



## November 2022 – Member Referral Resources

We want to provide you, our chapter leaders, with the **best resources** to help your membership marketing efforts around **recruitment, retention** and **engagement**. This month's focus is **member referrals**. Here are four resources to help with member referrals and member-get-a-member campaigns:

- [Why Use Testimonials in Your Chapter Marketing & How to Gather Them](#)
- [ACEP Chapter: Sample Email Template to Send to Peer Sharing the Value of ACEP and Chapter Membership](#)
- [Version 1: ACEP Chapter: Email invitation to Peer for Chapter Meeting - PDF](#)
- [Version 1: ACEP Chapter: Email invitation to Peer for Chapter Meeting - WORD](#)
- [Version 2: ACEP Chapter: Email Flyer to Peer for Chapter Meeting - PDF](#)
- [Version 2: ACEP Chapter: Email Flyer to Peer for Chapter Meeting - WORD](#)

# **ACEP Chapter: Why Use Testimonials in Your Chapter Marketing & How to Gather Them November 2022 Chapter Toolkit**

*A step-by-step process to guide your chapter in gathering testimonials.*

Testimonial marketing campaigns are effective because they are proven to work. Think about the last time you purchased something on Amazon. Most likely, you checked out the reviews before purchasing. Testimonials validate the strength of a product or service.

It's the same for association memberships.

- Sharing a testimonial from one of your chapter members is much more effective than telling them from a chapter perspective.
- It's human nature to emulate what other successful people are doing. So when they see members sharing the value of ACEP and how it's helping them in their careers and profession, that is a valuable touchpoint.
- According to marketer Marie Forleo, testimonials are also the “perfect vehicle to tackle objections head-on because you let your happy customers [members] do the hard work for you” and sell the value of why a member needs to belong to your chapter.
- Here are some questions to ask your members to get them talking and sharing their membership experiences. You can use all of these questions or just a few.
  - What changes have you noticed in your career after joining ACEP and [chapter name]?
  - Which benefit do you find most valuable about your ACEP or [chapter name] membership?
  - Why would you recommend an emergency physician join ACEP and [chapter name]? Why is it important to support the organization that protects you throughout your career?
  - Is there anything you'd like to add about your ACEP and [chapter name] membership?

To gather testimonials more effectively, you can use a user-friendly form builder such as one of these examples, or any other tool you regularly use:

- Google Forms (Free)
- SurveyMonkey (There is a free version for a maximum of 40 responses per survey).
- Wufoo
- Microsoft Forms (free to Office365 users)
- Jotform
- Monday.com

# **ACEP Chapter: Sample Email Template to Send to Peer Sharing the Value of ACEP and Chapter Membership November 2022 Chapter Toolkit**

Directions: Use this sample email template to send to a friend, peer or colleague and customize the content in blue with your info and/or your chapter's.

Hello [Name of friend/colleague],

[Share a personal business experience where you benefitted from your chapter or ACEP membership. For example, did [chapter name] or ACEP help you ...

- Advocate for your patients and practice at the state or national level
- Negotiate an employment contract
- Connect you with an EM colleague who became a great friend or offered advice or support
- Learn about a new career opportunity that you would not otherwise have had
- Gain leadership experience to help reach your career goals
- Solve a case at 3 a.m.
- Navigate a medical malpractice suit
- Manage the overwhelm at work by taking advantage of wellness offerings
- Stay on top of the changing COVID-19 variants, testing and treatment protocols
- Get recharged at meetings or events by bringing together like-minded professionals who understand and encourage one another
- Easily meet CME requirements with access to free webinars and online classes]

I've been a member of ACEP for **XX** years and working in this field, my ACEP membership is like a trusted friend – I can turn to it any time to find support or a solution to a problem. Plus, I enjoy attending meetings where I can stay informed about the field of EM and learn more about what ACEP is doing to protect reimbursements on the advocacy front, for example.

In addition to the many benefits of ACEP membership, our state chapter helps support important advocacy efforts on your behalf. Your practice would be dramatically different without our advocacy efforts. Imagine if you had to:

- Put into context your legislative wins! Briefly discuss legislation your chapter helped pass or defeat that impacted your members' practice.

Without specialty-specific advocacy from [Chapter Name], that's how you would be practicing medicine today. Your practice was protected because of our legislative and regulatory action! We

hope you see the value of an ACEP membership in your daily practice environment and take this opportunity to join!

I invite you to become a [Chapter] ACEP member to experience the great community and access to a range of resources that have made a difference in my EM career.

[If ACEP is running a special offer (discount, free trial or referral incentive), highlight it here.]  
ACEP is currently offering [highlight current incentive: discount, referral, etc.].

If you have questions about membership or want to discuss the ROI I receive from my ACEP membership, I would be happy to chat. Or, you can contact the ACEP Member Care team at (844) 381-0911 or join online by visiting [acep.org/join](http://acep.org/join).

[closing greeting],  
Your Name

Your phone number or email

# **ACEP Chapter: Email invitation to Peer for Chapter Meeting**

## **November 2022 Chapter Toolkit**

Directions: Use this sample email template to send to a friend, peer or colleague and customize the content in blue with your info and/or your chapter's.

Greetings, [First Name] -

I invite you to join me for the next meeting of the [Chapter.] This will be a great way to get involved, meet other EM physicians in our area, and learn about what the Chapter is doing for you, your patients, and the field of emergency medicine. I am grateful that one of my mentors extended me a similar invitation early in my career and led to several future opportunities that I would not have otherwise had.

Here are the meeting details:

**Date:**

**Time:**

**Program/Topic:**

**Location:**

**RSVP: [Email] or [000.000.0000]**

If you'd like to learn more about how ACEP and [Chapter] membership can help you in your career, you can go to <https://www.acep.org/acep4u>.

Sincerely,  
Name  
Contact Info

**ACEP Chapter: Email Attachment/Flyer to  
Peer for Chapter Meeting  
November 2022 Chapter Toolkit**

Directions: Use this template to send as an attachment to a friend, peer or colleague and customize the content in blue with appropriate info.

[Chapter Logo]



Greetings, [First Name] -

I invite you to join me for the next meeting of the [Chapter.] This will be a great way to get involved, meet other EM physicians in our area, and learn about what the Chapter is doing for you, your patients, and the field of emergency medicine. I am grateful that one of my mentors extended me a similar invitation early in my career and led to several future opportunities that I would not have otherwise had.

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If you'd like to learn more about how ACEP and [Chapter] membership can help you in your career, you can go to <https://www.acep.org/acep4u>.

Sincerely,

Name

Contact Info