**Sample Recruitment Letter for Email**

**For Carriers & GA’s**

Dear Health Insurance Professional:

I am writing this email to invite you to join the (local) Association of Health Underwriters. (?)AHU is a local association of over (?) insurance agents and insurance professionals dedicated to preserving and enhancing the health care benefits industry. Our local association also participates on a state and national level via the (state) Association of Health Underwriters (?AHU) and The National Association of Health Underwriters (NAHU). At the local, state and national level, we are committed to the agent distribution system. Here are just some of the perks you get with your (?)AHU membership:

• Monthly membership meetings with guest speakers on topics that affect your career...

• Discounted rates for annual benefits expo...

• Annual Golf Outing...

• Industry Publications.. ABS Magazine.. Minute Man Newsletters...

• C.E. License credits through Education Programs..

• RHU/REBC Classes/Designations...

• Discounts on C.E. class fees...

• Eligibility for Leading Producer Round Table Award...

• Enhanced professional image...

• Representation in (state) and in Washington to safeguard your livelihood...

• Personal recognition through community service...

Attached are links to our local and national websites and a membership application. I have also attached a link to our upcoming benefits expo website. Please complete the membership application and return it to my attention. I may be reached at , if you have any questions.

I look forward to welcoming you as a new member at an upcoming meeting. I also hope to see you at our benefits expo on .

Sincerely,

Recruiter

(local) Association of Health Underwriters