



**MEMBER-GET-A-MEMBER CAMPAIGN**



**Recruitment and Referral Toolkit**

# **A Great Story Can Make All the Difference in the World.**



## **Make a difference.**

**Share your ASCPT membership story today.**

**We've created some tools and resources to help you reach out to your colleagues and encourage them to join!**

**Use these questions to help you identify your experience as an ASCPT member**



## **Your Membership Story**

- **Why did you choose to join ASCPT?**
- **What do you see as the most valuable aspect of your ASCPT membership?**
- **How can ASCPT help your colleague(s)**
- **How has ASCPT membership enhanced your career?**
- **Why would you recommend ASCPT to your colleague(s)?**

**Personalized  
Referral Email:**

**Join Me as an  
ASCPT Member**

**2**

## **Sample Referral Email**

Use the template email on the next slide and customize as needed with your answers from Tool #1 to share with your network and colleagues to inspire them to become a member.\*

*\*Be sure to include the hyperlinks so that your colleagues can access the ASCPT website and join or contact the Membership Team for more information.*

Dear **[Insert Name]**,

I hope this finds you well. I wanted to personally invite you to join ASCPT and begin exploring all that membership has to offer. As a member for **[insert number of years here]** years, I have experienced **[Name a specific example of how ASCPT membership has enhanced your career and/or why you chose to join ASCPT.]**.

Knowing your professional background and interests, I believe ASCPT membership would offer **[Give example on how ASCPT can specifically help your colleague.]**. You will enjoy their first-class family of Journals, ASCPT's Annual Meeting, innovative and extensive webinar programming with an on-demand library of over 100 hours of content, and opportunities to network and volunteer with colleagues of similar interests.

To learn more about the solutions and resources ASCPT membership can offer you, I encourage you to visit the [ASCPT website](#) and explore how you may [join](#).

*They say that a great story can make all the difference in the world.* Having ASCPT as my professional home has truly made a difference for me and supported my continued professional development. If you would like to learn more about my ASCPT membership, I would be happy to share my experience with you. You may also contact the ASCPT membership team at 703-836-6981 or by email at [members@ascpt.org](mailto:members@ascpt.org).

I look forward to welcoming you as a new member of ASCPT!

Best Regards,  
**[Your Name]**

**Posting to  
Promote  
Membership  
on Twitter,  
Facebook, and  
LinkedIn**



## **Social Media Posts**

Use the sample content provided on the following slide for Twitter, Facebook, and LinkedIn to post from your account to reach potential new members in your network.\*

**#ASCPT, #MyASCPTStory**

You can use these hashtags to help promote ASCPT membership and the Member-Get-a-Member Campaign.

*\*Be sure to include hashtags and the shortened URL so that your colleagues can join on the ASCPT website.*

- Are you interested in investing in your professional development in a society of like-minded peers? Ask me to share my ASCPT membership story and how joining #ASCPT can make a difference for you! #MyASCPTStory <http://bit.ly/2rIhdln>
- Join #ASCPT and enhance your professional development with exclusive access to the expanded Live Webinar Series and Webinar Library, with over 80 sessions ready for on-demand viewing. <http://bit.ly/2rIhdln>
- Explore the cutting-edge research found in the ASCPT Family of Journals as well as the exclusive discounts on submission and open access fees when you become an #ASCPT member. <http://bit.ly/2rIhdln>
- Join #ASCPT today and get access to the Networks & Communities, where you can interact with colleagues with similar interests and expertise, volunteer, learn new skills, build your network, and help shape the industry. <http://bit.ly/2rIhdln>
- Get access to even more microlearning opportunities in the clinical pharmacology field with the podcast, #ASCPTCatalyst. Join #ASCPT today! <http://bit.ly/2rIhdln>

**Strengthening  
the Future of  
the industry**



## **Student/Trainee Initiative**

With the significant disruptions to business and commerce imposed by the COVID-19 pandemic, budgets for professional education are being cut across countless organizations. To ensure that emerging Clinical Pharmacologists and Translational Scientists have access to high quality professional engagement, **ASCPT is waiving student/trainee membership dues for 2022!** You can learn more about it at the [ASCPT website](#).

All referrals of students and trainees that you are associated with are eligible for the Member-Get-a-Member Campaign and count toward your total number of referrals. We highly encourage you to refer as many students and trainees as possible to help strengthen the future of the industry.

# How Member Advocates Shared Their Membership Story



“I am truly honored to be one of the active members of ASCPT, who can help encourage new members to join this great organization. ASCPT has provided me with incredible opportunities that advanced my career and connected me with pioneers in the field of clinical pharmacology.

The experience I gained from participating in a variety of committees, task forces, and communities within ASCPT has been invaluable in shaping my career and developing my professional identity. It is a privilege to be part of this tremendous scientific society, and I encourage everyone to be an ASCPT member and get involved within ASCPT Communities and Networks early on in their careers.”



**Mohamed H. Shahin,  
PhD**

# How Member Advocates Shared Their Membership Story



“ASCPT provides an avenue to network with and learn from the leaders in the field of clinical pharmacology. ASCPT serves as a common meeting place for multiple stake-holders to communicate and collaborate. In this way, the Society has supported pediatric clinical pharmacology, and thus my developing academic career.

ASCPT provides leadership opportunities that allow for career growth, and annual attendance of meetings allows the development of meaningful relationships. Additionally, through the community meetings and online webinars, you can learn more about the specific scientific aspects of pharmacology research and meet leaders in the field. I would encourage trainees and junior faculty to take full advantage of these resources.”



**Tamorah Lewis, MD,  
PhD**

# How Member Advocates Shared Their Membership Story



“I chose to join ASCPT as it is one of the leading membership societies and conferences in clinical pharmacology. The membership expands your networking with the best scientists in the field of clinical pharmacology and modeling/simulation.

Since my colleagues and I are emerging researchers in clinical pharmacology, I thought it would be a good choice for them to become ASCPT members in order to get the opportunity to interact and network with a diverse group of scientists. This is a great institution to learn about the advances of science in our field.”



**Nashid Farhan, PhD**

**Where can I  
submit the  
names of  
colleagues I  
want to refer?**



You can easily submit up to five (5) names of colleagues on the [Member-Get-a-Member webpage](#) on the ASCPT website or directly to the Membership Team at [members@ascpt.org](mailto:members@ascpt.org).

*We will reach out on your behalf and invite your colleagues to become a part of the leading Society devoted to the safe and effective discovery, development, regulation, and utilization of medicines for improved patient care.*

If you have questions, need assistance, or would like additional resources, contact the Member Services Team at [members@ascpt.org](mailto:members@ascpt.org).

Thank you for contributing to the success of ASCPT by participating in the Member-Get-a-Member Campaign!