

Sample Template for Alert/Report/Call to Action

Name of Company/Organization

Member Call to Action (***Title here***)

Headline here

Explanation of the issue/need for action here

But all that will go away, if

Further explanation of issue/ need for

STRESS IMPORTANCE OF THE ASK – WHY SHOULD THE MEMBER OR INDUSTRY PARTICIPANT CARE AND WANT TO TAKE ACTION TO HELP

Act TODAY by (EXPLAIN WHAT YOU WANT THEM TO DO)!

Include any and all relevant information to help the member/industry participant achieve the objective you have asked of them. Contact information, mailing address, web site resources, sample letters or message points, etc.

Name of Company/Organization Members Must Get Involved!

For more information on contact (*Place your contact info here*).

Thank you for your time and your commitment to (*Name of company/organization*)!