

Sample recruitment email sent to a non-member event attendee:

Dear Guest,

Thank you for attending <ENTER CHAPTER EVENT TITLE>. <Is there a personal note that can be included here?> We hope it provided valuable knowledge and information for you and your organization.

This program is one of many our chapter will put on <link to chapter schedule of events> this year.

Access to in-person, local training events like these is one of the many benefits of being a member of our chapter. Other benefits of membership include: (customize this list to what is relevant to your chapter – pick 3-5):

- Our members-only webinars give exclusive access to webinars and educational programs scheduled several times a year just for our members.
- A mentorship program that matches a mentee with a seasoned member who provides professional guidance for the mentee's journey
- Access to a local network of professionals who are navigating similar challenges
- Hundreds of hours of free, on-demand online training for all audiences – from beginners to seasoned pros from foundational to cutting-edge topics
- A library of free topic-specific resources like white papers, authoritative reports, standards, and industry studies to keep your organization compliant and at the cutting edge of industry practices
- A significant discount on the industry's premier, in-person conference, which will be held over three days and feature solutions and peer networking.
- Our virtual industry groups provide a place to seek ideas from colleagues, network, share ideas, and get feedback. With access to solutions, continuing education, and the networking community, the ROI on your investment in a membership is in the thousands of dollars a year!

We personally invite you to join our chapter and SFPE. We hope you'll do so today!

We look forward to seeing you at another event soon

INSERT CHAPTER LOGO HERE

Chapter Email Templates – Expired Member

We noticed that your membership has lapsed.

We don't want you to miss out on the valuable Learning, Resources, and Connections. Renew your membership and continue your access to:

Active Community

- [Insert Chapter] for in-person, local networking
- Our volunteer opportunities will help build your network and enhance your leadership skills

Education At All Levels:

[Insert Chapter] offers a variety of educational offerings, including webcasts, online courses, and in-person workshops.

[Insert Chapter] brings together a global audience of fire protection professionals at several events throughout the year, delivering nearly ## educational events

We want to see you at the next Chapter meeting. Renew your membership online today! We've made it as easy as possible for you to renew online.

If you wish to renew your membership or make changes, please contact ABC@XYZ.org

We look forward to continuing to serve you.

Kind regards, [Chapter Leader]

Seeking new board members, version 2

Subject: Apply Now: Chapter Board Positions for [Term/Year]

Hello,

Applications are now open for [Chapter Name]'s Board positions for [term/year]. We're looking for motivated members ready to take on a leadership role and help guide our chapter forward.

Open positions:

[List positions and brief responsibilities]

Why serve on the board?

- Leadership experience: Gain hands-on practice in decision-making, project management, and team leadership.
- Professional development: Strengthen skills employers value — communication, organization, and accountability.
- Networking opportunities: Build relationships with peers, alumni, and campus/community partners.
- Resume enhancement: Officer roles demonstrate initiative and are a strong talking point in interviews.
- Direct impact: Influence chapter events, budget, and strategic priorities.
- Personal growth: Develop confidence and problem-solving abilities you'll use well beyond your time in the chapter.

Requirements:

[List eligibility criteria, if any]

Application process:

[Instructions, deadline, and where to submit]

If you have questions about a specific role or the application process, feel free to reach out to [contact info].

We encourage anyone interested in growing as a leader to apply — no prior board experience necessary.

Thank you,

[Your Name]

[Your Position]

[Chapter Name]

Sample of an email sent to the chapter membership looking for potential board members.

Hi everyone,

Our chapter is looking for its next generation of leaders — and that could be you.

We're now accepting applications for open Board positions for the upcoming term. Serving on the board is one of the most rewarding ways to shape the future of our chapter, and the experience you gain will stay with you long after you leave.

Here's what you'll get out of it:

- Leadership development — Practice decision-making, delegation, and public speaking in a real, low-stakes environment.
- Resume-building experience — Board roles are a standout addition to any resume or LinkedIn profile, showing initiative and accountability.
- Networking — Work closely with fellow leaders, alumni, and advisors who can open doors long after graduation.
- Direct influence — Help set the direction, events, and culture of our chapter for years to come.
- Team and communication skills — Learn to collaborate, manage conflict, and motivate others toward shared goals.
- Personal growth — Step outside your comfort zone and discover strengths you didn't know you had.

Open positions include:

[List positions — e.g., President, Vice President, Treasurer, Secretary, Social Chair, etc.]

How to apply:

[Insert application instructions, deadline, and link/contact info]

If you've ever thought "I'd love to be more involved" or "I want to make a real difference here," this is your moment. We'd love to see you step up.

Questions? Just reply to this email or reach out to [contact name/info].

Looking forward to seeing your applications!

Best,

[Your Name]

[Your Position]

[Chapter Name]