**Professional 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 sample email copy below 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:** We personally invite you to join or renew your SWE membership!

Dear [NAME],

As leaders in the [INSERT SECTION NAME], we want to personally invite you to either join the [Society of Women Engineers](https://swe.org/) 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.

SWE provides a comprehensive array of professional development and networking opportunities to our member community through our [WE20 Conference](https://we20.swe.org/) for women in engineering and technology, [*Diverse* Podcast Series](https://soundcloud.com/swepodcasts), [*SWE Magazine*](https://swe.org/about-swe/swe-magazine/), [*All Together* blog](https://alltogether.swe.org/), the [Advance Learning Center](https://advancelearning.swe.org/Pages/Catalog/TitleCatalog.aspx) and more.

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!

As a member of SWE, you can (and should!) be taking advantage of the following benefits:

**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 like-minded women, especially if they don’t have a lot of female co-workers.

**Education and Professional Development**

SWE offers no shortage of professional development 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. You can access the best of SWE’s Advance Learning center by career stage here:

* [Early Career Professional Development Webinars](https://support.swe.org/support/solutions/articles/35000106177-best-of-swe-professional-member-online-learning-early-career-)
* [Mid-Career Professional Development Webinars](https://support.swe.org/support/solutions/articles/35000106179-best-of-swe-professional-member-online-learning-mid-career)
* [Late & Post-Career Professional Development Webinars](https://support.swe.org/support/solutions/articles/35000106181-best-of-swe-professional-member-online-learning-late-career-)
* [Webinars for Entrepreneurs of all Ages](https://support.swe.org/support/solutions/articles/35000106182-best-of-swe-professional-member-online-learning-entrepreneur)

**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 take place in New Orleans, Louisiana November 5-7, 2020. [INSERT MORE INFORMATION ON YOUR SECTION’S FUNDRAISING EFFORTS TO ATTEND CONFERENCE].

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 other travel grants are provided through WE20 sponsors.

SWE also has local event opportunities around the world. [WE Local](https://welocal.swe.org/) is a localized version of the annual conference held in seven cities across the U.S., India and Europe. Local sections also host meetups and other events to connect with women in engineering and give back to the community. [INSERT MORE INFORMATION ABOUT SECTION MEETINGS OR EVENTS HOSTED OVER THE PAST YEAR]

**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. All SWE members 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’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 affecting women the most in engineering today.

**Awards and Recognition Programs**

SWE recognizes movers and shakers within the engineering industry every year at a variety of levels with the [Individual Awards program](http://societyofwomenengineers.swe.org/awards/individual-awards). An award from SWE is a great resume builder!

**Leadership Skills**

Members of SWE have a unique advantage to practice leadership skills outside of the workplace in a non-threatening environment. As a SWE member, you can hold leadership roles at the section or global level. You can also lead seminars and workshops, or present at local or national conferences.

**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, and Senior Member Engagement. [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 that you will renew or join today! If you have any questions about SWE’s member benefits, please do not hesitate to reach out to membership@swe.org.