

Why Do People Join an Association?

Professional & Career Development

- Access to training, certifications & continuing education
- Career advancement opportunities and job boards
- Stay current with industry trends & best practices

Networking

- Connect with peers, mentors & potential collaborators
- Build relationships leading to referrals & partnerships
- Access to exclusive events and conferences

Resources & Information

- Industry research, publications, and data
- Tools, templates, and member-only content
- Advocacy on policy issues affecting your field

Credibility & Recognition

- Use membership as a professional credential
- Awards, certifications & recognition programs
- Association with a respected brand in your field

Community & Belonging

- Find like-minded people who share your challenges
- A sense of identity and pride in your profession
- Peer support and a place to ask questions

Practical Benefits

- Discounts on products, services, & events
- Support and problem solving

Benefits of Joining Both a Chapter & National Association

What the CHAPTER Adds

- Local connections — meet people in your own city or region
- Accessible events — meetups & workshops without travel
- Relevant programming tailored to local market conditions
- Tighter community — smaller groups, deeper relationships
- Easier involvement — volunteer & lead at the local level
- Mentorship — one-on-one relationships nearby

What the NATIONAL Adds

- Broader network — connections across the entire country
- Greater resources — more research, publications & tools
- Industry-wide advocacy — national lobbying & policy influence
- Prestigious credentials — nationally recognized designations
- Major conferences — flagship events with top speakers
- Trend visibility — a wider lens on where the industry is heading

The COMBINED Advantage

- Depth (local) + Breadth (national) — the best of both
- Local chapters feed into national leadership pipelines
- Maximize national resources delivered through chapters
- Build a reputation locally, leverage it nationally

Neither fully replaces the other — the chapter makes the national feel personal, and the national gives the chapter meaning and scale.