



# **ILA Member Community Leaders Marketing Toolkit**



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# YOU. ARE. AWESOME.

Congratulations on your leadership role with an ILA Member community!

Our community leaders are the heart of the ILA, helping it thrive through activities such as organizing community events, leading discussions, sharing resources, and providing continuous support. Thank you for your dedication and generosity in volunteering with the ILA.

Want to promote your member community leadership role to your network? We've got you covered! Simply use the sample email, social posts, etc included in this marketing toolkit. If you have any questions, please don't hesitate to contact Liang Ge, ILA Marketing and Brand Development Director and Interim Membership Director, at [lge@ilaglobalnetwork.org](mailto:lge@ilaglobalnetwork.org), or +1 202.470.4818 x105. Thank you!

# Some content assets for your toolkit ...

[Generic “ILA Member Community Leader” graphic](#)

[Make-your-own “ILA Member Community Leader” graphic](#)  
(through Canva). Add your own headshot. Simply download in jpeg or  
png format when you’re done!



# Need some inspiration?

Here are a sample email & some sample social posts.  
Choose the ones that suit you.

# Sample Email

## *Subject Line Ideas*

**A:** I am proud to be a volunteer leader for ILA's [insert community name] Member Community!

**B:** {First Name}, Join the ILA [insert community name] Member Community today.

## *Sample Email*

Dear [First name],

I am thrilled to announce that I have been elected as the [Insert your Community role] for the International Leadership Association (ILA)'s [insert community name] Member Community!

[insert description of this member community. You can find the description [here](#)].

The ILA is a global community of leaders and leadership scholars, educators, and development professionals who share a vision of leadership for the collective good of people and planet.

ILA members enjoy great benefits such as access to 10+ vibrant member communities, ILA Intersections ( the member portal), registration discounts on ILA Conferences and events, free live and on-demand ILA Leadership Perspectives webinars, and much more.

I invite you to learn more about the ILA and join our member community. We have an exciting year ahead, and I cannot wait to engage and collaborate with you to make a meaningful impact in the field of leadership!

Any questions about ILA and its member communities? Please contact [membership@ilaglobalnetwork.org](mailto:membership@ilaglobalnetwork.org).

Regards,  
{Your name}



# Sample Tweets

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1. I am proud to be a volunteer leader for ILA's [insert community name] Member Community! Learn more about ILA and join our community today! <https://bit.ly/3VGK5te> #ILAMembership#ILAMemberCommunity @The\_ILA
2. I am honored be the [insert our leadership role] for ILA's [insert community name] Member Community! Learn more and become a member of our community today! <https://bit.ly/3VGK5te> #ILAMembership #ILAMemberCommunity @The\_ILA
3. Did you know the ILA has 10+ Member Communities? I am honored to be the [insert community role] for the [insert community name] Member Community. Find out more about our community. <https://bit.ly/3VGK5te> #ILAMembership #ILAMemberCommunity

***Be sure to add a personalized shareable or one of our pre-made images! Tag other organizations and individuals in your network and add hashtags relevant to your sector.***



# Sample Facebook & LinkedIn posts

1. I am excited to share that I have been elected as the [Insert your Community role] for ILA's [insert community name] Member Community! The ILA currently has 10+ member communities, offering a great platform for members to connect with each other, exchange ideas, and share best practices. [insert description of your member community. You can find the description [here](https://bit.ly/3VGK5te)]. I invite you to join the ILA and its member communities to advance your leadership knowledge and expand professional connections! <https://bit.ly/3VGK5te> #ILAMembership #ILAMemberCommunity
2. Did you know the International Leadership Association (ILA) is a global community of leaders and leadership scholars, educators, and development professionals? The ILA currently has 10+ member communities and I am proud to be the [Insert your Community role] for its [insert community name] Member Community! Learn more about the ILA and its member communities today! <https://bit.ly/3VGK5te> #ILAMembership #ILAMemberCommunity

***Be sure to add a personalized shareable or one of our pre-made images! Tag other organizations and individuals in your network and add hashtags relevant to your sector.***





# Sample Instagram post

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I am thrilled to announce I have been elected as the [Insert your Community role] for ILA's [insert community name] Member Community!

The ILA currently has more than 10 vibrant member communities. [insert description of this member community. You can find the description [here](#)].

I invite you to learn more about the ILA and join our member community. Cannot wait to engage and collaborate with you through our member community!

#ILAMembership #ILAMemberCommunity @leadershipnexus

***Be sure to add a personalized shareable or one of our pre-made images! Tag other organizations and individuals in your network and add hashtags relevant to your sector.***

