

# 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) is a program that provides robust support to Chapters to help them grow dual membership. Chapters have been asking for this support for years! This flyer briefly summarizes the long list of benefits of DMR. Please contact your SHRM Field Services Director to learn more!

## How DMR helps your chapter operations:

- Increases Chapter exposure to SHRM “At Large” membership.
- Improves member join/renewal experience (single transaction on SHRM Store).
- Increases member retention.
- Provides daily transaction (new and renewing member) reporting.
- Eliminates annual membership audits.
- Provides a robust membership renewal engine and marketing assets.

## Why DMR?

- Average tenure of a dual member is more than DOUBLE!
- Certification rates among dual members are almost double.
- Dual members have higher attendance and engagement at chapter events.
- When renewal time comes, there’s double the reason to renew:  
*SHRM Membership Value Proposition + Chapter Membership 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 Dual Member Release Chapter

- **“Releases”** the Chapter from much of the minutia of Membership Operations ....
- 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.
- \$1000 Chapter Transition Financial Assistance for non-100% Chapters. Paid in two \$500 installments.
- Local Members Only are eligible for a special 50% discount/transition price on SHRM Professional membership. (LMOs from initial DMR launch date only) renewable annually for the first two years of SHRM membership.
- Marketing to “at large” SHRM members: eBlasts increase 100% - 2 eBlasts per Quarter

**SHRM** + **CHAPTER**

One transaction. **Dual membership.**



## Chapter's Commitment

DMR delivers great benefits but, like all things of value, it requires effort and commitment.

- Your Chapter will align your member's renewal date to the SHRM membership renewal date. This is a one-time adjustment, and we will help you each step of the way!
- SHRM will "sell" Chapter membership on behalf of the Chapter. To do this, Chapters must sign a licensing agreement authorizing SHRM to sell Chapter membership through the DMR website and other communications.
- Chapters must convert to a 100% Chapter. Current LMOs are eligible for special 50% Transition Price. *When Local-Member-Only (LMO) Chapter memberships are about to expire, Chapters communicate a renewal message that offers Dual Membership only. As part of joining DMR, Chapter LMOs will receive a special Transition Price of 50% off SHRM membership for up to two years when purchasing Dual Membership.*
- DMR Chapters must track and charge dues if applicable for their own Student, Retiree, Honorary & Lifetime members.
- DMR membership categories: Student, Professional (includes Enterprise, Executive Network, & Global memberships), Retiree, and Honorary. No other categories (such as General or Associate) of Chapter membership are permissible in the DMR program.

## SHRM's Commitment

- SHRM will provide the technology and digital marketing assets, and together we will promote Dual Membership.
- SHRM will leverage our strong renewal program.
  - Renewal communications (for both the Chapter and SHRM) memberships will be provided by SHRM before the renewal date. Chapters are still encouraged to communicate with their members regarding membership renewals through the DMR website.
- SHRM will provide daily Transaction Reports with detailed information about new and renewing members, and a Monthly Transaction Summary Report when depositing dues collected into the Chapter bank account.

## FAQ's

- The DMR program does not limit who can participate in Chapter activities.
- Membership promotions occur on both SHRM and Chapter websites. However, the transaction will occur on the SHRM website (the Chapter site will link to the SHRM site)
- Single Application and Transaction for 2 Memberships (SHRM + Chapter)
- Chapters set their own dues and may change them once per year.
- SHRM will disburse funds to Chapters on or about the 20<sup>th</sup> of each month via ACH to the Chapter bank account where Chapter CFSP payments are received.
- DMR supports distinct pricing for 1-year, 2-year, and 3-year Chapter memberships.

For more information, please contact your [SHRM Members & Community Director](#)

or

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