

# Power Up Your Membership

**POWER  
MEMBER**  
**atd+chapter**  
Association for  
Talent Development

**atd** **PIEDMONT CHAPTER**  
Association for  
Talent Development



Association for  
Talent Development

*Together We Create a World that Works Better*

# What is a Power Member?

When ATD members join both their local chapter and ATD, they choose to be change makers in their own backyard and knowledge leaders in the talent development profession.

Joint membership offers learning professionals a unique opportunity to connect with local, national, and international professionals. Joint members can learn about trends in the field, and gain access to research, best practices, and templates they can apply directly to impacting organizational results, their community, and advancing their career.





Benefits

## OF ATD POWER MEMBERSHIP

*Through Power Membership you'll  
receive access to ATD's:*

**Industry leading content**

**Career advancing education programs**

**Tools, checklists, and templates**



Benefits

## OF ATD POWER MEMBERSHIP

*You'll also receive the support of the local talent development community through your chapter membership with:*

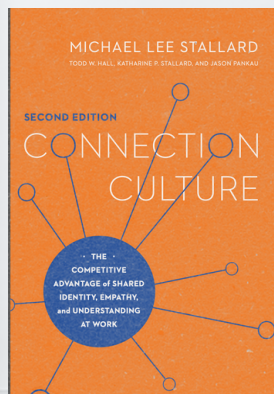
**Increased community engagement**

**Local job information**

**Face-to-face networking**



**Business, career, and leadership  
development opportunities**

# Power Member Perks



# Power Membership Costs

## 1 Membership Dues (Prices include shipping and handling.)

ATD membership includes <i>TD</i> magazine, the annual <i>State of the Industry</i> report, and much more. For full benefits information, please visit <a href="http://td.org/membership">td.org/membership</a> .		
Webinars and conference session recordings	Unlimited access	Unlimited access
Library of tools, checklists, and templates	Unlimited access	Unlimited access
<i>TD at Work</i> guides library and archives	Unlimited access	Unlimited access
Whitepapers and 10-Minute Case Studies	Unlimited access	Unlimited access
99 Micro Course library	—	Unlimited access
<b>Power Member:</b> Open to current ATD chapter members. CHIP code required.	<input type="checkbox"/> <del>\$279</del> <b>\$249</b>	<input type="checkbox"/> <del>\$439</del> <b>\$409</b>
	<b>Membership Total</b>	





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# Signing Up for Power Membership

To find an ATD chapter near you, visit the [Chapter Locator](#).

Look for the orange "Join Now" button on the Chapter Locator to purchase both chapter and ATD membership in a single transaction, align your membership end dates, and receive **\$30 off the cost of your ATD membership.**



# Convince Your Boss

*To make the investment*

Suggested Subject Line: Requesting a Professional Development Membership

Hi [Your Boss' Name],

I'd like to get your approval for purchasing a [Professional/Professional Plus] membership with the Association for Talent Development (ATD) and the [Chapter Name] Chapter of ATD. By becoming a Power Member – that is, an active member of both ATD and my local chapter – I will have twice the support, twice the resources, and twice the networking while being regionally connected and globally informed. I want to invest in my professional development this year, and ATD has extensive resources to support the work I do.

Here's an example of the benefits available to Power Members:

- **Performance resources.** My membership will include access to tools and resources that will help with my current projects including templates, checklists, and *TD at Work* guides. I'm particularly excited to explore [choose a resource that would help you complete one of your current projects]. Resources like this will save me time as I apply my learnings to my current projects.
- **Industry-proven solutions.** ATD keeps its members up to date on the latest industry trends and best practices through newsletters, webinars, 10-Minute Case Studies, and much more. As a member, I will receive a monthly copy of *TD* magazine, ATD's award-winning publication that covers vetted content from the industry's most sought-after thought leaders. I'll also get a copy of ATD's annual *State of the Industry* report to help benchmark our training practices against those of the industry's best. This will help me stay ahead of trends and keep our organization current.
- **Professional development.** Membership also gives me access to conference recordings, and if I choose Professional Plus membership, a library of micro courses to expand my knowledge. ATD's Talent Development Capability Model is a framework to guide the profession in what practitioners need to know and do to develop themselves, others, and their organizations, and once I take the assessment, I'll be able to leverage member-exclusive resources to guide my development.
- **Career and business development opportunities.** Power Members can advance their careers by leveraging the professional development resources available through ATD and their local chapter, connecting with potential clients and customers, facilitating local programs, and volunteering to support chapter activities.
- **Networking opportunities.** Power Members have access to an unparalleled network of talent development professionals, from peers to mentors to industry leaders. Whether through the online ATD member directory, at the International Conference & Exposition, or at local and national events, there are a variety of opportunities to meet, connect, and grow in expertise.

As a Power Member, I would also save \$30 on my national membership making my projected cost for [insert amount: \$249 for Professional/\$409 for Professional Plus and \$XXX for chapter membership, a





# DID YOU KNOW?

**You can support your local ATD chapter  
right in the comfort of your own home?**



# ChIP (Chapter Incentive Program) Code: CH4054

## CHAPTER INCENTIVE PROGRAM

Want an easy way to help support ATD Piedmont?

**Shop on the ATD Store**

ChIP Code : CH4054

Every person that uses the ChIP code above when making an online purchase on the ATD Store will contribute to our chapter's financial health.

We thank you for your support!

**atd**ChIP  
chapter incentive program

**atd** **PIEDMONT CHAPTER**  
Association for  
Talent Development

# Contact ATD Customer Care

Questions? Ready to Get Started?



**1.800.628.2783**



**customer care@td.org**



**<https://www.td.org/members/chapters/power-membership-chapter-atd-membership>**

