Email messages for chapters to recruit:

Below is the template of messages that will be sent out on behalf of the chapter. Information on upcoming chapter events and links to your chapter website will be required.

A notification will be sent to a chapter representative periodically to inform them of who has joined since the last email went out.

- ARMA’s system will check list for existing members before the first email goes out. Notification will be sent to chapter of contacts that are already members.

Email 1: Introduction Email

Subject: Join ARMA International and the (Insert Chapter Name) Today

Let ARMA’s Professional Development Resources Take You to the Top of the Information Management Field

Have you noticed when you go online you find noisy clutter that claims to be “educational,” but when you look closer it’s not even close to what you were looking for? ARMA International and the (Insert Chapter Name) knows that your career is too important to waste time with that kind of non-information.

ARMA offers:

- Online courses
- Webinars
- Virtual Sessions
- Publications & White Papers
- Local programs with the (chapter name)

Check out our web page for more information on building your career with credibility. Then click over to our membership page and become an ARMA member and start getting these programs at a low or no cost. It’s a great investment in your future.

- Wait two weeks
- Check contacts for membership – notify chapter of those who have joined after email 1.
- Those who have not joined will receive email 2.

Email 2: Resources – Local & International

Subject: ARMA International & the (Insert Chapter Name) Can Boost Your Career

Looking for a career boost? ARMA International and the (chapter name) have you covered
One of the easiest routes to career advancement is to join ARMA International and the *(insert chapter name).* It’s ripe for the picking!

Studies show that 70% of all jobs in today’s career marketplace are found through professional networking. Employers are out looking for RIM problem-solvers who are

- Engaged
- Educated
- Credentialed
- Active in their professions

Building your local, in-person network will support your career and open doors to your next opportunity.

Joining the *(insert chapter name)* is the simplest, easiest action you can take to boost your professional knowledge and marketability. By joining, you’ll have easy access to credible education, career resources, and unmatched social and business networking opportunities.

Check out the *(insert chapter name)* upcoming events *(link to chapter website)*. Then, click over to our [membership page](#) and become an ARMA International member and a member of the *(insert chapter name)*, and start getting connected to the top of your profession. It’s a great investment in your future.

- Wait two weeks
- Check contacts for membership – notify chapter of those who have joined after email 2.
- Those who have not joined will receive email 3.

**Email 3: Education & Certifications**

**Subject:** Looking for education? ARMA International & the *(Insert Chapter Name)* Have you Covered

**Turn down the internet noise and tune in to ARMA’s flexible schedule of professional web seminars.**

Don’t settle for the educational “stuff” that’s popping up all over the internet these days. Your career and marketability are too important.

Instead, join ARMA International and the *(insert chapter name)*. ARMA is the global authority on information management and governance. You will receive immediate access to free and discounted web seminars developed by vetted experts who know the profession inside and out. You’ll choose from dozens of live and recorded sessions that reach into virtually **every corner of information management**, including:

- Legal
- IT
Most of the ARMA web seminars come with continuing education credits, and employers around the world view ARMA sessions as the best in class. That means you’ll get credit and recognition for learning!

Remember – only seek credible resources to advance your career. Join ARMA and the (insert chapter name) and you’ll find them.

Check out our web page for more information on ARMA’s impressive slate of web seminars. Then click over to our membership page and become an ARMA International member and a member of the (insert chapter name). Learn your way to the top of the profession. It’s a great investment in your future.

Wait two weeks
Check contacts for membership – notify chapter of those who have joined after email 3.
Those who have not joined will receive email 4.

Email 4: Current news, events, and industry trends

Subject: Get the Access you Want, join ARMA International & the (Insert Chapter Name)

Join ARMA International and (insert chapter name) - you’ll get access to free & discounted books, articles, guidelines, job aids, white papers, and more.

ARMA International is the global authority on information management and governance. Professionals from around the globe turn to our wide range of publications to boost their skills, advance their careers, and strengthen their information programs. Join the many thousands who are getting cutting-edge insights and reporting from the most credible source around: ARMA International.

See our Information Management page for the latest professional articles that are free to the public. To learn more about joining ARMA and (insert chapter name) and receive free and discounted access to all of our publications, visit our membership page.

Wait two weeks
Check contacts for membership – notify chapter of those who have joined after email 4.
Notify chapter of those who did not join as a member.
Ideas for the chapter to follow-up with prospective members:

a. Take the list of prospective members that will be provided to International and split it up amongst all of the chapter officers or committee members. Make personal phone calls making sure they received the email, invite them to the next event, and answer any questions they may have about ARMA International and the chapter.

b. Social Media Posts. Highlight past events and how wonderful they were or promote your upcoming events. Make sure to tag the prospective contacts and inviting them to join you at this event.

c. Follow up with prospective members utilizing the Recruitment Worksheet.

Campaign Flow:

1. Chapter expresses interest in utilizing the automated emails.

2. International will work with chapter to establish precise wording for emails, and who should be notified of progress.

3. International will load the final copy into database and set start date of campaign with chapter. Chapter will be provided with a spreadsheet that tells the dates of when the emails will be sent.

4. International will set the wheels in motion and start the email portion.