



State Leaders Institute

Membership Benefits: The Keys to Recruitment, Engagement, and Retention

Sample Member Invitation

Dear **[prospect name]**,

I am reaching out as **[your state chapter position title]** of the **[state chapter name]**. We noticed you **[subscribed to our newsletter, attended our event, are interested in education advocacy, etc.]** and wanted to formally invite you to join our state chapter.

Membership in our state chapter will provide you with **[list key membership benefits]**.

To join, please **[visit here (include link to online application) or complete the attached membership application]**.

Our chapter is **[include major projects you are working on, goals for the upcoming year, your mission statement, etc.]** We are focused on providing you with the tools and resources to help you engage in advocacy at all levels and hope you consider membership to become activity engaged with the shared work we do.

If you have any questions regarding our work, chapter membership, or how to join, please do not hesitate to reach out.

Best,

[Your name/your association's name/contact information]