

Sample Recruitment Text

Hello, <Colleague's Name>.

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. NASW needs more social work leaders like us to be a part of the Association so we can strengthen our voice in the workplace, in our legislatures, and in our communities. NASW reached out to me, as part of its Member Referral Campaign, and I immediately thought of you. Please consider joining NASW this summer. You can learn more about the campaign at www.SocialWorkers.org/MemberInvite. You can join (or rejoin) NASW now at www.JoinNASW.org – just be sure to visit the campaign page, too. New joins through the campaign receive a free Specialty Practice Section membership.