**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 [WE23 Conference](https://we23.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/) 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](mailto: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 43,000+ 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 and allies.

**Education & Professional Development**

SWE offers no shortage of professional development opportunities throughout the year. The [Advance Learning Center](https://advancelearning.swe.org/) features hundreds of Live Web Events, On-Demand Presentations, and e-Learning courses covering topics of importance to women in engineering.

**Global & Local Events**

[SWE’s Annual Conference](https://we23.swe.org/) is one of the largest conferences 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, [WE23](https://we23.swe.org/), will take place in Los Angeles October 26-28. [INSERT MORE INFORMATION ON YOUR SECTION’S FUNDRAISING EFFORTS TO ATTEND CONFERENCE].

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 three cities across the U.S.A., one in Europe, and one in India. 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 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, groups, and important Society news.
* SWE’s [Podcast channel, *Diverse*](https://soundcloud.com/swepodcasts), is another great collection of content featuring stories from incredible women and allies 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!

**Mentor Network**

The [SWE Mentor Network](https://swe.org/membership/mentoring/) is a private network for only SWE members that helps facilitate mentoring relationships. SWE members at all levels are able to offer mentoring services, receive mentoring, or even act as both a mentor and mentee.

**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 local and society level. You can also lead seminars and workshops, or present at a WE Local or Annual conference.

**Affinity Groups**

[SWE’s Affinity Groups](https://swe.org/membership/affinity-groups/) are small groups within the organization where individuals share a common element of diversity and work collaboratively together. SWE has 21 Affinity Groups that fall under 3 groups: Diversity, Equity, & Inclusion, Business and Interests, or Career Stages. [Learn more about each group and request to join a group you identify with here](https://swe.org/membership/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](mailto:membership@swe.org).