIP during chapter meetings. Be sure to incorporate ChIP into your meeting agenda. Print the ChIP chapter ChIP code on a handout. (i.e. During the chapter’s financial report, speak briefly about how ChIP revenue can help the chapter and name a program that the revenue has supported recently).
<ul style="list-style-type: none"> <li>▪ Workshops</li> </ul>	A workshop format implies free exchange of ideas. Mention ChIP, where appropriate.
<ul style="list-style-type: none"> <li>▪ Training Courses</li> </ul>	During chapter training courses, mention ChIP and make your chapter’s ChIP code is printed <b>clearly and boldly</b> on order forms for books and materials.

<ul style="list-style-type: none"> <li>▪ Events</li> </ul>	<p>To reach both member and nonmember audiences, promote the message about using your chapter's ChIP code at chapter events.</p>
<ul style="list-style-type: none"> <li>▪ Social Events</li> </ul>	<p>Social events are good at developing team spirit and buy-in. They can also be used to spread the right messages to your members. Find a fun way to incorporate ChIP into your messaging at the event. Increase your member's awareness about the program by giving them something they can take with them (i.e. incorporate ChIP into a give-away, such as a ChIP poker chip with your chapter's ChIP code printed on it).</p>
<p><b>Electronic</b></p>	
<ul style="list-style-type: none"> <li>▪ Email</li> </ul>	<p>Email is the easiest and most cost-effective way to communicate. Set up circulation lists for the various populations that need to receive targeted messages. When communicating about an ATD product, be sure to include your chapter's ChIP code and mention how much revenue can be earned if they use your code.</p>
<ul style="list-style-type: none"> <li>▪ Website</li> </ul>	<p>Utilize a banner ad or hot button on your website encouraging members and nonmembers to use your chapter's ChIP code with specific instructions on how to do so (i.e. "Support our chapter by selecting our chapter's name from the dropdown menu at checkout when making a purchase through the ATD Store.")</p>
<ul style="list-style-type: none"> <li>▪ Chapter newsletters</li> </ul>	<p>Your chapter's newsletter is an excellent means of providing information about developments in the chapter and the industry. Many chapters use the newsletter to provide information about upcoming meetings and events, as well as more in-depth content. Place a brief article or an advertisement in your chapter newsletter about ChIP, providing your chapter's ChIP code (i.e. Design an advertisement with the message, "Support our chapter by selecting our chapter's name from the dropdown menu at checkout when you register for a conference or make a purchase online at <a href="http://www.td.org">www.td.org</a>.")</p>
<ul style="list-style-type: none"> <li>▪ Streaming Videos and Podcasts</li> </ul>	<p>Incorporate the ChIP message into a streaming video on your chapter website or as a quick reminder before or after a chapter podcast.</p>
<p><b>Hard Copy</b></p>	
<ul style="list-style-type: none"> <li>▪ Handouts</li> </ul>	<p>Create a handout for your meetings/events that conveys the ChIP message and provides your chapter's ChIP code. If your handout is centered on a specific ATD program or item, such as ATD membership, ATD conference, or ATD products, be sure to include your chapter's ChIP code and be specific about how much revenue your chapter could earn if the code is used.</p>

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▪ Promotional Gifts	Various types of gifts can be used to promote ChIP and provide a convenient way to access the chapter ChIP code (i.e. Print your chapter's ChIP code on poker chips, bookmarks, mouse pads, t-shirts, etc.)
▪ Fact Sheets	Fact sheets are great one- or two-page overviews about your chapter. Incorporate the ChIP message and your code when providing relevant chapter facts and information.
▪ Annual Report	Your chapter's annual report should summarize the previous year's goals and progress toward those goals, successes, financial status, membership statistics, key projects, activities, and products/services. You can use your annual report as a vehicle to discuss your goals regarding ChIP. You should also mention your chapter's ChIP successes in your annual report.

## Evaluation

How will you measure your results? When your chapter's ChIP code is used by chapter members and nonmembers when purchasing ATD products and services, measuring results is easy! Your chapter can use revenue generated to measure the effectiveness of ChIP promotions.

## Chapter Best Practices

### General Promotions and Reminders

Consider making an announcement at the beginning of your next chapter meeting or event, informing attendees how to use your chapter's ChIP code and why it's important that they do so.

Many chapters promote their ChIP code on the main page of their website, linking to the ATD Store to ensure members don't forget to enter their chapter's code.

Examples from Greater Atlanta and Central Oklahoma chapters:

**ATD Store / ChIP Program**

If you purchase something at the ATD store remember to use **CH7094** for the ChIP/International Partner code, some items may be discounted. Using the code is easy and will benefit you and YOUR ATD-Central Oklahoma Chapter.



### Promoting ATD Membership

Did You Know? Our chapter can earn up to \$20 for every person who joins ATD using our chapter's ChIP code.

- Join by calling 1.800.628.2783
- Join online at <http://www.td.org>

Renewing your ATD membership? Our chapter earns \$10 for every member who enters our chapter's ChIP code when renewing.

Example from Sacramento, Metro DC, and Charlotte chapters:

**Did you know that ATD Sacramento members are eligible for a \$20 discount on ATD National Membership?**



ATD Sacramento encourages our members to join National ATD to fully realize the benefits of Power Membership, which offers members twice the support, twice the resources and twice the networking compared to just being a chapter member. ATD National membership provides the tools you need for success. ATD Sacramento chapter membership applies those tools to your organization and community. Together you have doubled your professional development opportunities!

Save \$20 on National Membership by entering our local Chapter Code **CH8049** when you join or renew. It's simple, just enter the code when you check out at National ATD. Learn more [here](#).

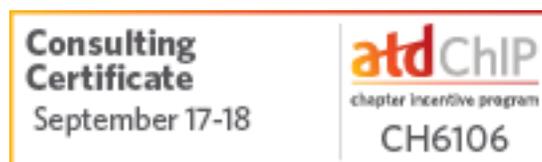


### Promoting Education Programs and Conference Registration

Through the Chapter Incentive Program (ChIP), our chapter can earn up to \$80 for every person who uses our chapter's ChIP code when registering for the ATD International Conference & Exposition!

Registering for an ATD Certificate Program? Don't forget to include our chapter's ChIP code at the time of registration—our chapter may earn revenue (up to 10% of your registration)!

*Examples from Greater Chattanooga and Lincoln chapters:*



## Frequently Asked Questions

Updated February 2019 – [www.td.org/chip](http://www.td.org/chip)

**Q: Are chapters required to participate in ChIP?**

A: No. Like many ATD resources for chapters, this program was created based on feedback from chapter leaders. Individual chapters decide their level of participation in this program.

**Q: How will this be tracked?**

A: ATD uses an association management software package to report revenue and commissions earned for each ChIP source code. ATD runs quarterly reports that show revenue associated with each chapter code. A percentage of that revenue will be calculated based on the revenue share amount for specific products. The commission amount earned will then be direct deposited in chapter accounts. For privacy reasons, chapters will not be sent purchase records of individual members.

**Q: How can I use my chapter's ChIP code to make a purchase on the ATD online store?**

A: Begin by selecting the items you want to purchase and placing them in your shopping cart. Once you are ready to check out, select your chapter's name from the dropdown menu at checkout where it says "Chapter Incentive Program (ChIP)" on the shopping cart screen.

**Q: How is the revenue share sent to chapters?**

A: ATD direct deposits the quarterly commissions in chapter accounts. Commissions earned from ATD International Conference & Exposition registrations will be paid the quarter following the conference.

**Q: If someone forgets to use our chapter's ChIP code when registering for a conference or making a purchase, can our chapter still earn ChIP credit?**

A: Unfortunately, this program is unable to apply retroactive commission credit. However, if someone tried to use your chapter's code on the online store and was unable to for some reason, please contact your chapter relations manager for assistance.

**Q: Do people have to be ATD or chapter members to use our chapter's ChIP code?**

A: No. Anyone, members and nonmembers, can use your chapter's ChIP source code.

**Q: If a person uses our chapter's ChIP source code to register for an ATD conference or buy something, will they get a discount?**

A: Using the chapter source code will trigger a \$30 discount on membership and automatically adjust the shopping cart rate to \$229 or \$369. No other discounts are enabled via ChIP code use. The ChIP code instead generates a commission for the chapter.

**Q: Can chapter leaders get a list of people who purchase an item with the chapter source code?**

A: No. ATD does not release customer purchase information for confidentiality reasons.

**Q: What benefits do individuals receive by using the chapter code?**

A: Individuals benefit with a \$30 discount on ATD membership when using the ChIP code on the online store. In addition, they benefit by helping their chapter be more successful. Chapters are an important part of ATD and the profession as a whole. Chapters are nonprofit organizations that strengthen their communities, help people build skills, find jobs, etc.

**Q: Why do some brochures with promotions from ATD come with a source code already printed on it? Can my chapter members cross that out and write our chapter's ChIP code?**

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A: Yes. Chapters may manually add their ChIP code onto any ATD marketing materials they are distributing to chapter members (for example, adding a sticker onto the publications catalog). ATD has a variety of ads and promotions with a variety of source codes. Chapter ChIP codes are one of many that help ATD understand how marketing programs are working. The purpose of the chapter ChIP source codes is to give chapters credit for promotion that chapters do to their members and prospects.

**Q: What if a member uses the chapter code to join ATD at a discounted rate?**

A: ChIP revenue only applies to memberships \$229 and above. Discounted board memberships, student, and senior memberships are not eligible for ChIP revenue.

**Q: Are ChIP commissions taxable?**

A: ChIP commissions are not taxable (federal or state). Chapters with more than \$25K in gross receipts that are completing Form 990EZ should indicate the ChIP commission amount in Line 8 as “other revenue” with a brief description, such as “commissions from ATD.” Chapters with less than \$25k in gross receipts that are completing Form 990N do not need to report the ChIP commissions.