**Collegiate Toolkit: Email Copy**

Thank you for your interest in promoting Society of Women Engineers (SWE) membership and renewals to your peers. We hope that your enthusiasm about SWE and all the Society’s member benefits will be contagious!

Please find below sample email copy that you can use to promote SWE. Feel free to share the content in its entirety, or choose copy that is most important to you, and put your own unique spin on it.

**Subject Line:** I personally invite you to join or renew your SWE membership!

Dear [NAME],

As leaders in the [INSERT SECTION NAME], I want to personally invite you to either join the [Society of Women Engineers](https://swe.org/) (SWE) as a member or renew your SWE membership. When you join or renew with SWE, you become part of both a global and local community.

To join or renew your membership, please go to swe.org and create an account (for new members). Then login to the SWE Member portal and follow the join or renew process as is appropriate. If you run into any issues, please email membership@swe.org and they can help you out!

**Collegiate to Career Membership**

If you are new to SWE or still have a few years of college left, I’d encourage you to consider C2C membership. For a one-time payment of $50, you can secure a C2C SWE membership for your entire collegiate years through the first year of your professional career. This is beneficial to students with two or more years of schooling left and it eases the transition from college to career.

Being a member of SWE opens you up to a global community with strong virtual and in-person benefits. Your membership also supports the work we do at our local section! Here are some of the benefits we think are most important:

**Community**

The SWE community is 42,000+ strong and members come from all walks of life. Many SWE members attribute the Society as a place they can go to connect with women and allies in engineering. Make sure you are taking an opportunity to get to know all the SWE members on our campus, but also, don’t be afraid to expand that network outside of this area. The [closed SWE Facebook Group](https://www.facebook.com/groups/441763142924061/?source_id=29752126120) is a great place to start connecting with other SWE members digitally.

**Scholarship Opportunities**

[SWE Scholarships](https://swe.org/scholarships/) provide funding and support to women pursuing engineering. In 2019, SWE disbursed more than 250 scholarships valued at more than $810,000. [Visit the SWE scholarships page](https://swe.org/scholarships/) to learn more about applying for a scholarship and the different scholarships available.

**Career Center**

[SWE’s Career Center](https://careers.swe.org/) features hundreds of job openings each month from some of the largest engineering and technology organizations across the globe.

**Education, Leadership & Professional Development**

SWE offers no shortage of education opportunities throughout the year. The [Advance Learning Center](https://advancelearning.swe.org/Pages/Catalog/TitleCatalog.aspx) features hundreds of webinars and e-Learning courses covering topics of importance to women in engineering. Many of these will help you as you embark on a career in engineering, like [Modern Networking in the Social Age](https://advancelearning.swe.org/pages/MyProfile_CourseDetails.aspx?source=catalog&contentid=9a792fb1-0008-4986-8408-b952f4ea1c8c), or the [Job Seeking for Engineers Series](https://advancelearning.swe.org/pages/MyProfile_CourseDetails.aspx?source=catalog&contentid=c7552a9e-166f-4c08-a5e8-60963bfd8271). Some of the best ALC webinars for collegiates can be found [here on SWE’s Support Hub](https://support.swe.org/support/solutions/articles/35000105648-best-of-swe-collegiate-member-online-learning).

We also welcome you to consider helping lead our local section by letting us know if you’d like to join our leadership team or volunteer in other ways. A core aspect of SWE is leadership development and, as leaders, we know the skills we’ve learned will help us emerge as leaders in our engineering careers.

**Global and Local Events**

[SWE’s Annual Conference](https://we19.swe.org/) is one of the largest for women in engineering. Members attend the conference to connect with friends - new and old - and advance personally and professionally. The career fair is one of the best you’ll see featuring more than 300 engineering and technology organizations recruiting for jobs right onsite. This year, SWE’s Annual Conference, [WE20](https://we20.swe.org/), will be in New Orleans, Louisiana November 5-7, 2020.

Before July 31, 2020, you can apply for a WE20 Registration Grant from SWE via this link:<https://docs.google.com/forms/d/e/1FAIpQLSfBTTP4ydCvnVhB8xi_YhIOhUl3buUgfQZzE1eouQtMjw9GdQ/viewform>. Also be sure to check the WE20 page as, occasionally, other travel grants are provided through WE20 sponsors.

SWE also has local event opportunities. [WE Local](https://welocal.swe.org/about/we-local/) is a localized version of the Annual Conference and is held in seven cities across the U.S., India and Europe. As a SWE section, we also hold meetups and other events to connect with women in engineering and give back to the community.

**Award-Winning Content**

* [*SWE Magazine*](https://swe.org/about-swe/swe-magazine/) is the official publication of SWE and covers the engineering industry and topics of importance to women engineers in editorial format. As a SWE member, you have access to this publication.
* [*All Together*](https://alltogether.swe.org/) is SWE’s digital news platform. Not only can you find digital SWE Magazine articles here, but coverage of other SWE members and important Society news. SWE also encourages contributor articles to *All Together* - a great resume builder!
* SWE’s [Podcast channel, *Diverse*](https://soundcloud.com/swepodcasts), is another great collection of content featuring stories from incredible women in engineering and opinions on topics that are most affecting women in engineering today. Inspiration is sure to spark when tuning in to *Diverse*.

**Awards and Recognition Programs**

SWE recognizes movers and shakers within the engineering industry every year with the [Individual Awards program](http://societyofwomenengineers.swe.org/awards/individual-awards). Consider nominating someone for the Outstanding Collegiate Member Award when the award window opens. This will look great on a resume! The awardees will be recognized alongside the all SWE award winners at a formal banquet at SWE’s Annual Conference.

**Affinity Groups**

SWE’s Affinity Groups are small groups within the organization where individuals share a common element of diversity and work collaboratively together. SWE has Affinity Groups for African Americans, Latinos, Native Americans, Asian Connections, LGBTQ and Allies, Global Women Engineers, Small Business Women Engineers, Women in Government, Entrepreneurs, Senior Member Engagment. [Learn more about each group and request to join a group you identify with here](https://support.swe.org/support/solutions/articles/35000111481-how-to-access-swe-affinity-groups).

We hope you find all of SWE’s membership benefits useful and join or renew your membership today! If you have any questions about SWE’s member benefits, please do not hesitate to reach out to membership@swe.org.