

OUTREACH TEMPLATES FOR NONMEMBERS

NONMEMBER ATTENDEE FOLLOW-UP

It was great meeting you at the recent APWA education event—I hope you found it both informative and inspiring.

I wanted to follow up and share that our APWA chapter is always excited to welcome new members. Joining gives you access to a variety of resources designed to help you grow in your career and stay connected with other public works professionals in our community.

Our chapter (insert chapter name and/or link) is committed to supporting excellence in public works through meaningful education, networking opportunities, and helpful tools for professionals at every stage of their careers. Whether you're just getting started or have years of experience, there's a place for you here.

If you'd like to learn more about membership, feel free to reach out anytime. I'm happy to answer questions and walk you through the benefits.

Thanks again for joining us at the event, I hope we get the chance to connect again soon.

Warm regards,

INTRODUCTORY EMAIL TO A NONMEMBER

As a fellow public works professional, I wanted to reach out, introduce myself, and share a bit about APWA. Our organization is all about supporting excellence in public works by offering meaningful resources that help members grow their skills, connect with peers, and stay up to date on the latest industry trends and best practices.

I noticed you're not currently an APWA member and wanted to personally invite you to join our community. Membership opens the door to education opportunities, networking events, and a variety of tools designed to help you advance your career and build strong professional connections in your area.

I'd be happy to chat more and answer any questions you may have about getting involved. Feel free to reach out anytime, or you can visit our website to explore more on your own.

Thanks for taking the time to read this—I look forward to connecting with you soon.

Warm regards,