

## 2023 MEMBER REFERRAL CAMPAIGN

The member referral page has tools for members to use in their referral efforts. They can access it directly through this link: <https://cmsa.org/member-referral/> or through their member portal



Edit Profile

Educational Resource Library

Member Referral

Billing

Member Directory

Store

To access materials for chapter use, click [HERE](#). They include:

- An email template that you can use to send to members
- Several social posts with space for your logo

## FUTURE MEMBERSHIP CAMPAIGNS

### Common campaigns:

- Percentage off
- Join during a specific time frame for a chance to win

### Communicate through:

- *Socials*
  - A weekly post is recommended with deadline reminders at 2 weeks, 1 week, day before and day of
- *Email*
  - Previous or terminated members
  - Non-member event attendees
  - Corporate sponsors, partners and affiliates
  - Tips:
    - Best days to send are Tuesday and Thursday
    - Best time of day is between 10-11am in your time zone
    - Send follow up emails every few weeks and deadline reminders as it gets close
    - Make sure to include a blurb about the campaign in other communications (a.k.a. cross promotion)
    - Remember that corporate spam filters are very strong. Ask members to forward emails on to their non-member colleagues
- *Social Groups*

Post invites in the [Case Manager Community Facebook Group](#), [CMSA LinkedIn Group](#), and other CM social groups – especially those groups local to your area



CMSA Membership and  
CCM Certification



For assistance email Kelly Castady  
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Please complete  
follow-up surveys  
to help us serve  
you better!