

Sample: Prospect Email Messaging for Chapters

Subject line options:

Resources to help build your career and business

Thanks for attending [name of event]

Body copy:

Hi, [name],

I'm so glad we connected recently at [name of event]. It was great seeing you!

Have you considered being an SMPS member? Through a variety of resources, SMPS offers **valuable benefits** that help A/E/C marketers and business developers advance their knowledge and skills—and build business for their firms. I've been a member of SMPS for [XX] years and have taken full advantage of the benefits and resources available.

<https://www.smps.org/reasons-to-join/>

When you join SMPS, you'll receive*:

- Learning opportunities with discounts on professional development
- Networking and team-building through MySMPS, our exclusive online community
- Complimentary learning labs on a variety of skill-building topics
- Their award-winning *Marketer* journal, published several times a year
- Complimentary industry-related research and reports, made possible by the SMPS Foundation

<https://www.smps.org/memberresources/>

Especially in the A/E/C industry, our network matters more than ever. As a member, you'll be part of an organization dedicated to transforming business through marketing leadership. We're a diverse community—our chapter is one of 58—working together to move the A/E/C industries forward. We hope you'll **join SMPS**.

<https://www.smps.org/find-a-chapter/>

<https://www.smps.org/join-us/>

If you have questions about membership, please contact me at **[email address]** and let me know how we can help. Or you can reach out to SMPS HQ's Matthew McFadden, manager of member engagement, at matthew@smps.org.

*New regular members also receive a Launch Into Learning bundle.