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| **Sample Text for Recruitment Email for IASA Member Leaders**  IASA Chapter Leaders may use this email template to recruit companies and individual professionals to join IASA. The email could be coupled with an invitation to attend a chapter education/ networking event. Chapters should add information regarding their value and benefits. |

Dear <<<First Name>>>:

For almost 100 years, IASA has served as a trusted source of knowledge and innovation for the insurance industry. And with that trust comes tradition and predictability. However, the global events of the last two years have tested us all, causing us to challenge the old ways of doing business and engaging our community. Our members know that we’ve been right there with them, shifting to stay on top of trends and seeking new opportunities to better serve them – our loyal IASA members.

In the last 18 months, IASA has made remarkable headway on implementing our strategic and business plans – allowing us to ensure a seamless pipeline of new insurance professionals and leaders. Our singular focus has been and will remain – to accelerate our members’ professional growth to shape, influence, elevate and strengthen the insurance industry. We demonstrate this focus through our member-led initiatives and the benefits and services we provide to support our members.

The attached brochure details membership pricing, as well as the value we deliver annually to over 600 company members and the 12,000+ professionals who call IASA their professional home. The value of our membership package is estimated at approximately $1,800 per individual. We invite you to consider this value for yourself.

**<<<< Chapter should add information regarding their member benefits and value here. >>>>**

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| ***Special Year-End Membership Promotion:***  Companies and individual professionals who join IASA between October 1st - December 31st – get up to three (3) free months of access to members-only, discounted education and other benefits through December 31st of the next year. Company members can extend the value to their colleagues at their location. This is an incredible deal, considering the professional support available through IASA! |

**We invite you to take the next step – to join, contribute, and grow with IASA** **– the professional home for insurance professionals.**

**To join IASA today, go to** [**https://www.iasa.org/iasa-membership**](https://www.iasa.org/iasa-membership)**.**

For questions about IASA Membership, please contact the IASA Membership Team at [membership@iasa.org](mailto:membership@iasa.org).

Best regards,

<<<Chapter Leader’s Name>>>

<<<Chapter Role and Name Entered Here>>>