

# What is the Dual Membership Release (DMR) program and how does it benefit my Chapter?

SHRM is committed to improving and strengthening membership in SHRM Chapters. Dual Membership Release (DMR) provides robust support to Chapters to help them grow dual membership. SHRM Chapters nationwide have been asking for this support for years! This flyer briefly summarizes the long list of benefits of the Dual membership Release (DMR) program.

## How DMR helps your Chapter:

- Enables Chapters to take advantage of SHRM's PCI-Compliant\* webstore
- Improves member joining/renewal experience
- Increases member retention
- Provides daily roster and transaction (new and renewing member) reporting
- Eliminates annual membership audits
- Provides a robust Chapter membership renewal engine and marketing assets

## Why DMR?

- Average tenure of a dual member is more than DOUBLE!
- Certification rates among dual members are more than double
- Dual members have higher attendance and engagement at chapter events
- When renewal time comes, there's double the reason to renew:
  - Chapter Value Proposition
  - SHRM Value Proposition
- There's only one expense for members to submit for approval
- Ease of renewal for members. One transaction to create or renew both memberships

## Benefits of becoming a 100% DMR Chapter

- Chapter Financial Support Program (CFSP) increases by 200% for existing Dual Members: from \$10 per existing Dual Member to \$30
- CFSP increases from \$0 to \$30 for Local Member Only Conversions. Starts Q2-2023.
- \$1000 Chapter Transition Financial Assistance for non-100% Chapters. Paid in two \$500 installments.
- Marketing to "at large" SHRM members: eBlasts increase 100% - 2 eBlasts per Quarter
- Free SHRM Speaker's Bureau speaker including travel expenses (excluding Executives, and external speakers)



\* Payment Card Industry Data Security Standard

## Chapter's Commitment

DMR delivers great benefits but like all things of value, it will require upfront effort and commitment on your part.

- Your Chapter will align your member's renewal date to the SHRM membership renewal date. This is a one-time adjustment, but we will help you each step of the way!
- SHRM will "sell" Chapter membership on behalf of the Chapter.
- Chapters must convert to a 100% Chapter (SHRM membership required for Chapter Membership)

*\* The DMR program does not limit who can sponsor or participate with Chapter activities, but DMR can support only one standard Membership. Student, Enterprise, and Retiree memberships would have to be managed by Chapters*

## SHRM's Commitment

- SHRM will provide the technology and digital marketing assets to promote Dual (SHRM + Chapter) Membership.
- SHRM will leverage its strong membership renewal program.
  - Renewal communications (for both the Chapter and SHRM) memberships will be provided by SHRM and begin 90 days prior to the renewal date. Chapters are still encouraged to communicate with their members regarding membership renewals through the DMR website.
- SHRM will provide Chapter with daily Membership Roster and Transaction Reports with detailed information about new and renewing members.

## FAQ's

- Promotions occur on both SHRM and Chapter websites. However, the transaction will occur on SHRM website (redirect from Chapter sites)
- Single Application and Transaction for 2 Memberships (SHRM + Chapter)
- DMR supports distinct pricing for 1-year, 2-year and 3-year terms.

