

GSA Member Referral Toolkit

Referring Members Has Perks!

Thank you for your interest in GSA's Member Referral program. This toolkit includes information to help you engage with colleagues and students to encourage them to join GSA so they can receive the valuable member benefits you enjoy. If you have any questions, please contact Diane Petrilli, Member Services Manager, at dpetrilli@geron.org.

GSA membership is open to anyone who is interested in advancing gerontological research, education, and practice, including physicians, nurses, biologists, behavioral and social scientists, psychologists, social workers, economists, policy experts, those who study the humanities and the arts, and many other scholars and researchers in aging.

Recruiting new members is FUN and has perks. You can win a \$25 Amazon.com gift card.

Tips on Recruiting New Members

1. Contact prospective members directly. Send a personal email invitation (see sample emails below), including the GSA member benefits. Sometimes just asking a colleague or friend to join is all it takes.

2. Know the benefits. GSA is your association, so you are well-poised to explain the benefits of being a member. The professional "home" to 5,400 career gerontologists and students, GSA keeps members connected to their field by providing resources they need to stay on top of the latest trends, advance their career, and build their professional network. Some of the benefits are below, a full list is [here](#).

[GSA Annual Scientific Meeting](#)

GSA's premier aging event where researchers, clinicians, educators, and other professionals in the aging field gather from all parts of the world to learn about and discuss the latest trends, research, and key issues. GSA members receive discounted registration that more than covers the cost of their membership.

[Journals](#)

24/7 access all five of GSA's scholarly journals with thousands of articles on every aspect of aging research, best practices, and trends. GSA members save 20 percent (value of up to \$800) on open access charges with GSA journals.

[GSA Connect](#)

Collaborate with 5,400 members from 50 countries on an online networking member platform.

[Interest Groups](#)

65+ interdisciplinary, topic-focused Interest Groups help members find their people!

[Calendar of Events](#)

All upcoming programs in one place.

[NEW! GSA Enrich](#)

For the events you miss go to GSA Enrich -- GSA's home for on-demand webinars, podcasts, online courses, and more!

3. Explain how to join GSA by including a link in your email invitation (<https://www.geron.org/Membership/Join>). Remind them to include your name in the "Referred by" space when completing their online purchase.
4. Show your enthusiasm. Share first-hand accounts of how your GSA membership has been a rewarding experience and has helped in your professional development. Prospective members will be much more likely to join if they can relate to how you have benefited from membership.
5. Encourage prospective members to visit geron.org. The website contains valuable information about GSA and member benefits.
6. Follow up. Following up with the people you have invited to join is just as important as your initial contact. Call them, email them, send a letter, or drop by to answer questions and to see if they have joined. (See the sample follow-up email below.)
7. Thank them. Send a personal note or email thanking the prospective member for considering membership in GSA. The more contact they have with you, a current GSA member, the more likely they will be to join and stay involved.

Invitation Email Examples

Dear [NAME],

This is a personal invitation to [join The Gerontological Society of America \(GSA\)](#). GSA is the oldest and largest interdisciplinary organization devoted to research, education, and practice in the field of aging. Over 5,400 career gerontologists and students, just like you and me, call GSA their professional home.

GSA has been a trusted resource for me over the years – keeping me abreast of leading trends, best practices and cutting-edge innovations. And being a member has helped me make professional contacts and advance my career. I've met wonderful people that I wouldn't have got to know if not for my involvement in GSA. My connections have been sources of inspiration, support and mentorship.

I'd like to encourage you to join GSA so you can enjoy the professional benefits I've enjoyed, including deep discounts to [GSA's Annual Scientific Meeting](#), 24/7 access to all five of GSA's scholarly journals, a 20% savings on open access charges in GSA journals, and entry to a community with 5,400 members from 50 countries with whom you can collaborate.

Please take the time to explore the many [benefits GSA](#) has to offer. If you'd like to talk with me about my personal experience with GSA, give me a call or email me -- I'm happy to share my enthusiasm for

GSA!

Kind regards,
[YOUR NAME]

P.S. If you decide you want to join GSA, please put my name in the “Referred by” space on the online application. You can join online at: <https://www.geron.org/Membership/Join>.

Follow up Email Example

Dear [NAME],

I just wanted to follow up with you about GSA. As you know, I think it’s a great organization for professionals like us whose work strives to ensure meaningful lives as we age through gerontological research, education, and practice.

GSA’s resources will keep you connected to the field of aging by providing you with information you need to stay on top of the latest trends, advance your career, and build your professional network. And one of the best aspects of GSA’s interdisciplinary membership is that you gain valuable new insights into what’s happening across the broad spectrum of aging research – the most effective way to foster ingenuity, achieve the greatest impact, and promote optimal experiences of aging. GSA has more than 65+ interdisciplinary, topic-focused groups Interest Groups.

I encourage you to check out GSA’s website (geron.org). I’d love to talk about why I’m such an advocate of GSA. Call or email if you want to learn more.

Kind regards,
[YOUR NAME]

P.S. If you decide you want to join GSA, please put my name in the “Referred by” space in the online application. You can join online at: <https://www.geron.org/Membership/Join>.