Dear STAKEHOLDER NAME,

TheCR Network is a peer community for online community practitioners. It’s the leading community for business leaders exploring the opportunities and challenges that come from applying new media and communications approaches to their organizations, TheCR Network is run by The Community Roundtable – the most trusted name in community management.

I’d like to become a part of this vibrant peer network and need your support.

Membership in TheCR Network includes:

* Access and introductions to the smartest practitioners in the market
* Weekly Roundtable discussions exploring a wide range of relevant topics (view past calls [here](https://communityroundtable.com/what-we-do/research/roundtable-call-library/))
* Online community management training programs including [Community Fundamentals](https://communityroundtable.com/what-we-do/training-and-events/training-thecr-academy/) (a $495 value) and [Community Program Essentials](https://www.communityroundtable.com/what-we-do/training-and-events/training-thecr-academy/community-program-essentials/) (a $495 value)
* Access to an extensive library of assets including resource bundles, case studies, interviews and reports from past roundtable calls
* Five community toolkits, including The Social Executive Toolkit and [The State of Community Management Toolkit](https://www.communityroundtable.com/what-we-do/training-and-events/toolkits/2013-state-community-management-toolkit/) (a $1,000 value)
* 21 tactical resource bundles on specific topics including engagement, gamification, metrics and measurement, and more (a $150 value each)
* Curated lists of the most relevant public content and reports
* Discounted access to their annual community event [TheCR Connect](https://communityroundtable.com/what-we-do/training-and-events/thecr-connect/) (a $500 value)

[Member companies](https://communityroundtable.com/who-we-are/our-client-list/) include a wide array of leading organizations, including Aetna, CA Technologies, Humana, City Year, The World Bank, Electronic Arts, Microsoft, Autodesk, Ernst & Young, and more. Based on the [member testimonials](https://communityroundtable.com/who-we-are/our-client-list/client-success-stories/) on their web site, members typically cite three reasons why they join and participate in TheCR Network:

1. **Save time on critical challenges.** TheCR Network is comprised of members from diverse backgrounds and industries, but they all have one thing in common - they're focused on making the most of social technologies for their organization. I’ll tap into the collective experience and expertise of the membership, carefully facilitated by TheCR team. TheCR practices active peer matching, introducing members that are thinking about trying something with a member who's been there and done that already.
2. **Stay on top of industry developments.** TheCR team focuses on curating the best content and conversations for community managers. Whether it's expert roundtable calls, carefully-curated online content or the private online library filled with hundreds of assets, TheCR Network will make sure I’m able to find what I need to solve the challenges we face.
3. **Have someone to turn to.** TheCR knows what it's like to be in charge of a social program. If I’m not sure where to find what I need, TheCR team is at the ready to help me find the people and resources to get the job done right. This is called their "Community Concierge" service – and it’s guaranteed. They offer a 100% money back satisfaction offer.

Membership in TheCR Network is $1,995 annually.

Please confirm that you support me joining TheCR Network. If you’re interested in access for more people, they have a discount for three ($4,795) and five people ($7,995) and I’d be able to coordinate our participation.

Thanks so much for your time. Let me know if you have any questions. I look forward to your reply.

Best regards,