

Example Referral Letter

Hello **[Name of Prospective Member]**,

I hope this message finds you well. This is **[Your Name]**, from **[Your Organization/Company Name]**. I am reaching out because I believe you and your organization would benefit greatly from joining AIM.

We have been a member of AIM for **[several years etc.]** and have seen great benefit from taking part in the global industry alliance for stakeholders of RFID, barcoding, smart devices, and other automatic identification and data capture (AIDC) technologies that support Blockchain, IoT, and RTLS applications. AIM offers all its members the ability to achieve our shared goals of advancing those technologies through promoting best industry practices while advocating for growth and innovation.

AIM achieves all of this by creating standards, fostering a collaborative community, advocating and educating all on the effective uses of AIDC technologies. AIM champions the concerns and solutions to industries and governments to break down market barriers / constraints. AIM has 50 years of success doing these things, so they have the recognition to be taken seriously and to help you be successful in the global marketplace.

I have CC'd AIM staff on this correspondence and would like to set up a call with all of us to get together and talk more about the many benefits of being a part of the AIM community. I have also added additional supporting materials to give you a better understanding of AIM and their initiatives. Please let me know your availability and we can answer all the questions you have on this exciting opportunity to join AIM at this important time in our industry.

We look forward to hearing from you soon,

Best regards,

[Your Name]

[Your Organization/Company Name]

[Contact Information]