

# NACD Chapter Incentive Program CIP

The chapter's main mission of convening world-class NACD programs comes with a benefit: members join and renew. This benefit is underscored by the Chapter Incentive Program (CIP).

Beginning August 1, 2017, we are enhancing the CIP to offer your chapter up to **\$25,000** for full-board membership referrals during the 2017–2018 program year. We're excited about presenting an initiative that recognizes the value new members bring to our chapters, the enhanced networking opportunities we offer, and the resulting knowledge exchange.

Currently your chapter receives a \$1,000 "thank you" for a paid, full-board membership referral. After August 1 and through December 31, 2018, should your chapter's CIP referrals result in **five** paid, full-board memberships, the chapter will receive an additional **\$5,000** spot bonus. **10** paid, full-board memberships will result in an additional **\$10,000** spot bonus. Combine these spot bonuses with the existing \$1,000 "thank you" for each successful referral and your chapter could receive up to **\$25,000**.

## How?

### Review, Refer, Reward.

- **Review:** Use the prospecting lists provided by your chapter RD or NACD alternate contact—or simply consider your existing network—to identify contacts that would benefit from an NACD full-board membership.
- **Refer:** Get in touch with your network. Do you have a contact that is interested in hearing from an NACD professional to learn more about an NACD full-board membership? If yes, submit a [Chapter Incentive Program form](#) or send the contact's name, company, title and contact phone and email and I will submit the form for you. This form will let NACD know that your contact is expecting our call.
- **Reward:** An NACD professional will reach out to your contact with information on membership benefits. If your contact joins NACD as a full-board member, your chapter will receive the appropriate CIP reward.

The following are the CIP's that I have submitted with the first year pay-outs. If a few of the submitted CIP's convert, the Chapter is very close to the first spot bonus of \$5000. NACD does the heavy lifting for sponsor level type revenue without any additional board time commitment.

Chicago	CIPs Submitted	CIPs Joined	CIP Pay-Out
2017-2018	5	1	\$1,000.00
2016-2017	3	0	\$0.00
2015-2016	4	3	\$3,000.00
<b>Total</b>	<b>12</b>	<b>4</b>	<b>\$4,000.00</b>

These companies and organizations joined as FBM's since May 2017; only NSF International had a CIP.

Stout Risius Ross LLC	Blue Cross Blue Shield of Michigan	Jewelers Mutual Insurance Co.	NSF International
Panduit Corp	AbbVie, Inc.	Douglas Dynamics, Inc.	Plymouth Tube Company
Atkore International Group	Bank Administration Institute (BAI)	Rockwell Automation, Inc.	Odgers Berndtson
Century Aluminum Company	State of Wisconsin Investment Board (SWIB)	Alight Solutions LLC	Delphi Technologies PLC
Littelfuse, Inc.	Cars.com	AveXis, Inc.	