[potential new member-did not join- follow up email/letter]

Dear [prospective member],

It was great to meet you at the recent new employee orientation. We are so glad you’ve decided to teach in [district name here]. Your member journey is unique to you, and when you join, you will find a host of opportunities to apply your talents in the interest of a [fully funded](https://www.cta.org/our-advocacy/school-funding), more equitable, and [socially just](https://www.cta.org/our-advocacy/social-justice) national school system.

During the orientation, we hope you had the opportunity to see our local, state, and national vision for a quality public education for every student. In the face of the current economic crisis, our mission to protect and promote California’s public schools has never more important!

**Our collective strength was on full display during the COVID crisis as members of [your association here] continued to work throughout the pandemic to ensure students and members return to schools and worksites that prioritize the health and safety of all. Thanks to this advocacy, [new MOU or other health and safety language here].**

When you choose to join **[your association here],** you are also becoming part of the 310,000-member California Teachers Association (CTA) and the 3 million-member National Education Association (NEA), which have rich histories of advocating for all students and educators for more than 155 years.

As you can see, we’ve been around awhile, and we will be by your side for years to come. It’s because of educators just like you who banded together that we have emerged stronger after every challenge. There will surely be more ahead of us, but we will continue to meet them head on with the strength of our union.

Thank you again for attending our orientation. We’ll check in with you a little later to see how your school year is going and to answer any questions you may have about [becoming a member](https://www.cta.org/join) of [your local educators union].

Respectfully,

[President name here]