



Outreach templates for nonmembers

Nonmember attendee follow up

Dear [Attendee Name],

It was great to meet you at the recent APWA education event in [City/State]! I hope you found the event to be informative and engaging.

I wanted to take a moment to follow up with you and let you know that we are always looking for new members to join our chapter of the American Public Works Association (APWA). As a member, you would have access to a wide range of resources and opportunities to help you advance your career and stay connected with other public works professionals in your area.

Our chapter is dedicated to promoting excellence in public works, and we provide a variety of educational programs, networking events, and other valuable resources to our members. Whether you are just starting out in your career or are a seasoned professional, there is something for everyone in the APWA.

If you are interested in learning more about becoming a member of our chapter, please don't hesitate to reach out to me directly at [Your Contact Information]. I would be happy to answer any questions you may have and provide you with more information about the benefits of membership.

Thank you again for attending the education event, and I hope to hear from you soon!

Best regards,

Introductory email to a nonmember

Dear [Public Works Director's Name],

I hope this email finds you well. My name is [Your Name], and I am the chapter leader of the [Chapter Name] chapter of the American Public Works Association (APWA) in [City/State].

As a fellow public works professional, I wanted to reach out and introduce myself and share more information about APWA. Our organization is dedicated to promoting excellence in public works. We provide a wide range of resources and opportunities for our members to enhance their skills, network with other professionals, and stay current on the latest industry trends and best practices.

I noticed that you are not currently a member of the APWA, and I wanted to extend an invitation to join our community. As a member, you would have access to our educational resources, networking events, and other valuable tools to help you advance your career and stay connected with other public works professionals in your area.

I would love to discuss this opportunity with you further and answer any questions you may have about APWA. Please feel free to reach out to me directly at [Your Contact Information] or visit our website at [APWA Website] for more information.

Thank you for your time, and I look forward to connecting with you soon.

Best regards,