

## Draft Messaging 1:

Below is a template you may use to contact current local section members to encourage them to renew their ACS membership before it expires. You may find the full list of members in the [ACS Community Connection](#). Simply download the Full Roster from the dashboard and then sort the roster on Column AZ (CHP\_EXPIRE\_DT) to select members with memberships that will expire before 12/31/2024. Email addresses may be found in column AS

Targeted messaging for LS Officers to send to LS members to renew

**Subject: Renew your ACS Membership and Get Involved in the XXX Local Section**

Dear XXX,

I hope this message finds you well! I am writing on behalf of the XXX local section to encourage you to renew your ACS Membership. As you may be aware, our local section provides opportunities for public outreach, career development and to grow your personal and professional network. Our local section depends on members like you to maintain our presence in our local community.

Our local section is participating in a membership recruitment campaign that runs from October 1, 2024, through November 15, 2024. We are pleased to partner with ACS to offer you a **30% discount** on your upcoming ACS Membership renewal. This discount may be applied to the [Standard or Premium package](#) and must be used by November 15, 2024.

Here is how to redeem your discount:

1. Visit <https://membership.join.acs.org>
2. You will be prompted to log in using your ACS ID (username/password). If you don't have one or forget your login, click the appropriate link on the login page
3. On the Review step of the application, enter the following code to apply the discount to your ACS dues: **LSGROW24**

I hope you will take advantage of this discounted membership offer and to see you at one of our upcoming meetings and networking events. For more information about upcoming activities our Local Section is hosting, review our website. {insert your LS website link here. If you do not have a website, consider pointing them to your LinkedIn page, or adding to your newsletter mailing list.} Please contact me if you have any questions or wish to get involved in our local section.

Sincerely,

XXXX

Chair, XXX Local Section

## Draft Messaging 2:

Below is a template you may use to contact ACS Community Associates residing within your local section territory. You may find the full list of Community Associates in [ACS Community Connection](#). Simply download the Community Associate roster from the dashboard. Email addresses may be found in column AR. Please sort the list on column AT to filter out those Community Associates that have their EMAIL\_PROMO\_OPT\_OUT\_FL set to Y.

Targeted message from LS Officers to Community Associates.

**Subject: Upgrade Your ACS Membership and Join Our Local Section**

Dear XXX,

I am writing on behalf of the XXX local section to encourage you to upgrade your ACS Membership. As you may be aware, our local section provides opportunities for public outreach, career development and to grow your personal and professional network. Our local section depends on members like you to maintain our presence in our local community.

We are pleased to partner with ACS to offer you a **30% discount on ACS Membership**. This discount may be applied to the [Standard or Premium package](#) and must be used before November 15, 2024.

To redeem this special offer for 30% off your ACS membership:

1. Visit <https://membership.join.acs.org>
2. You will be prompted to log in using your ACS ID (username/password). If you don't have one or forget your login, click the appropriate link on the login page
3. On the Review step of the application, enter the following code to apply the discount to your ACS dues: **LSGROW24**

I hope you will take advantage of this discounted membership offer and see you at one of our upcoming meetings and networking events. For more information about upcoming activities our Local Section is hosting, review our website. {insert your LS website link here. If you do not have a website, consider pointing them to your LinkedIn page, or adding to your newsletter mailing list.} Please contact me if you have any questions or wish to get involved in our local section.

Sincerely,

XXXX

Chair, XXX Local Section