

ASE Member Referral Toolkit

Thank you for your interest in the ASE Membership Referral Program. This toolkit includes information to help you engage with colleagues and friends and encourage them to join ASE so they can receive the valuable member benefits you already enjoy. If you have any questions, please do not hesitate to contact ASE at 919-861-5574 or ASE@ASEcho.org

ASE membership is open to anyone who has an interest in cardiovascular ultrasound, not only physicians and sonographers. Nurses, physician assistants, researchers, veterinarians, radiology technicians, and other industry professionals can all be members of ASE.

Tips on how to recruit a new ASE member:

1. **Contact prospective members directly** – Send a personal email invitation (see sample email below), including the ASE member benefits. Sometimes just asking a colleague or friend to join is all it takes.
2. **Know the benefits** – ASE is your Association, so you are the perfect person to explain the benefits of being a member of ASE. ASE is the home of echocardiography enthusiasts and provides information on the latest techniques while providing opportunities for professional networking and interaction. Members also receive discounts on the many educational programming and products available through ASE. Be sure to mention some of the top member benefits that include: ASEUniversity with free CME for members, a subscription to the *Journal of the American Society of Echocardiography*, discounts on educational products, and the private online networking forum Connect@ASE.
3. **Explain how to join ASE** – You can include the ASE membership application ([PDF](#)) in your email invitation or you can include the link to the [online application](#). Remind them to include your name in the “Referred by” space.
4. **Show your enthusiasm** – Share first-hand accounts of how your membership in ASE has been a rewarding experience and has helped in your professional development. Prospective members will be much more likely to join if they can relate to how you have benefited from membership.
5. **Encourage prospective members to visit ASEcho.org** – The ASE website contains valuable information about ASE and the member benefits.
6. **Follow up** – Following up with the people you have invited to join is just as important as your initial contact. Call them, email them, send a letter, or drop by to answer questions and to see if they have joined. (See the sample follow-up letter below.)
7. **Thank them** – Send a personal note or email thanking the prospective member for considering membership in ASE. The more contact they have with you, a current ASE member, the more likely they will be to join and stay involved.

Invitation Email Example

Dear [NAME],

I think I have mentioned to you that I belong to the American Society of Echocardiography (ASE). Being a member of ASE has been an incredibly valuable resource for me in making professional contacts and advancing my career. I have met some really wonderful people that I probably wouldn't have gotten to know if it were not for my involvement in ASE. It has also been a great source for unbiased information on what is going on in medicine.

ASE is the largest cardiovascular imaging organization in the world, and it is the place where echocardiography enthusiasts come together. They are professionals, like us, who are involved in: cardiology, anesthesiology, pediatric and congenital heart disease, research, QA/QC folks, regulatory affairs experts, academics, private practice, hospital based-practice, and executive management, just to name a few.

I would like to encourage you to consider joining ASE so you can also experience the amazing professional benefits they offer. If you have a moment, check it out by visiting ASEcho.org. If you would like to talk with me about my personal experience with ASE, give me a call or email me when you get a chance.

Thanks!
[YOUR NAME]

P.S. If you decide you want to join ASE, please put my name in the "Referred by" space. You can join online at: ASEcho.org/Join or I would be happy to send you a PDF application.

Follow up Email Example

Dear [NAME],

I just wanted to follow up with you about ASE. As you could probably tell, I think it is a great organization for cardiovascular imaging professionals like us.

There are more broadly focused organizations out there, and they certainly have value, but for people like us who have to understand what is going on in our specific area of healthcare, ASE is the home of cardiovascular ultrasound.

If you haven't had a chance to check out their website (ASEcho.org) yet, I would encourage you to see what they have to offer. If you want to talk more about why I'm such an advocate of ASE, just give me a call or send me an email.

Sincerely,
[YOUR NAME]

P.S. If you decide you want to join ASE, please put my name in the "Referred by" space. You can join online at: ASEcho.org/Join or I would be happy to send you a PDF application.