



For Your Information

Spring 2016 Recruitment Phone Script

Hello! This is (Name) calling on behalf of the ARMA International (City Name) Chapter.

We noticed from our records that you have attended local chapter meetings in the past, but haven't yet joined ARMA International.

- As an ARMA member and board member of (City Name) Chapter, I wanted to personally invite you to join ARMA, as well as make sure you know about the benefits of membership!
- ARMA International has been an asset to me throughout my career. I've been able to access education both online and on demand, and I've had exposure to networking opportunities with thought leaders and other professionals that I otherwise wouldn't have.
- I'm a part of a community of thousands of colleagues around the world, many of whom I network with at international conferences and local chapter meetings throughout the year. My membership helps me make friends in the field and keep up on industry developments and best practices, which have proven invaluable.
- Our industry is always evolving and I've been able to use the hundreds of hours of free on-demand web seminars that are available exactly when I've needed them.
- And then there's *Information Management* magazine, which I'm happy to find in my mail slot six times a year. It's the top magazine in the industry and helps me keep up with the latest trends, technologies, and legislation in RIM and information governance—for free! My colleagues are always thrilled when I bring it into the office to share with them.
- Being a member of ARMA International is also a cost effective investment in my career. I pay \$175 per year, but that amounts to a potential ROI of about \$9800 in resources, education, and discounts. I'd pay so much more than the \$175 to access what I need throughout the year, so it's definitely worth it.

I hope you give serious thought to joining ARMA International. I welcome you to contact me anytime if you'd like more information. Or, you can join directly by visiting www.arma.org/join. Be sure to mention that I referred you.