



# ILA Membership Marketing Toolkit



[@International-Leadership-Association](#)



[@InternationalLeadership Association](#)

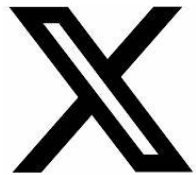


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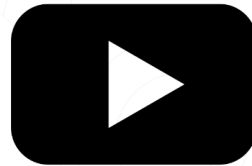
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[@The\\_ILA](#)



[@theila.bsky.social](#)



[www.youtube.com/user/ILAOfficial](http://www.youtube.com/user/ILAOfficial)



[www.flickr.com/photos/55845019@N03/](http://www.flickr.com/photos/55845019@N03/)



[@The\\_ILA](#)

**YOU. ARE.  
AWESOME.**  
Thank you for  
being a Digital  
Champ!

The International Leadership Association is a global community of leaders and leadership scholars, educators, students, and development professionals who share a vision of leadership for the collective good of people and planet. Today, ILA is the largest worldwide community committed to connecting people globally to advance the practice and study of leadership for a just and thriving future.

For more than 25 years, the ILA has convened extraordinary talent across sectors, cultures, disciplines, and generations.

Learn more about the ILA at [ilaglobalnetwork.org](https://ilaglobalnetwork.org).

# You've been recruited!

Thank you so much in advance for being an ILA ambassador to help the ILA expand its outreach and grow its membership.

Together, we will execute a collaborative digital campaign by using the **VAM formula** - validate, amplify, multiply.

# How will we do it?



**Validate** – we are inviting you help spread the word about ILA membership.



**Amplify** – we are inviting you to amplify our messaging by sharing the message on your social networks.



**Multiply** – we are asking you to multiply the messaging by asking your own networks to reach into their networks and encourage individuals to join the ILA.

# Some content assets for your toolkit ...

[“Join the ILA Today” graphic](#)

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

[ILA Impact Report](#) – Introduce your networks to ILA with this report



# Need some inspiration?

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

# Sample Email

## *Subject Line Ideas*

**A:** Join me in the International Leadership Association

**B:** {First Name}, Join the ILA today.

**C:** A personal invitation

## *Sample Email*

Dear {First name},

Did you know the International Leadership Association (ILA) is a global community of leaders and leadership scholars, educators, students and development professionals who share a vision of leadership for the collective good of people and planet?

As an ILA member, I've found tremendous value in being part of this vibrant network, and I encourage you to [consider joining](#) as well.

As a member, you'll gain access to:

- 18 dynamic **Member Communities**
- **ILA Intersections**, the member-only online portal
- **Registration discounts** on ILA Conferences and events
- Free live and on-demand **webinars**
- Complimentary online access to the ***Journal of Leadership Studies***
- A new Career Center
- And much more

For more than 25 years, the ILA has brought together leaders and leadership professionals from across sectors, disciplines, cultures, and generations to learn, connect, and create positive change. I invite you to explore the benefits of membership and join the ILA.

Regards,

{Your name}



# Sample Tweets

1. I am a proud member of the International leadership Association. Join me and become a member today! <https://bit.ly/3Xfa6zo> #ILAMembership @leadership @The\_ILA
2. Did you know the International Leadership Association (ILA) is a global community of leaders and leadership scholars, educators, students, and development professional? Become an ILA member today! <https://bit.ly/3Xfa6zo> #ILAMembership @leadership @The\_ILA
3. Join the ILA today to access a global network of leadership professionals and stay at the forefront of leadership research and practice. <https://bit.ly/3Xfa6zo> #ILAMembership @leadership @The\_ILA
4. Become an ILA member today to access 18 vibrant Member Communities, registration discounts on ILA Conferences and events, FREE live and on-demand webinars, and more. <https://bit.ly/3Xfa6zo> #ILAMembership @leadership @The\_ILA

***Be sure to add a personalized shareable or our premade image! Tag other organizations and individuals in your network and add hashtags relevant to your sector.***





# Sample Facebook & LinkedIn posts

I'm proud to be a member of the International Leadership Association (ILA), a global community of leaders and leadership scholars, educators, students, and practitioners committed to leadership for the collective good.

ILA membership provides access to:

- ✓ 18 Member Communities
- ✓ ILA Intersections, the members-only online platform
- ✓ Conference and event discounts
- ✓ Free live and on-demand webinars
- ✓ Complimentary online access to the *Journal of Leadership Studies*
- ✓ A new Career Center
- ✓ And much more

For more than 25 years, ILA has connected leadership professionals across sectors, disciplines, cultures, and generations to learn, collaborate, and create positive change.

If you're passionate about leadership, I encourage you to explore ILA membership and join the community. To learn more, please visit <https://ilaglobalnetwork.org>.

#ILAMembership #Leadership #LeadershipDevelopment #LeadershipResearch #ProfessionalDevelopment #GlobalLeadership #LeadershipCommunity

***Be sure to add a personalized shareable or our premade image! Tag other organizations and individuals in your network and add hashtags relevant to your sector.***



# Sample Instagram post

🌍 Leadership is better together.

Join a global community of leadership and leadership scholars, educators, students, and development professionals who are committed to creating positive change for people and the planet.

As an International Leadership Association (ILA) member, you'll enjoy:

- 🌟 Access to 18 vibrant Member Communities
- 🎓 Free live and on-demand webinars
- 📖 Online access to the *Journal of Leadership Studies*
- 🤝 Global networking opportunities
- 🎫 Discounts on ILA conferences and events
- 👜 Career development resources and more

Whether you're advancing leadership research, developing leaders, or growing your own leadership journey, the ILA offers the connections and resources to help you thrive.

Become a member today: [ilaglobalnetwork.org](http://ilaglobalnetwork.org)

#ILAMembership #Leadership #LeadershipDevelopment  
#LeadershipResearch #ProfessionalDevelopment #GlobalLeadership  
#LeadershipCommunity @leadershipnexus

**Be sure to add a personalized shareable or our premade image!  
Tag other organizations and individuals in your network and add  
hashtags relevant to your sector.**



Have a question about how to use this marketing toolkit? Contact Liang Ge, ILA Marketing and Brand Development Director & Interim Membership Director, at [lge@ilaglobalnetwork.org](mailto:lge@ilaglobalnetwork.org) or +1.202.470.4818 x105. Thank you!

