



## **Class Rep Email Templates/Starters (to customize)**

**General** –Before/or at the start of the new fiscal year/follow up after graduation – general reach out! **NOTE:** *LHC's fiscal year runs from July 1 – June 30.*

**Subject: Let's Celebrate! Independence Day - And the New Class Year!** (*LHC's Fiscal Year Begins July 1!*)

Hey Friends,

The New Class Year begins! Remember when you went through the program? What will you do to "Take Your Place"? I will be attending as many LHC events as possible. Take a look at what's coming up: (LHC will provide a list of what's planned/when)

Please let us know what you have been up to, and we will get it in the newsletter... yes, brag a little! See you at the next event!

**Subject: OMG Look at That! (Upcoming event)**

Hey Friends,

What a great opportunity for us to get together! Not only do we get to hang... the LHC event on the horizon really hits the spot. Let us know if you can make it, and we will save a seat for you. (See attachment). Great to have you all as friends!

### **Event promotion -**

***In-Person Events:*** *Can be tailored for all GM events – typically, the first GM event of the fiscal year is in September. Event details may be found on the [LHC website/events](#)*

**Subject: CONNECTION! Class, Let's Connect In-Person ~**

**Subject: Kicking Off a New Membership Year ~**

If you didn't get the message, LHC's GM kick off is right around the corner!

**Subject: Shut the Front Door! Upcoming GM Luncheon (or Breakfast)**

Hey Friends,

No really...get in before the door closes! The upcoming GM luncheon is on the horizon, and we want to pack the house with "our class"! We can fill a table or 2 if we get the word out.

See the link below and share with another class member that you would like to sit with at this one. What a great opportunity to get together and show your LHC love! *(Include event registration link).*

**Subject: Picture Us Together ~**

Hey Friends!

Are you planning to attend the upcoming (event, i.e., This Just In) on (date)? Let us all know so we can circle up for a class picture. Wanna be in the picture? Register for the event here: *(LHC will forward event registration link to embed).*

**Subject: GM Sponsor/Member Happy Hour ~ (Typically, Late Feb.- Early March)**

Let's represent, while celebrating Leadership! Hope to see you all at the upcoming -always spectacular GM Member & Sponsor Happy Hour (date/location). Remember this event is free to all current, dues paying members (can insert payment link) - (Include Event registration link)

**Event: GM luncheon and/holiday gift drive**

**Subject: December Event & Gift Drive (Let's Give Back this Holiday Season!)**

'Tis the season! Be a holiday hero by bringing \_\_\_ to be donated to \_\_\_\_.

\* (November & December to encourage dues payment) Can add a Footer/Tagline- remember to pay your dues ... tax deduction *(insert LHC website link)!*

**Subject: Jingle and Mingle**

Hello members (current, past & future),

Join us for Holiday cheer at our General Membership Luncheon and/Holiday Gift Drive on (insert date) and (insert time) at (insert location).

Be a hero to a deserving child by bringing a new toy with you which will be donated to (indicate organization) for distribution. Follow this link to register (insert link).

And don't forget, LHC appreciates timely payments of annual dues, just follow this link to pay! (Insert link)

## **Event: LHC's BIG Event**

### **Subject: Big Event ~ (Typically, March or April)**

LHC's BIG Event is coming! Please join me and fellow classmates as we catch up with one another and support a terrific event for a terrific organization – click here to learn more! Remember early-bird pricing is in effect until (date) - *include event registration link*.

### **Subject: Oh Yeah, It's Really BIG!! (The Big Event)**

Hey Friends,

Gotta get you out for this one!! It's been a while since I've seen a few of you. Let's bring that drought to an end! The Big Event is coming up, and if you missed last year, it is a new format. Good amount of mingling and opportunities to hang as a class. Drinks (leaded or unleaded) and appetizers... right up my alley! Please grab a friend and join us at The Big Event!!  
*(Include event registration link)*

## **Event: Annual - Graduation**

### **Subject: Annual Dinner/Graduation - Time to Celebrate ~ (June)**

Hey Friends,

Time to celebrate this year's Leadership Premier/Leadership Essentials grads and reconnect! Join us and share your experience as an Alumni, celebrate this year's grads and encourage them to take their next step in the Leadership journey. *(Insert event registration link here)*

And don't forget, we're earning points for The Best Class Ever, so let's fill the room! See you there!

**NOTE: For the class/alumni commemorating their 5<sup>th</sup> year graduation anniversary include** - Time to relive our Leadership glory days and open our time capsule! *(TBD if this is determined to be a regular part of the evening)*

## **"This Just In" Events:**

### **Subject: This Just In ~**

Hey Friends,

If you have not attended a "This Just In" ... you are missing out. A small batch of LHC peeps in a room getting the skinny on something cool from someone cool. Look who's on the docket:  
*(insert link here)*

Don't forget to tell me what you're up to! I will report to Karen and get it on the news...or in the news brief!

## **Informal Networking Sample**

### **Subject: OH, WHAT FUN!**

Calling all Current, Past, Future Leadership Grads and Friends,  
We're excited to remind you about our Networking Event planned for (insert date/time). It will be held at (insert location). Come and enjoy great food, drinks, fellowship and getting to know one another better or meet some new folks!

I look forward to seeing you soon! Don't hesitate to contact me with any questions. Register to attend by clicking this link (*insert link*). Also, just a friendly reminder... payment of annual dues is greatly appreciated – if you haven't done so already, click this link to pay (*insert*).

## **(Class-specific Connecting Event – organized by Class Rep and/or alumni, i.e., happy hour, breakfast, lunch, etc.)**

### **Subject: A Free Way to Stay Connected and Support**

Hi Friends,

As always, we are grateful for your continued involvement and support. Many of you respond enthusiastically to invites to engagement events. Help us spread the word and keep other alumni connected by reaching out to someone you know and inviting them to attend with you.

Feel free to forward this e-mail with a special note from you to motivate your colleagues to attend. Join us for our monthly Class Connect on (insert date), which will be held at (insert location) from (insert start/end time). Looking forward to seeing you. Contact (name/email/phone) for more information.

## **Virtual Events** (*I.e., Thought Leaders Series*):

### **Subject: Virtual Thoughts ~**

Hey Friends!

What's leading your thoughts? Join us for LHC's (virtual) Thought Leaders event coming up on the (date) - register here (*event registration link to be shared*).

## **Alumni 2.0 events**

### **Subject: Back to School! (Leadership 2.0)**

Hey Friends,

Do you remember all the fun we had in our class days? Ok...do you remember how exhausting some of those days were? I do.

Well, there is an upcoming Leadership 2.0 event that will take us back to the old days...lets join in on the fun. (*Include link to LHC page/sign up*)

## **Service Projects:**

### **Subject: Got Service?**

Hey LHC Class of \_\_\_\_,

Need an opportunity to serve on MLK Day? See if one of the following opportunities fits your desire to get involved:

*(Insert assorted opportunities which will be shared by LHC – with links for more information and/or registration)*

**OR** – if another specific service day/event is determined, folks can drop in details and registration link.

## **Dues-Related: (Standard Membership & L500)**

**Post dues notice communication** – *membership invoices typically are electronically sent on or about July 6*

### **Subject: Show me the money – Dues are due! ~**

Hey Friends!

Wow...another year of LHC! It is a Fiscal thing...Lets make sure we are a part of the ripples this year. We do make a difference! If you didn't get the message... the kickoff is right around the corner. Please take this time to pay your dues and start some more ripples:

<https://www.leadershiphc.org/pay-dues/>

**\*See Note above**

### **Subject: Are you a Fiscal or a Calendar? Who Knew? (New Calendar Year Dues)**

Hey Friends,

Happy New Year!! It occurred to me that maybe not everyone knows that LHC runs on a Fiscal Year beginning in July. Many think it is a calendar year for the home team, so they wait to pay their dues on the first of the year. That's OK too... just don't forget. I know a small handful may have forgotten so here is your reminder to [click here](#)

Link: <https://www.leadershiphc.org/pay-dues/>

There are many ways to pay: Online (be sure to login to your account first), call the office and pay over the phone, strap cash to the back of carrier pigeon, come to the next GM event and swipe your card, and don't forget to consider The Red Carpet...L500 program to give a little extra and avoid the lines...it's like speed pass at Disney! Ok... its cool and covers most everything.

### **Subject: Join me on the Red Carpet! (Dues Time L500) ~**

Hey Friends,

I know several of you already know this but if you have not heard of the Leadership 500 program, you should take a look, or call me to discuss.

It is time to pay our dues to show how much we love LHC and to continue to spread the ripples throughout our community. Why not go big and take a walk on the red carpet with me...ok...let's show our support! Click here to learn more (<https://www.leadershiphc.org/pay-dues/>) You can also call the office and they will help you pay: 410-730-4474

**General LHC Promotion News/Events** (Monthly E-Newsletter/Mid-Month Class Connections):

**Subject: Oh No...you didn't miss this...did you? ~ (Latest Newsletter)**

Hey Friends, (Add Fun Facts from recent event.... below is an example)...

Did you know Tracy Broccolino from the CAC is a Steelers Fan?

Ok, that may not have been the most important thing Tracy mentioned at our General Membership Breakfast. She was sure inspiring, and WOW did we ever contribute to the "Adopt-A-Student" Campaign. Nice Work!! See the link to our newsletter below and be sure to read to the bottom...very good stuff!

### [LHC News & Class Connections](#)

Please let me know what's happening in your world: New Job, New Board...anything you would like to share!

PS...if you forgot to pay your dues here is the link: <https://www.leadershiphc.org/pay-dues/>

**Subject: Look Who's Bragging now! (Class Connect) ~**

Hey Friends,

Did you see who's moving and shaking? OK...I know many of you are but are too shy to tell anyone all the cool stuff you are up to. Let me know and I will get it out on the airways... just like these braggers! See link to Class Connect below...must admit it's pretty cool!

(Insert link)

### **RECRUITMENT:**

*(LU Program recruitment typically takes place from January – March; the LU program kicks off with a week-long – MANDATORY- summer week (Sunday – Friday daylong sessions usually late July/early August and then proceeds with approximately 2 Sunday afternoon sessions Aug – Dec., with a special service day mid-fall)*

**Subject: Reminder: LU Application Process is Open; OR - Do you know a good candidate for LU?**

Hi Friends!

If you have (or know a current high school sophomore), why not share with them all the advantage of participating in Leadership U? Students will benefit from:

- Developing mentor relationships with adult community leaders.
- Learning about Howard County's government, businesses, and services.
- Sharpening presentation skills
- And much more – all while having fun!

Further develop your leadership skills and prepare for your future educational and career path. Apply now by clicking this link (*insert link to page that contains application/relevant docs*)

*(Above email may also be tweaked for Leadership Premier – for example)*

***(LP Program recruitment takes place all year long (more softly from July – January; full gear in February - May; the LU program kicks off early September (after Labor Day) followed by a 2 day/overnight – MANDATORY- retreat late-September. Program schedule then includes monthly day long sessions from October – June)***

**Subject: Reminder: LHC now taking applications for the Next Class of Great Leaders!**

Hi Friends!

LHC is now recruiting for the next Class of Leadership Premier. Share your love for leadership with others and let them know how Leadership has made an impact on you!

Apply now by clicking this link *(insert link to page that contains application/relevant docs)* – feel free to reach out to [Tim Payne](#), LHC's President & CEO to learn more!

### **Miscellaneous:**

**Subject: What the Heck Is That! (Send some pics)**

Hey Friends,

We need your pics! If you get together with some class members TAKE A PIC!

Send it to Karen or shoot it back to me and we will get it out there. It is inspiration to our class and to all the other classes...and its cool to see your faces!