



Licensing Executives Society

(U.S.A. and Canada), Inc.

A Member Society of the Licensing Executives Society International

Thank you for becoming a LES Champion.

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We're glad to have you aboard. You are now officially part of the future of marketing, where associations will focus on marketing **with** passionate members and prospects as opposed to at them. Taking part in LES Membership Recruitment is a terrific way to get involved and show your commitment to your profession. You will have the opportunity to make a difference.

As a LES Champion, you will share your experiences with your colleagues in the most powerful way—through honest communication at appropriate times. We look forward to working with you.

Included in this kit is:

- Recruiting Tips
- LES Membership Flyer with application
- Top 10 Reasons to Join
- Member Benefit Flyer
- Sample follow-up email

If you have any questions, please feel free to contact us at 703-234-4059 or membership@les.org.