



ASE Member Referral Toolkit

In 2025, ASE's Member Ambassador Program is being renamed to [ASE Soulmates](#) in honor of our 50th Anniversary! ASE Soulmates who refer two or more **new** members to join ASE in 2025 will receive discounts on their 2026 membership.

This toolkit includes information to help you engage with colleagues and friends to encourage them to join ASE so they can receive the valuable member benefits you already enjoy. ASE membership is open to anyone with an interest in cardiovascular ultrasound, not only physicians and sonographers. Nurses, physician assistants, researchers, veterinarians, radiology technicians, and other industry professionals can all be ASE members.

Recruiting new members can be FUN and you save on your ASE membership as a thank you for your efforts! **Questions?** Please contact Christine Gil at 919-297-7157 or CGil@ASEcho.org.

Tips on how to recruit a new ASE member:

1. **Contact prospective members directly** – Send a personal email invitation (see sample email below) that includes the ASE [member benefits](#). Sometimes just asking a colleague or friend to join is all it takes.
2. **Know the benefits** – ASE is your professional home, so you are the perfect person to explain the benefits of being a member. ASE is the Society for all cardiovascular ultrasound users and enthusiasts. We provide information on the latest techniques, as well as opportunities for professional networking and interaction. Members also receive discounts on the many educational programming and products available in ASE's Learning Hub. Be sure to mention some of the top member benefits: 30+ hours of FREE CME; a subscription to the *Journal of the American Society of Echocardiography* and CASE, an international cardiovascular imaging case reports journal; free coding and reimbursement advice; access to ASE's ImageGuideEcho Registry; discounts on ASE educational products and courses; and the private online networking forum Connect@ASE.
3. **Explain how to join ASE** – You can include the ASE membership application ([PDF](#)) in your email invitation or you can include the link to the [online application](#). Remind them to include your name in the "Referred by" space.
4. **Show your enthusiasm** – Share first-hand accounts of how your membership in ASE 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 ASEcho.org** – The ASE website contains valuable information about the Society and the 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 letter below.)
7. **Thank them** – Send a personal note or email thanking the prospective member for

considering membership in ASE. The more contact they have with you, a current ASE member, the more likely they will be to join and stay involved.

Invitation Email Example

Dear [NAME],

I may have mentioned to you that I belong to the American Society of Echocardiography (ASE). Being a member of ASE has been an incredibly valuable resource helping me in make professional contacts and advance my career. I have met wonderful people that I probably wouldn't have gotten to know if it were not for my involvement in ASE. It has also been a great source for unbiased information on what is going on in medicine.

ASE is the largest cardiovascular imaging organization in the world, and it is the place where echocardiography enthusiasts come together. They are professionals, like us, who are involved in: cardiology, anesthesiology, pediatric and congenital heart disease, research, QA/QC folks, regulatory affairs experts, academics, private practice, hospital based-practice, and executive management, just to name a few.

I encourage you to consider [joining ASE](#) so you can also experience the amazing professional benefits they offer. If you have a moment, check it out by visiting [ASEcho.org](#). If you would like to talk with me about my personal experience with ASE, give me a call or email me when you get a chance.

Thanks!
[YOUR NAME]

P.S. If you decide you want to join ASE, please put my name in the "Referred by" space. You can join online at: [ASEcho.org/Join](#) or I would be happy to send you a PDF application.

Follow up Email Example

Dear [NAME],

I just wanted to follow up with you about joining ASE. As you can probably tell, I think it is a great organization for cardiovascular imaging professionals.

There are more broadly focused organizations out there, and they certainly have value, but for people like us who have to understand what is going on in our specific area of healthcare, ASE is the professional home of cardiovascular ultrasound.

If you haven't had a chance to check out their website ([ASEcho.org](#)) yet, I encourage you to see what they have to offer. If you want to talk more about why I'm such an advocate of ASE, just give me a call or send me an email.

Sincerely,
[YOUR NAME]

P.S. If you decide you want to join ASE, please put my name in the "Referred by" space. You can join online at: [ASEcho.org/Join](#) or I would be happy to send you a PDF application.