**SAMPLE TEXT FOR LAPSED OR LAPSING SOIL AND WATER CONSERVATION SOCIETY (SWCS) MEMBERS EMAILS AND LETTERS**

**Email Subject Ideas:**

Keep it professional [LAPSED MEMBER NAME]

A note from your colleague [YOUR NAME] in [STATE]

**Email or Letter Body Template: Personalize for best results!**

Dear [LAPSED MEMBER NAME]

My name is [YOUR NAME] and I am a fellow member of the Soil and Water Conservation Society (SWCS).

I wanted to make it easy for you to renew your membership with us and be part of a community of conservation professionals dedicated to advancing our profession and shared visions for our natural resources.

When we are joined collectively as through our membership to SWCS our ability to advance soil and water conservation and create a bright future for agriculture, the environment, and society is amplified.

We want your voice here in [STATE] and at the national level as well.

Click [HERE](https://members.swcs.org/index.cfm?fa=users.login) to login to your account, reset your password, and renew.

You can also click [HERE](https://www.swcs.org/static/media/cms/Member_info_for_Payroll_deduction.pdf) for a form to print and mail to SWCS, 945 SW Ankeny Road, Ankeny, Iowa 50023.

Call renewals into 1-800-THE-SOIL.

For additional support, email memberservices@swcs.org

While you are at it, follow us on [Facebook](https://www.facebook.com/soilandwaterconservation), [Twitter](https://twitter.com/swcsnews), [LinkedIn](https://www.linkedin.com/company/soil-and-water-conservation-society), [Vimeo](https://vimeo.com/swcs), [Instagram](https://www.instagram.com/swcsnews/), [Flickr](https://www.flickr.com/photos/134493322%40N03/albums)

Please let me know how we can benefit you and your organization professionally. My contact information is below.

We look forward to a continued partnership.

[NAME AND CONTACT INFORMATION]