



## Guest Follow Up Letter

Use the following email message as a template for following up with guests at your chapter event. Add to it specifics about the event, such as a couple specific take-aways or action items.

Within this letter (see the "P.S." below) or as follow-up, offer the [Justification-ROI employer sample letter](#) to the individual to use within his or her organization.

Items in **bold** represent specific areas that you should customize.

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Dear Guest,

Thank you for attending <ENTER CHAPTER EVENT TITLE>. <Is there a personal note that can be included here?> We hope it provided you with valuable knowledge and information for you and your organization.

This program is one of many that our chapter **will** put on this year <link to chapter schedule of events>. Access to in-person, local training events like these is one of the many benefits of being a member of ARMA International and our chapter. Other benefits of membership include: **(customize this list to what is relevant to your chapter – pick 3-5)**:

- The [RIM Core Competencies Guide](#) –this must-have publication identifies and guides professionals in all stages of their careers
- A [mentorship program](#) that matches a mentee with a seasoned member who provides professional guidance for the mentee's personal journey
- Access to a local network of professionals who are navigating similar challenges
- Hundreds of hours [of free, on-demand online training](#) for all audiences – from beginners to seasoned pros from foundational to cutting edge topics
- [Live, virtual conferences](#) and bi-monthly virtual [roundtables](#) where attendees have direct access to experts in the field
- A library of free topic-specific resources like white papers, authoritative reports, [standards](#), and industry studies to keep your organization compliant and at the cutting-edge of industry practices
- A significant discount on the [industry's premier, in-person conference](#), with three days of solutions and peer networking.

With all of the access to solutions, to continuing education, and to the networking community, the ROI on your investment in a membership is in the thousands of dollars a year!

We personally invite you to become a member of our chapter and ARMA International. We hope you'll [join today!](#)

We look forward to seeing you at another event soon.

**Best regards,**

**ARMA chapter name OR officer's name**

**P.S. – Please let me know if it would be helpful for me/us to send a sample ROI Justification letter that you can provide to your employer to help support your membership request.**