Chapter Affiliation Requirements (CARE)
Joint Membership Activities Job Aid

Chapters that focus on joint membership promotional activities tend to have more joint members. This requirement will assist chapters with planning for success in this area. Many chapters are already doing a majority of these activities, and many are simple to add and maintain for continued success. For more information about joint membership activity requirements, please see the Executive Summary and FAQs at www.td.org/care.

The online CARE submission will include the list of activities that you can check off as well as add any customized activities for your chapter. Below are resources to support you in each activity. If you have any questions about these activities, contact your chapter relations manager (CRM) or National Advisor for Chapters (NAC)

All resources to promote joint membership may be found at www.td.org/jointmembership.

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<tr>
<th>Joint Membership Activity</th>
<th>Description</th>
<th>How</th>
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| Power Member page on chapter website. | Cross-promotion is key to increasing joint membership. ATD promotes chapter membership through the chapter locator, on the ATD membership page, by our customer care team during the join process, and more! Create an individual Power Member page or dedicate a portion of your chapter’s current membership page to the value of Power Membership. | • **Power Membership Webpage for Wild Apricot**: Use the HTML code to create the webpage and the [job aid](#) to help you facilitate the implementation process. Include your chapter ChIP code where instructed.  
• **Power Membership Page on the Chapter Leader Community (CLC)**  
• **Power Member Button Logo**  
• **ATD Power Member Logo** |
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<th>Through shared promotion, both chapter and ATD members will be more in tune with the benefits of Power Membership.</th>
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<tr>
<td><strong>ATD Power Member Brochure</strong>&lt;br&gt;<strong>Customizable Power Membership Brochure</strong>&lt;br&gt;<strong>ATD Power Member Application</strong>&lt;br&gt;<strong>Ways ATD Promotes Power Membership</strong>&lt;br&gt;<strong>Incorporate a video testimonial from a power member into your webpage</strong></td>
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<td>Highlight Power Membership in chapter email communications.</td>
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<td>Take advantage of the Power Member logo to draw attention to and familiarize your chapter contacts with Power Membership in routine chapter email communications. Minimum is quarterly, but additional Power Member references can be added when possible or appropriate.</td>
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| **ATD Power Member Logo:**  
  - **Standard Version**  
  - **Button Version**  
  **ATD Power Membership Page**  
  **Power Membership Benefits Table**  
  **Power Member Ads:** one-third page or one-half page  
  Spotlight a member benefit or Power Member fun fact and link the reader to more information.  
  Link to the power membership page on your website |
| Send a targeted email message to prospective members promoting Power Membership at minimum once a quarter. |
| Frequent and informative communications to prospective members increase the likelihood of growing joint membership. |
| **Customizable Power Membership Email**  
  **Top Ten Reasons to be an ATD Member Email**  
  **ATD Power Membership Page**  
  Change the content of each new message to expose your prospect list to the wealth of benefits included through Power Membership.  
  **Puget Sound Chapter email example** |
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<th>Mention Power Membership at the start of each chapter event.</th>
<th>Take a moment to cover Power Membership with your attendees before kicking off your program. Use our Power Membership presentations to highlight the benefits of Power Membership.</th>
<th>• <strong>ATD Member List Request Form</strong>: ATD members are good prospects for chapter members. To request the list in your area click <a href="#">here</a>. • <strong>Power Member Benefits Table</strong> • <strong>Power Member Marketing Flyer</strong> • <strong>Rotating Power Member slides</strong>  o Long or short version  • <strong>SOS Submission</strong>: Lake Superior Chapter – Power Member Scavenger Hunt</th>
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<td>Highlight Power Member benefits using rotating PowerPoint slides at each event.</td>
<td>Use rotating slides during the networking portion of your chapter programs to highlight Power Membership. Not only informative, it also serves as a conversation starter for your attendees!</td>
<td>• <strong>Power Member Rotating Slides</strong> • <strong>Power Member Benefits Table</strong></td>
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<td>Printed Power Member collateral at each event.</td>
<td>Provide information attendees can take with them about Power Membership to share with colleagues, employers, and contacts. Additionally, use the customizable Power Membership brochure to promote your chapter and ATD! Tailor the brochure to add information relevant to your chapter, upcoming event details, and membership details. Include your chapter logo where instructed, add your chapter’s contact information, and include photos of your chapter members!</td>
<td>• <strong>ATD Power Member Application</strong> • <strong>Power Member Marketing Flyer</strong> • <strong>Customizable Power Membership Brochure</strong></td>
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| Power Member section in newsletter once per quarter. | Dedicate a section of your newsletter to promoting Power Membership. Whether it is a short blurb on the savings and benefits of Power Membership or information about how to join, you can ensure your members are well-acquainted with the benefits. | • Repurpose Power Membership information in the LCN for your chapter newsletter.  
• Power Member One-Third Page Ad  
• Power Member One-Half Page Ad |
| Power Member logos on chapter website. | Make Power Membership more visible to your members by showcasing the logo on your chapter’s home page and membership page. | • ATD Power Member Logo:  
  o Standard Version  
  o Button Version |
| Power Member testimonials on website, meetings, and newsletter. | Take advantage of your chapter’s very own Power Members to highlight the benefits of joint membership. Gather testimonials that focus on how Power Membership has supported that member’s professional development. | • Share the Get to Know ATD video at a meeting.  
• SOS Submission: Greater Chattanooga - 99 seconds  
• Central Iowa Chapter Video |
| Power Member messages on social media. | Social media is another great way to communicate the value of Power Membership without filling members’ inboxes. Plus, chapters have the opportunity to reach a new audience outside their prospect lists. Tweet, post, and blog about upcoming membership promotions, Power Member benefits, and more! | • Link to social media tweets developed for power membership.  
• Leverage messages posted by ATD Chapter Services on:  
  o Facebook  
  o LinkedIn  
  o Twitter  
• Follow the ATD chapters Twitter list |
| Promote Power Membership at Special Interest Group (SIG), Community of Practice (CoP), or Geographic Interest Group (GIG) meetings. | Members of SIGs and GIGs also are eligible to become Power Members. Select benefits that specifically appeal to the group to encourage them to become a Power Member. ATD Communities of Practice are a great way to connect SIG/GIG members with relevant ATD content to showcase the value of being a joint member. | • ATD Communities of Practice  
• Customizable Power Membership Handout  
• Customizable Power Membership Brochure  
• SOS Submission: South Carolina Midlands Chapter - Formal Approach to a Geographic Interest Group (GIG) partnership |
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| Request list of ATD members quarterly; identify prospects. | ATD members are great prospects for chapter members. Instead of spending time introducing prospective members to the organization, the chapter can focus more on sharing how it supports talent development at the local level. Invite prospects to upcoming events, promote chapter membership, and connect locally to build their networks. | • Request the ATD member list for your area from your CRM  
• ATD Member List Request Form |
| Request joint membership calculation from your CRM quarterly. | Benchmark your chapter’s joint membership percentage throughout the year. Request a real-time calculation from your CRM to gauge your chapter’s proximity to its goal. | • Contact your CRM |
| Promote Power Membership at chapter special events, including an information table with both chapter and ATD materials. | Request free ATD marketing materials for upcoming chapter events to showcase ATD benefits ranging from publications to education courses alongside chapter membership and event promotions. | • ATD Marketing Materials Request Form  
• Power Member Marketing Flyer  
• Customizable Power Membership Handout  
• Customizable Power Membership Brochure |
| Add your chapter to the ATD Store | By offering your chapter’s membership on the ATD Store, your chapter provides a streamlined customer experience, supports joint membership efforts, and lessens administrative burdens for chapter leaders. |
|---------------------------------------------------------------|
| Share best practices on joint membership with chapter leaders by presenting on NAC area calls, submitting an SOS, or presenting at ALC. | Share your chapter’s joint membership best practices with fellow chapter leaders by presenting on an area call led by your National Advisor for Chapters (NAC), submitting an SOS, or presenting at ALC. These activities allow you to offer information and guidance to other chapters who can learn from your achievements. |
| Create group/corporate Power Membership offering. | Create a group Power Membership offering and market directly to talent development teams in your area. Demonstrate how joint chapter and ATD membership can help a staff grow their skills and make an even greater organizational impact. |

- **SOS Submission:** [Southwest Florida Chapter - Public Relations and Membership Drive](#)
- **Chapter Membership on the ATD Store webpage**
- **Chapter Membership on ATD Store Preliminary Information and Guidelines**
- **Chapter membership on the ATD Store video**
- **Contact your NAC** to find time on an upcoming area call agenda to present
- **Sharing Our Success (SOS) webpage**
- **ALC homepage**

- **ATD Group and Enterprise Membership Offerings table**
- **Chapters with Group/Corporate Memberships:**
  - Central New York
  - Golden Gate
  - Greater Philadelphia
  - Metro DC
  - Piedmont
  - Utah
| Talk about Power Membership at each board meeting. | Frequent discussion about the benefits of joint chapter and ATD membership at board meetings creates a knowledgeable team of Power Membership ambassadors to support your membership recruitment efforts.  
Consider adding a standing Power Membership topic to your board agenda and discuss specific benefits, pricing details, and ways to become a Power Member. | - Connect with your CRM about topic ideas  
- Review the ATD Power Membership Brochure  
- Take turns highlighting a new member benefit at each board meeting. |
|---|---|---|
| Customize activities for your chapter. | Create your own activity for promoting Power Membership, and share the details of this effort in your 2018 CARE reporting.  
Chapters that experience great success with a customized Power Membership activity also should consider submitting the best practice to the Sharing Our Success (SOS) program! | - Submit your chapter’s customized activity to the SOS program! |

*Updated March 2018*