[Insert email banner image from Chapter Leader Renewal Toolkit.]

Dear Chapter Members,

Many of us joined this profession because we’re passionate about helping our clients become the best version of themselves. As a trained coach, I know that ICF Membership helps me be the best version of myself, both personally and professionally.

As ICF Members, we each represent the highest quality of professional coaching. Together with our colleagues around the world, we are raising the standard for our industry.

Locally, I’m excited about what 2020 has in store for those of us who choose to rejoin ICF for another year:

[Insert bulleted list of 3 -4 top benefits enjoyed by full chapter members.]

As an ICF Member, you’ll also continue to enjoy the credibility, community and opportunities for continuous development that come with identifying yourself as a member of the world’s largest community of professionally trained coaches. [Rejoin ICF](https://coachfederation.org/renew-membership) for another year to connect with our cutting-edge coaching research, lifelong learning, and opportunities for networking and community-building.

You are a valued member of ICF Global and [insert ICF Chapter name]. Maintain your ICF Membership by [renewing your ICF membership today.](https://coachfederation.org/renew-membership)

I look forward to continuing to partner with you in 2020 as we strive, individually and collectively, to be the best coaches we can be.

Kind regards,  
*[ICF Chapter Leader(s)]*