**RECRUITMENT EMAIL TEMPLATE**

Dear XXXXXX,

I would like to introduce you to the Association for Commuter Transportation (ACT), the nation’s premier professional association and advocate for Transportation Demand Management (TDM), promoting sustainable and efficient commuting options.

I have been a member for XX years, and it has made a great impact on my career as well as my personal professional development. I enjoy being a part of the TDM community, having access to the numerous resources and benefits, and learning industry best practices.

ACT’s 1,200+ members represent the full spectrum of organizations involved in TDM. These include Fortune 500 companies, major universities, hospitals, city and state DOTs, MPOs, RTAs, TMAs, consultants, and mobility service providers. Membership in ACT helps employers maximize their ability to recruit and retain their workforce; assists cities and regions enhance their livability; and provides all members with access to best practices for implementing effective TDM and shared-use mobility policies and programs.

From networking and educational events to professional development and government relations, ACT offers opportunities to learn how to better advance the effectiveness of our transportation systems, improve the quality of life for commuters, and strengthen the economic growth of businesses.

Additional membership benefits include:

* **Discounts to the Annual International Conference and other events**
* **Local chapter membership**
* **Issue based councils**
* **Legislative alerts**
* **ACT *Connections* newsletter and Public Policy newsletter**
* **Webinars and Virtual Discussions**
* ***Connect*, ACT’s online community platform**

I encourage you to join ACT so you can access all the benefits of membership and expand your professional network. I’m happy to tell you more about my experiences and answer any questions you may have. You can also learn more and join online at: <http://actweb.org/membership/join-act/>

Best,

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