2022 Membership Renewals Marketing Kit

It’s time to start thinking about 2022 membership renewals! As an SGNA Regional Leader, you are one of our association’s best advocates. This document contains a sample email you can copy and paste to send out to your regional members and networks to encourage them to renew their SGNA membership for 2022.

Don’t forget about our member referral program! Refer your way to a free 2022 membership by using our [referral resources](https://www.sgna.org/Join/Refer-a-Member) to reach out to your colleagues and non-member friends, encouraging them to join SGNA.

Thank you,

SGNA Staff

**Sample Email**

Subject: Continue To Support Your Association in 2022

Content:

Hello [first name]

We know it has been a challenging year for GI nurses and associates, and the broader community of healthcare professionals. In the face of uncertainty and new risks, you have continued to focus on the health and safety of your patients and colleagues.

SGNA has been proud to offer a place for you to come together and talk through the impacts of COVID-19 to your unit, and provide relevant clinical guidance and education to keep you up-to-date on new developments. You've had access to this in addition to the education you need to build knowledge on all the other aspects of the GI practice, maintain certifications and advance your career.

Make sure you take a moment to renew your SGNA membership now to maintain access to the resources, discounts and support you have relied on this year, including:

* [Webinars, podcasts and virtual education courses](https://elearn.sgna.org/) on timely GI topics ranging from infection prevention practices to post-pandemic processes. Many of these include contact-hour opportunities.
* [CGRN certification preparation resources](https://www.sgna.org/Practice-Resources/Certification), including virtual and in-person courses, publications, and discounts on exam costs.
* [Practice Documents](https://www.sgna.org/Practice-Resources/Position-Statements-Standards), authored by GI nursing professionals, on issues directly affecting the practice of GI nursing.
* [SGNA Communities](https://communities.sgna.org/) (our online member discussion forum), and [*The Inside Tract*](https://theinsidetract.sgna.org/) content hub.
* SGNA-authored publications on GI procedures and processes, and the [*Gastroenterology Nursing* Journal](https://www.sgna.org/Education/Gastroenterology-NursingJournal).

I encourage you to stay committed to patient care and safety by renewing your SGNA membership for 2022 today. Please don’t hesitate to reach out if you have any questions about your membership.

Thank you,

[insert email signature]