



Chapter Incentive Program (CHIP)

ASTD-Lincoln CH6106

Program Overview

Support your local ASTD Chapter, ASTD-Lincoln! The Chapter Incentive Program (CHIP) is a revenue sharing program that offers chapters an opportunity to earn additional revenue. Chapters have always been great advocates for ASTD; now they have an incentive to focus their promotion of ASTD membership, conferences, products, and services.

The CHIP program works with the chapters' unique ability to reach thousands of chapter members, local education and business leaders, and prospective members in over 150 cities. Chapters form a unique network of web sites, newsletters, and over 1,500 ASTD-branded events each year.

With the CHIP program, local chapters share the revenue from new business they generate for ASTD programs and services. CHIP includes national memberships, conference registrations, and books published by ASTD. The program will eventually expand to include other ASTD products and services, such as webinars, magazine advertising, etc.

Each chapter has been assigned a source code, ASTD-Lincoln's is: **CH6106**. When you as a member use the chapter source code when purchasing ASTD products and services, the ASTD-Lincoln chapter will get a portion of the revenue. Every person that uses the source code will be contributing to your chapter's financial health, further enabling you to accomplish your chapter's mission.

Visit www.astd.org to start using your Chapter Source code today!

We help *Nebraska*

work better!