



August ATD Updates

Submit the Chapter’s 2025 CARE Contact by September 15!

CARE contacts facilitate data gathering and manage the reporting process for the board. They will receive key CARE information and announcements throughout the year, including the chapter’s unique survey link. [Submit your contact via the online form by September 15, 2025](#). As a reminder, the online 2025 CARE survey submission deadline is January 31, 2026.

Promote Joint Membership With ATD’s Summer Sale!

The [ATD Summer Sale](#) runs through August 22 with significant discounts on ATD products and services, including a 10 percent discount on both national and chapter memberships! This is a great opportunity to **encourage members to join or renew both national and chapter memberships**. Access marketing materials to promote these limited-time savings [here](#).

Review Your Chapter’s WildApricot Settings

Chapter Services has received reports of issues with the data integration that updates chapter membership databases. Specific membership and contact fields are required to facilitate the transfer of information between systems. Chapters are encouraged to **review these fields and conduct monthly audits** to ensure the integration is successful. Read more below.

Save the Date for Employee Learning Week

Employee Learning Week (ELW) is ATD’s annual campaign highlighting the connection between learning and organizational results. Every year, chapters participate by hosting special programming, sharing resources, and more. This year, ELW will take place from **December 1–5, 2025**. Start planning your chapter’s celebration and keep an eye out for more information.

Maintaining Data Integration Between the ATD Store and WildApricot

A key element of the Chapter Membership on the ATD Store program—which allows chapters to sell their memberships via td.org—is the API integration between ATD’s association management system and each chapter’s WildApricot site. This connection allows the two systems to transfer member information back and forth. For example, if a new member joins the chapter via td.org, that member’s information will appear in the chapter’s membership database because of this integration.

Chapter Services has received a few reports of issues with this data integration in recent months. In most cases, these issues were caused by changes to the contact and membership fields. These fields store information about all contacts in the system (first name, last name, email) and specific membership information (membership level, renewal date). For the integration to work properly, certain fields must be included and marked as required in the chapter’s WildApricot settings. **The deletion of required fields or even small changes in field names can cause the integration to break down**. You can find a complete list of required fields and guidance on how to update them [here](#).

As a best practice, we recommend conducting a **monthly audit of the chapter’s membership records**. Each chapter has a designated contact (usually the VP membership or chapter administrator) that receives a weekly roster listing the individuals who joined or renewed in the past week. It’s important that a member of the chapter board compares this roster with the chapter’s membership database to ensure all records are accurate and up to date.

If you have any questions or concerns about your chapter’s integration or membership records, please reach out to your [Chapter Relations Specialist](#) for assistance.

Chapter Affiliation Requirements (CARE) Reminders

While the CARE survey deadline is **January 31, 2026** (the early bird deadline is January 17, 2026), it’s important to take the time to review the CARE elements and ensure your chapter is on track to achieve CARE or CARE Plus throughout the year. **Here are a few questions to consider this month**:

1. Do you have a plan for the chapter’s nomination/election process this year?
2. Have you met with your [Chapter Relations Specialist](#) in 2025?
3. Are you on track to complete ten [joint membership activities](#) by the end of the year?
4. Is the chapter website up to date?
5. Do all board members have active memberships in both the chapter and ATD?

To access additional information and resources to support you as you prepare for your chapter’s CARE submission, please visit [td.org/care](#). If you have any questions, please reach out to your chapter’s [CRS](#).

Events

Chapter Leader Webinars

Be sure to register for our upcoming chapter leader webinars. Select the links below for more details and to sign up.

Leader Connection Hour: Delegation and Influence Without Authority—September 10, 2025, at 2 p.m. ET

This Leader Connection Hour will focus on two essential leadership skills: delegation and influencing without authority. Join chapter leaders and NAC as they explore how to empower volunteers to do great work and gain their support and buy-in. Learn how strengthening these skills can benefit your chapter role, advance your career, and serve you well in every aspect of leadership. [Register here!](#)

Innovation & Recognition



August Chapter of the Month: Rhode Island

To mark its 45th anniversary, the Bay Colonies Chapter officially rebranded itself as the Rhode Island Chapter to strengthen visibility, deepen community ties, and align more closely with the state’s identity as a hub for innovation and talent development. This strategic name change was paired with a robust communications and marketing campaign, updated branding, and website, and celebratory outreach to chapter members and the broader public. In just the first year since the relaunch, the chapter saw a steady increase in membership and online engagement, laying the foundation for continued growth and stronger local partnerships. [Learn more here](#).

Sharing Our Success (SOS)

The SOS program helps chapters improve by sharing and finding easy-to-use ideas, resources, and practices. Submit your chapter’s best practice to gain recognition, share your knowledge, measure your accomplishments against established criteria, and be considered for a Chapter of the Month award. [Learn more and submit here](#).

Chapter Essentials

Connect With Fellow Chapter Leaders

Join us in the [ATD Chapter Leaders Group in the ATD Community](#) to share resources, ask questions, and celebrate successes with other chapter leaders. Please note that you must be an active chapter leader with a national ATD membership to participate in this group.

Looking for Assistance?

[Chapter Leader Community](#)

[Chapter Services](#)

[National Advisors for Chapters](#)