**MEMBERS GETTING MEMBERS TOOLKIT**

*Use the draft email below to reach out to industry colleagues about ARSA membership (feel free to personalize). To check whether a company is already a member go to* [*arsa.org/membership/members-directory*](https://arsa.org/membership/members-directory/)*.*

*When you send the message, cc* [*arsa@arsa.org*](mailto:arsa@arsa.org) *so ARSA’s team can follow up and make sure you get credit for the referral.*

*For each prospective member you refer who joins ARSA, your company will receive a one-time credit of 10 percent of new member’s dues during your next renewal cycle. For example, if you refer a $1,800 member, you’ll receive a credit of $180 towards your next membership renewal. The maximum benefit is 100 percent of your (the referring member’s) annual membership dues and the applicant must clearly indicate on its application the name of the member company that referred it for membership.*

**Suggested subject line: Have you met ARSA?**

Dear CONTACT FIRST NAME:

I am writing to encourage you to join the [Aeronautical Repair Station Association (ARSA)](https://arsa.org/), the only association dedicated to advancing the interests of the certificated civil aviation maintenance industry. I consider ARSA’s support to be a secrets to my professional success. The association is an “ace in the hole” when dealing with regulators.

ARSA’s team engages with regulators to shape agency policy and provides resources – including training and model documents – to help us comply. The association’s regulatory experts are only a phone call or email away.

In recent years, ARSA has become a highly effective lobbying organization. Among other things, the association created the FAA’s new technician recruitment and training [grant program](https://arsa.org/grant-program/) and continues to lead aviation [workforce](https://arsa.org/workforce/) coalition activities. In the first year of the pandemic, ARSA’s lobbying helped ensure U.S. repair stations had access to billions of dollars in economic relief, both through general programs like the PPP and special programs only for specific industries (including aviation maintenance).

The association’s weekly and monthly newsletters will keep you up to date about industry news and important regulatory developments. You’ll also receive discounts on association resources, training and meetings ([ARSA’s Annual Conference](https://arsa.org/news-media/events/arsa-conference/) in March is the best opportunity I’ve found to engage with regulators and lawmakers while strengthening relationships with industry peers).

I hope you will take a minute to visit [www.arsa.org](http://www.arsa.org) to learn more, subscribe to ARSA’s free weekly newsletter, *The Dispatch* and (hopefully) [join ARSA](https://arsa.org/membership/).

Do not hesitate to circle back with me if you have questions or want to hear more about why I consider ARSA to be such a valuable resource.

Best Regards,