

Sample Recruitment Email

Subject Line: We Need More Social Workers Like You

Dear <Colleague's Name>,

You may know I've been a proud member of the National Association of Social Workers for many years. It's been a satisfying professional and personal choice.

This summer, NASW has called on long-time members like me to invite social work leaders to consider membership in NASW. I admire the work you do and thought of you immediately. I'm asking you to consider joining NASW as part of our **Member Referral Campaign** (www.SocialWorkers.org/MemberInvite), because we need accomplished professionals like you.

For me, the connectedness to my profession and colleagues, the leadership opportunities, and the practice resources have been invaluable. The skills and experiences I've gained, and the people I've met through NASW have helped me grow professionally and personally.

My membership has also helped NASW advocate for all of us as social workers and for the people we serve. This advocacy on our behalf – which we can't do alone – has been a tremendous benefit for me, for you, and for our profession.

I believe it has never been more important for social workers to unite and strengthen the profession's voice in the workplace, in our legislatures, and in our communities.

NASW and its 55 Chapters work every day to ensure that social work perspectives and principles influence critical public policy discussions and program development. Our Association also fights to improve workplace safety and compensation for all social workers. It is the only group that enhances the well-being of individuals, groups, and families by promoting, protecting, and advancing social work practice.

I want this important work to continue. I hope you do as well.

Every year, more than 120,000 social workers actively participate in NASW. But as many as half a million other dedicated professionals are not currently members. Can you imagine what our profession could achieve if two of every five American social workers belonged to NASW?

NASW is a powerful network of amazing professionals, but we need your help to do more. Please consider membership this year. **We need you!**

If you choose to join or rejoin by October 31, 2019, you will receive the gift of a free Specialty Practice Section for participating in this referral campaign – a \$40 value. Become a member at www.JoinNASW.org or 800.742.4089, and then visit the campaign page to select the Specialty Practice Section of your choice at no cost: www.SocialWorkers.org/MemberInvite.

Thank you for improving lives through your essential work.

Warmest regards,

<Your Name>