

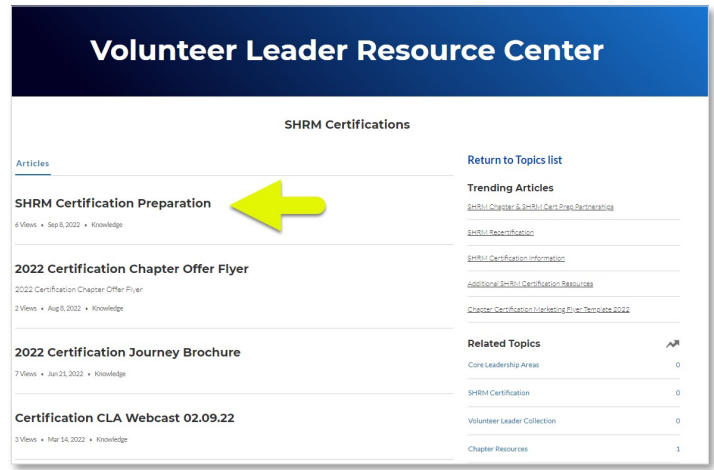
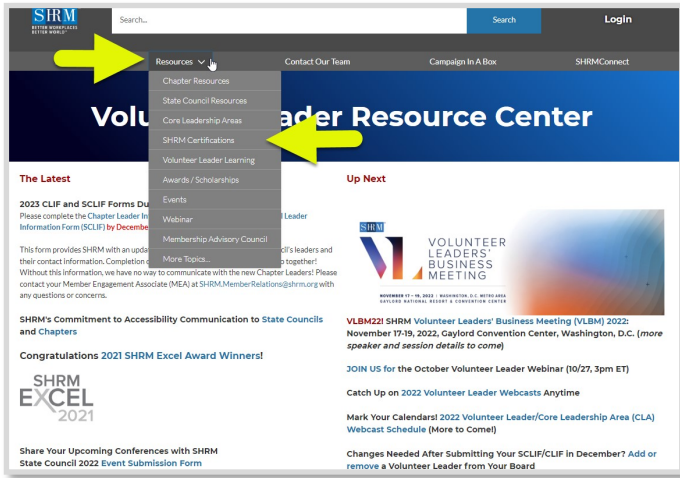
## SHRM Chapter Certification Marketing Resources

SHRM created resources to help you promote certification and the SHRM Learning System to your members. Visit SHRM Certification at [shrm.org/vlrc](http://shrm.org/vlrc) to start using these resources today!

### Where to find SHRM Certification Marketing Tools

Go to [shrm.org/vlrc](http://shrm.org/vlrc), select “Resources” then “SHRM Certification”

Navigate to “SHRM Certification Preparation”, then choose from the many tools and resources listed



	Key Dates	Marketing Tactics	Tools
<b>Q1</b> 	<b>Jan 2: Window 1 Applications Accepted</b> <b>Feb 15: 2022 Window 2 Testing Closes</b> <b>Mar 17: Window 1 Early Bird Application Deadline</b>	<ul style="list-style-type: none"> <li>• Host Info Session</li> <li>• Newsletter Mention</li> <li>• Course Intro Email</li> <li>• Social Media Post</li> <li>• Early Bird Exam Email</li> </ul>	<ul style="list-style-type: none"> <li>• Info Session Flyer</li> <li>• Newsletter Article</li> <li>• Email: Course Intro</li> <li>• Social Media</li> <li>• Email: Early Bird App Deadline</li> </ul>
<b>Q2</b> 	<b>Apr 7: Window 1 Standard Application Deadline</b> <b>May 1: Window 1 Testing Opens</b> <b>June 1: Window 2 Applications Accepted</b>	<ul style="list-style-type: none"> <li>• Regular App Deadline Email</li> <li>• Social Media Posts</li> <li>• Review/Update Website</li> <li>• Gather Testimonials</li> </ul>	<ul style="list-style-type: none"> <li>• Email: Reg App Deadline</li> <li>• Social Media</li> <li>• Website: Tile ads/ Video/Copy</li> <li>• Testimonial: Questionnaire</li> </ul>
<b>Q3</b> 	<b>July 15: Window 1 Testing Closes</b>	<ul style="list-style-type: none"> <li>• Host Info Session</li> <li>• Newsletter Mention</li> <li>• Course Intro Email</li> <li>• Social Media Posts</li> </ul>	<ul style="list-style-type: none"> <li>• Info Session Flyer</li> <li>• Newsletter Article</li> <li>• Email: Course Intro</li> <li>• Social Media</li> </ul>
<b>Q4</b> 	<b>Oct 15: Window 2 Early Bird Application Deadline</b> <b>Nov 8: Window 2 Standard Application Deadline</b> <b>Dec 1: Window 2 Testing Opens</b>	<ul style="list-style-type: none"> <li>• Early Bird App Deadline Email</li> <li>• Social Media Posts</li> <li>• Regular App Deadline Email</li> <li>• Course Intro Email</li> <li>• Review/Update Website</li> </ul>	<ul style="list-style-type: none"> <li>• Email: Early Bird App Deadline</li> <li>• Social Media</li> <li>• Email: Regular App Deadline</li> <li>• Email: Course Intro</li> <li>• Website: Tile Ads/ Video/Copy</li> </ul>