Making the Pitch

IISE is committed to helping its members advance their careers while supporting programs to benefit the entire profession. As an active IISE member, you know how valuable a role IISE plays in your professional life. Here are some tips on how to make that value clear to potential new members:

**Tell the story of why you are an IISE member.** Why did you join? What was the driving reason for you? Did a mentor influence your decision, and if so, how and why? Make it personal.

**Offer examples of how IISE helps you.** A positive testimonial is a great tool. Describe ways IISE has helped you advance, perhaps through specific professional resources or relationships.

**Focus on your recruits’ unique needs.** Do they know that IISE is the world’s leading community of industrial and systems engineering professionals? Highlight the ways IISE membership could help them, whether by enriching their skill sets through expansive resources such as members-only webinars, publications and online content, or expanding their professional network through a variety of opportunities at a global or chapter level.

**Close with clear next steps.** Offer to email a link for online registration or be a resource for any additional questions.

**Follow up.** Check in after a few weeks to see if they joined or have any questions. If they haven’t joined, this can serve as a helpful reminder.