



CHAPTER RECRUITMENT EMAILS/CALLS | Fall 2023

Campaign: Fall 2023 Acquisition

Promo Code: Fall2023

Start date: 8/22/2023

End date: 10/30/2023

Offer: Discounted membership rate of \$199 (\$149 to state and up to \$50 chapter) for membership through May 2024. **Current-year drops are not eligible to receive this offer.**

FAQs

Here are some answers and links for a few frequently asked questions.

What do I get for my dues?

TXCPA offers a variety of member benefits, including:

- At least [20 hours of FREE CPE](#), including your [four-hour required ethics credit](#), all designed to keep you abreast of the latest developments in an ever-changing environment.
- Access to our active online forum, [TXCPA Exchange](#), where members are turning daily to leverage the knowledge and experiences of this 28,000-member community and make sense of recent legislation and tax and deadline relief.
- [Advocacy for the CPA license in Texas](#) and promotion of the value of your profession to the public.

Helpful Links

- General details about membership, as well as a table explaining member types and benefits and a link to a page with chapter dues: <https://www.tx.cpa/membership/become-a-member>
- Details about the FREE CPE offered with membership: <https://www.tx.cpa/education/free-cpe-for-members>
- Chapter contact information for questions about local programs: <https://www.tx.cpa/membership/find-your-chapter>
- The TXCPA Career Center, for members indicating that they are unemployed: <https://careers.tx.cpa/>

Phone Script

Hi! This is _____ from the **Chapter of TXCPA**. I'm calling today because, as a CPA in the **CHAPTER**, you are eligible for a one-time promotional membership fee of just \$199 for state and chapter membership through next May.

TXCPA **CHAPTER** has several local opportunities coming up, like [add local details here]. We would love to have the opportunity to meet you and have YOU be a part of these local events.

Can I help you join today?

If they want to join...

- Pay by phone: Send details to membership@tx.cpa and a TXCPA team member will reach out to activate the membership by phone.
- Pay online: Encourage them to join online at tx.cpa and use promo code **Fall2023** for the special rate.

If they are unsure about joining...

Do you have any specific questions about membership or TXCPA that I can answer for you? Help me understand why you're hesitant to join and hopefully we can help you with your decision to join our TXCPA community.

If they do NOT want to join...

Is there a reason you are not interested in being a member? *(Please take notes and send the reason for not joining with the ID to membership@tx.cpa.)*

Thank you very much for your time. We hope to have the chance to serve you in the future. Please feel free to call on us if we can help you at any time.

Voice Mail Script

Hi! This is _____ from the **CHAPTER of TXCPA**. I'm calling today because as a CPA in the **CHAPTER** you are eligible for a one-time promotional membership fee of just \$199 for state and chapter membership through next May.

TXCPA **CHAPTER** has several local opportunities coming up, like [add local details here]. We would love to have the opportunity to meet you and have YOU be a part of these local events.

Please give TXCPA a call at 800-428-0272 to join by phone. You can also easily join online by logging in to tx.cpa. Please ensure you enter the code **Fall2023 (case sensitive and one word)**. You can use your email address as your username. If you don't remember your password, or if you haven't set one up, simply click Forgot Password to set a new one.

Thank you for your time!

Follow Up Email

Hi **Badge Name**,

I just left you a voice mail letting you know that you are a part of a select group that are being offered an exclusive membership discount. This one-time promotional fee of \$199 for your state and chapter membership is valid for a limited time. In order to take advantage of this offer please follow the steps below:

- Visit tx.cpa
- Once on our site please click [here](#)
- Log in with your username and password. If you do not remember your password, click the Forgot Password link.
- At checkout use the code **Fall2023**, which will automatically provide you with the \$199 membership fee.

TXCPA **CHAPTER** has several local opportunities coming up, like [add local details here]. We would love to have the opportunity to meet you and have you be a part of these local events.

[Signature]