

# ACEP +1 Membership Marketing Campaign

## Chapter Toolkit

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## Membership is Better Together

### What is ACEP+1?

- No one knows the true value of ACEP more than our members. Let's make them champions!
- Members can invite their friends or colleagues to join ACEP, using their ACEP ID number as a promo code to allow us to track the referrals.
- Campaign themes lean into personal connections, friendships, and sharing their personal ACEP value and journey with colleagues (e.g. I love the pediatric community – you will too!)

### How ACEP+1 Works?

Details are posted in the sample email copy below and here: <https://www.acep.org/acepplus1>

### How Can Chapters Participate?

1. Provide an incentive in addition what is offered by ACEP. The list of ACEP prizes is posted at the bottom of this <https://www.acep.org/acepplus1>, under Fabulous Prizes.
2. Promote 'ACEP +1 Invite A Friend to Join You' campaign:
  - a) Send an **email** to your members. Refer to the email sample copy below.
  - b) Include a blurb in your **newsletter**. Refer to the sample copy below.

3. Encourage your leaders to share their unique promo code (ACEP ID) with friends and colleagues who are not current members. If unsure about membership status, you can help them look up individuals in the chapter portal or [check the membership directory](#).
  1. **The code only works for new, regular members** (not medical students, residents, or international).
  2. Just to be crystal clear - **the code will NOT work for membership renewals.**
4. Amplify ACEP's email, print and social media campaigns.
5. Report back on what is working (or not).

## Talking Points about ACEP Membership

### How You Can Recruit

- Share your personal ACEP story. What you value most about ACEP and share that in your own words: Friends you've made, things you've learned, resources you use, fun stories from Scientific Assembly.
- Share why you value ACEP during conversations with peers and encourage them to ask questions.
- Forward an ACEP EM Today email, share the latest copy of *ACEP Now* or *Annals* and let them know how you found them helpful.
- Remind yourself of [all the great work ACEP does on your behalf](#).

### Recruiting New to Practice (first three years of membership after Residency or Fellowship)

- **Discounted Dues:** Your rates are discounted 75 percent in your first year, 50 percent in your second and 25 in your third. Most Chapters also discount dues in the first three years of practice
- **Path to Leadership:** ACEP [Committees](#), [Sections](#) and [Chapters](#) have numerous volunteer opportunities, even before your training ends
- **FACEP Eligible:** Membership for three years meets the minimum requirement to apply for [Fellow designation](#)
- **At The Bedside:** Clinical Policies and Point of Care tools through the [ACEP app](#) make your care for patients easier
- **Publications:** *Annals of Emergency Medicine*, *Emergency Medicine Today* and *ACEP Now* keep you current in scientific research and EM events and trends

### Recruiting Attendings (Mid-Career)

- **Feed Your Passion:** Plug into communities such as [Sections](#), the new and free [Member Interest Groups](#) and [Committees](#)
- **Discounts:** Network and learn from the best at ACEP [meetings](#) – at a discounted rate
- **Wellness:** [Work-life balance](#), financial advice and counseling are all available
- **Grow Your Career:** National and [Chapter](#) level leadership opportunities allow you to serve the specialty while building your leadership skills; [career resources](#) help you keep an eye on the job market
- **Something Bigger:** Learn to solve problems in your institution, at the state house and at the federal level through ACEP [advocacy](#)
- **Stay Current:** ACEP's [CME tracker](#) monitors your educational requirement and identifies any gaps in your skillset

### Recruiting Attendings (Later in Career)

- **Stay Engaged:** ACEP has 40 [Sections](#) – including a new Exploring Retirement Section – and several committees and [Member Interest Groups](#) to scratch your emergency medicine itch

- **Education Discounts:** Free, discounted, and flexible [education conferences](#) keep you current and keeps your network strong. [Online education](#) discounts are easy on your wallet
- **Give Back:** Set up emergency medicine for [future success](#) by staying active and engaged in your medical professional society; ACEP's new strategic plan has built the roadmap
- **Financial Advice:** Retirement planning keeps your [financial health](#) on the right track



[Subject Line Suggestions]:

- Membership is Better Together
- Invite a Friend to Join You

Membership in [\[chapter name\]](#) makes it easy for you to find and feel connected to your little corner of our big community. Wouldn't it be great to share that with a friend?

ACEP is the home for all emergency physicians. [\[Chapter name\]](#) represents your interests in [\[state\]](#).

**Encourage your friends to join you - every voice matters!**

**Plus, prizes for you, discounts for them.  
Everybody Wins!**

#### **How ACEP+1 Works?**

1. Find your unique promo code - it's your membership number, which is an A followed by 6 digits.
2. Share it with friends and colleagues who are not current members. If you are unsure, [check the membership directory](#).
  - Choose wisely - the code only works for **new, regular members** (not medical students, residents, or international).
  - Just to be crystal clear - **the code will NOT work for membership renewals**.
3. Your friends will receive \$50 off their ACEP national dues.
4. You will be entered into a drawing for each person you recruit - fabulous prizes are listed below.
5. [\[insert chapter incentive, if applicable\]](#).
6. **Your code expires June 30, 2023**. We will draw for winners on July 15, 2023.

**How to personalize your outreach to non-members:**

- Share your personal story. What you value most about [chapter name] and ACEP and share that in your own words: Friends you've made, things you've learned, resources you use, fun stories from [chapter conferences/meetings] or ACEP's Scientific Assembly.
- Share why you value ACEP and membership in your chapter during conversations with peers and encourage them to ask questions.
- Forward a [chapter name] or National ACEP newsletter, share a resource you value, the latest copy of *ACEP Now* or *Annals* and let them know how you found them helpful.
- Share how [chapter name] is fighting for you in [state capital].

Need more help? [Check out these helpful ACEP resources specific to career stage.](#)

**Membership is Better Together**

Membership in [chapter name] makes it easy for you to find and feel connected to your little corner of our big community. Wouldn't it be great to share that with a friend? ACEP is the home for all emergency physicians. [Chapter name] represents your interests in [state]. **Encourage your friends to join you - every voice matters!** Plus, prizes for you [including {insert chapter incentive}, if applicable], discounts for them. Everybody Wins! [Learn more.](#)



The graphic features the ACEP logo at the top, followed by the text "American College of Emergency Physicians®" and "ADVANCING EMERGENCY CARE" with a heart rate line. Below this is the large text "INVITE A FRIEND TO JOIN YOU". At the bottom, there is an illustration of three groups of people interacting with the large text "ACEP +1". A white button with the text "LEARN MORE" is positioned at the bottom center.