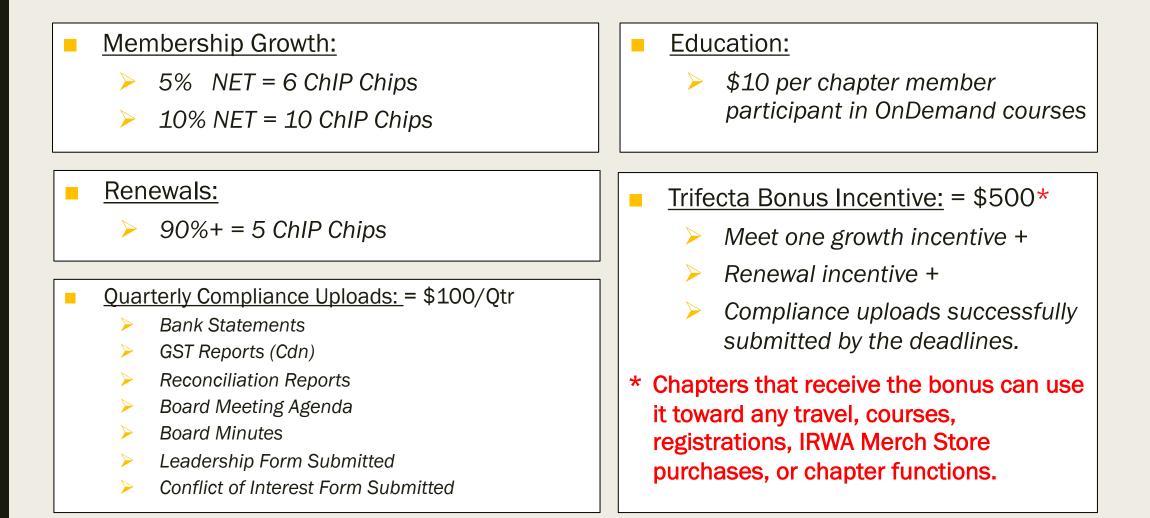
CHAPTER INCENTIVE PLAN

ChIP 2023



What are ChIP Chips Worth?

1 chip equals	1 membership
	1 one-day course
2 chips equal	2 memberships
	2 one-day courses
	1 two-day course
3 chips equal	3 memberships
	3 one-day courses
	1 conference registration

- > Chapters can decide how to use their incentives.
- Chapters now have a full 12 months to use their incentives.
- ChIP chips can be used by members or non-members.
- Chapters can use their ChIP chips to support other chapters in their region.
- ChIP chips do not have a cash value.

Best Practices for Reaching a ChIP Goal

Education:

- Use excess Chapter funds to create an education scholarship program. Ex: Chapter 74, Chapter 11, Chapter 9.
- Market OnDemand courses as an option for participants that cannot attend an inperson course.

Membership:

- Hold an annual Membership Matters new member drive event.
- Contact your non-renewed chapter members prior to the April 15th drop.
- As a board, review your chapter's Former Member list online and coordinate reach out effort to re-engage.