

INVITATION TEMPLATES



Here are suggested subject lines and messages to cut and paste in your emails to prospective members. Be sure to personalize your message where indicated in [brackets] and include a testimonial/success story and your contact information.

Suggested Subject Lines:

I'm going to be there and you should be too...
We are having an event and you are invited...
Now's the time to join NACUC

Chairmen's Roundtable Forum Email Message Body

As a NACUC member for the past [Insert NUMBER OF YEARS] years I can tell you this is the only organization in the credit union movement that offers strategies and ideas from credit union chairmen rather than paid speakers. The ability to learn from other board members' real-world experiences has been extremely valuable to me and to my credit union. After I return from the Roundtable Forum I always gain new ideas, many of which we have adopted at our credit union.

I'd like to invite you to NACUC's Chairmen's Roundtable Forum in San Antonio, October 21-24, 2015. Visit NACUC's website at www.nacuc.org to learn more. I hope to see you at our upcoming Roundtable Forum. Please feel free to contact me should you have any questions.

Leadership Development Seminar Email Message Body

The Chairmen's Group is a must for anyone looking for volunteer development and educational enrichment. Being a member for [Insert NUMBER OF YEARS] years has given me the tools to help me fulfill my role as Chairman. For example, "When we needed to develop a governance policy, I was able to call on other NACUC members for guidance."

The next Leadership Development Seminar is being held June 28-30, 2015 in Santa Fe, New Mexico. This highly interactive learning format offers topics ranging from strategic planning, effective team building, financial analysis, managing conflict, running effective board meetings and more.

Please consider joining NACUC and attending this unique event. To learn more, visit NACUC's website at www.nacuc.org. I am available to answer any questions you may have.

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Sample Membership Invitation Body

As a member of The Chairmen's Group for [Insert NUMBER OF YEARS] years, I have access to a variety of perspectives from chairmen across the country. From the very first meeting I attended, it was clear that this is an informed group of volunteers willing to share solutions for the issues we all face. Our credit union benefited by [Insert TWO STRATEGIES], both strategies acquired from my participation in The Chairmen's Group. I'd like to personally invite you to join The Chairmen's Group so you too can benefit from the unparalleled education and networking opportunities available to credit union board leaders. Please don't hesitate to contact me should you have any questions about the benefits of this unique organization.

Follow-Up

Follow-up is essential. If you initially contacted the potential member with an email you should follow up with a phone call within a week of your initial contact. If you are not able to reach the potential member send a follow up email within two weeks of the initial contact. If no return calls within three weeks, move on to the next prospective member.

When you are successful in converting a new member notify the NACUC association staff in order to obtain credit for the Chairmen's Circle. By referring just three new members, you will become part of the Chairmen's Circle.