



# Cardiovascular Team

MEMBER SECTION



## Recruitment Strategies for CVT State Liaisons

### Write letters, e-mail...then follow up!

- **Write prospects a personal letter**
  - Make it personal and sign each letter.
- **E-mail relevant member benefits**
  - Refer to the **CV Team Membership Benefits Slide** document when explaining the value of CVT Membership.
- **Utilize the e-mail template**
  - Use email/letter templates (**CV Team Sample Text for Recruitment Email**) to send nonmember colleagues a message urging CVT Membership with the American College of Cardiology. Be sure to include a link to the CV Team Membership page (<http://www.acc.org/CVTChapter>)

### Interact with colleagues, recent graduates, and current students/residents...

- **Talk with nonmembers** at staff meetings.
- **Invite nonmembers to events** around topics that are relevant, like MACRA or health care reform.
- **Sponsor students enrolled in educational programs for ACC membership.**
  - Encourage graduate and undergraduate CVT Members to enroll today. It's completely free and provide students with access to member benefits: <http://www.acc.org/membership/become-a-member/cardiovascular-team-student-membership>
- **Utilize the ACC membership PowerPoint** presentation at an upcoming professional meeting.
- **Place CVT Membership applications in your colleagues' mailboxes** with a personal note encouraging them to join up!
- **Use the phone** – Take a few minutes between appointments to call a prospective member. The **Phone Recruitment Script and Tips** document is a helpful guide.