



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.

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**):

- Our [members only webinars](#) give exclusive access to webinars and educational programs scheduled several times a year just for our members.
- 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
- 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.
- Our [virtual industry groups](#) gives a place to seek ideas from colleagues, network, share ideas, and get feedback.

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.