

September ATD Updates

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

CARE contacts facilitate data gathering and manage the reporting process for the board. These contacts 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**. As a reminder, the online 2025 CARE survey submission deadline is January 31, 2026.

New Submission Deadline for Chapter Board Rosters

To streamline record updates for the new year, the deadline for submitting your chapter’s 2026 board roster will be **December 31**. Submitting by the deadline is a requirement for CARE achievement. Chapters that submit by December 15 will be entered into a lottery for a **Professional Plus membership**. Submit [via the online form](#) using the [board roster template](#).

Apply to Join the Chapter Recognition Committee (CRC) by November 1!

Are you interested in volunteering at the national level, learning about best practices in chapter operations, and celebrating chapters from across the country? This is a great opportunity for past and present chapter leaders to continue their leadership development. [Apply to join the Chapter Recognition Committee \(CRC\)](#) by **November 1**. Learn more below.

Employee Learning Week (ELW) Materials Available

ELW is ATD’s annual campaign that highlights the connection between learning and organizational results. Every year, chapters participate in ELW by hosting special programming, sharing resources, etc. This year, ELW will take place from **December 1-5**. Access promotional materials and additional information [here](#).

Apply to Join the Chapter Recognition Committee!

The Chapter Recognition Committee (CRC) is an ATD advisory committee comprised of chapter leaders who identify, recognize, and share **chapter best practices**. CRC members recommend and select Sharing Our Success (SOS) submissions for recognition and recognize chapters via the Chapter of the Month (COM) distinction and the Chapter Excellence Awards (CEA).

This is a great opportunity for chapter leaders (both past and present) to **serve on a national level and celebrate the amazing work that chapters are doing across the country**. Serving on the CRC has many benefits, including:

- Learning more about chapter best practices
- Networking with ATD staff and chapter leaders from across the country
- Developing additional professional competencies
- Coaching volunteer chapter leaders through the submission process

Ready to apply to join a team of dedicated chapter leaders and work with chapters to share and celebrate their best practices? [Submit the CRC application by November 1!](#)

Empower Your Chapter With the Chapter Incentive Program (ChIP)!

Did you know that your chapter can **earn revenue through purchases on the ATD Store**? The Chapter Incentive Program (ChIP) lets chapters collect commissions on eligible ATD products and services when your unique ChIP code is used at checkout—everything from new or renewed memberships to conference registrations, certificate programs, books, and more.

Find your chapter’s ChIP code through the [Chapter Locator](#), and promote it widely—email newsletters, your chapter website, social media, meetings, even printed materials. Encourage your members to **enter the chapter’s code during checkout to ensure the chapter receives a share of the revenue**. Preview the ChIP code entry field during checkout below:

Optional Chapter Incentive Program (ChIP)

If you'd like to credit your local chapter as part of the incentive program for this order, please enter your chapter's unique ChIP code in the field below.

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By simply sharing your ChIP code, you can help build your chapter’s financial strength while empowering members and supporters to contribute to your chapter’s success. Explore the full Chapter Incentive Program details and access templates, tips, and FAQs [here](#).

Chapter Affiliation Requirements (CARE) Reminders

While the CARE survey deadline is **January 31, 2026** (with the early bird deadline on January 16), 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 as we wrap up Q3:**

1. Has your chapter board met this quarter?
2. Have you completed the chapter’s annual financial review?
3. Have you sent out a communication to members in Q3?
4. Have you started the chapter’s nomination/election process?
5. Do you have a plan for putting together the chapter’s annual report for 2025?

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 contact 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.

Set the Stage for Chapter Leader Success Series: Orientation & Role-Specific Onboarding

October 15-28, 2025, 2 p.m. ET

Join the [National Advisors for Chapters \(NAC\)](#) and [Chapter Services](#) to enhance your chapter leadership skills with our **Chapter Leader Orientation Webinar** on **Wednesday, October 15, at 2 p.m. ET**, followed by our **Role-Specific Onboarding Success Series** from **October 20–28!** A general orientation webinar will cover the foundational elements of chapter leadership, while role-specific sessions offer tailored insights and resources to enrich your leadership journey. All sessions are open to current, incoming, and potential future board members. [Learn more and register here!](#)

Innovation & Recognition



September Chapter of the Month: Memphis

The Memphis Chapter hosted a morning “Novel Networking” event combining casual networking, breakfast, and a themed book exchange inspired by a popular holiday gift exchange game. Participants brought a favorite book on a designated ATD-aligned topic (for example, leadership and communication), shared its highlights, and exchanged it through the playful gift-swap format. The event fostered connections among members and guests, appealed to those with morning availability, and resulted in at least three new memberships—all at minimal cost thanks to a free venue, participant-provided books, and an inexpensive breakfast. [Read 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](#)