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Chapter Incentive Program (ChIP) ***Revenue Sharing Program for Chapters***

The Chapter Incentive Program (ChIP) is a revenue-sharing program offering chapters an opportunity to earn additional revenue. Through ChIP, your chapter can earn \$20 for each new member joining both ACRP and your chapter, simultaneously using the ChIP discount code.

ChIP revenue only applies to full ACRP memberships (\$150). Emerging or Student memberships are not eligible for the ChIP program.

Promoting ChIP

ACRP chapters are encouraged to promote their ChIP code on their website, member communications, printed marketing materials, and at chapter events.

Chapters should include both internal and external audiences in their communications, including:

- Current members, prospective members, local business leaders and managers, community partners, and educational partners.

Tips for Member Recruitment

- Host a **free networking event** and encourage members to bring their colleagues to learn more about ACRP and your chapter. Encourage nonmembers to join ACRP/Chapter and provide the ChIP discount code.
- Post a **“guest pass”** on your website for prospective members to attend a free meeting. Identify a volunteer to greet these individuals and promote ACRP/Chapter membership.
- Ask your current members to **spread the word** about what a worthwhile investment it is to join both ACRP and your chapter. Current chapter members are the best advocates for the chapter.
- Establish a **member recruitment contest** amongst current members. Whoever brings the most new members to ACRP and your chapter can receive a prize. Everyone loves a little competition.
- Follow up with chapter visitors to ask them to join. Sometimes, all it takes is **ASKING!**

How it Works

- Chapters recruit individuals to join both ACRP and their chapter, simultaneously.
- Individual **must** use discount code “CHIP2017” during transaction. (they may not call ACRP later to add code). This code is provided during the checkout process on the ACRP website.

- For every new membership generated by the chapter, the chapter receives \$20 with their next quarterly payment.
- Only new members to both ACRP/your chapter are eligible. Members who rejoin after at least a 5-year absence are eligible as well.

Additional Information

- This program is a one-time bonus offer for chapters. This program will end at the end of the year (December 31, 2017). Chapters have until this time to generate additional revenue for their chapter.
- All marketing efforts must come directly from your chapter. ACRP will not send any communications on the chapter's behalf. Chapters are encouraged to market the CHIP code using their own distribution channels.
- The CHIP code applies to new ACRP memberships, **only**; this means individuals who have never been an ACRP member or have not been a member in the past five (5) years.

If you have any questions about this program, please contact Lisa-Marie Gardner, Manager of Chapter Relations, at lgardner@acrpnet.org or call 703.253.6276.