



U.S. Chamber of Commerce  
Institute for Organization  
Management

202.463.5570  
iom@uschamber.com  
@IOMeducates

## General Outreach

To: [Recipient Name]

From: [Sender]

Date: [Current Date]

Subject: Elevate Your Leadership with Institute for Organization Management

Hello [Recipient Name],

We are excited to invite you to join Institute for Organization Management (IOM), the U.S. Chamber of Commerce's premier professional development program for association, chamber, and nonprofit executives. Since 1921, IOM has been at the forefront of educating leaders from across the country, making it one of the oldest and most respected programs in nonprofit management.

### Why Attend IOM?

**Expert Faculty:** Learn from passionate leaders with diverse backgrounds, including executives of associations, chambers of commerce, and nonprofits, as well as industry consultants, lawyers, and CPAs. Our faculty will provide real-world problem-solving solutions to reinvigorate and prepare you to tackle your greatest challenges.

**Networking Opportunities:** IOM offers a unique chance to meet your peers and establish a strong network of industry professionals. Each session features opportunities for casual conversation and relationship building.

**Return on Investment:** The knowledge gained through IOM will be invaluable as you represent your community on local, state, and national issues. Our curriculum is designed to assist and educate executives, ensuring you are well-prepared to serve your members and build stronger organizations.

**Professional Recognition:** Graduates of IOM receive the IOM recognition, signifying 96 hours of course instruction in nonprofit management. This recognition sends a message to your peers that you are a reputable professional actively participating in the nonprofit industry and its surrounding communities.

**Earn Credits Toward CAE & CCE Certifications:** Our curriculum is directly tied to the bodies of knowledge of the CAE and CCE, allowing you to earn credits or points to earn or maintain your industry certification.

### 2026 Session Dates and Locations

**Winter Institute:** University of Arizona, Tucson, AZ (January 4-8, 2026)

**Midwest Institute:** University of Wisconsin, Madison, WI (May 31-June 4, 2026)

**Southeast Institute:** University of Georgia, Athens, GA (June 28-July 2, 2026)

**Northeast Institute:** Villanova University, Villanova, PA (July 26-30, 2026)



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## General Outreach

### Scholarships and Enrollment Incentives:

**National Institute Scholarship Program:** Available to U.S. Chamber members, offering a \$500 scholarship toward first-year tuition.

**Regent Scholarship Program:** Open to all attendees, providing financial assistance in varying amounts to both first-year and returning participants.

**Multi-Site Pricing:** Enroll more than one attendee from your organization to receive a tuition discount of \$300 for each additional student.

We encourage you to take advantage of this incredible opportunity to enhance your leadership skills, expand your professional network, and gain valuable knowledge that will benefit your organization and community. For more information and to apply for scholarships, please visit [institute.uschamber.com](http://institute.uschamber.com).

We look forward to welcoming you to Institute for Organization Management and supporting your journey toward becoming a leading nonprofit executive.

Best regards,

[Your Name]

Institute for Organization Management

[Your email], [iom@uschamber.com](mailto:iom@uschamber.com)

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# Chamber Professionals

To: [Recipient Name]

From: [Sender]

Date: [Current Date]

Subject: Champion Your Chamber Leadership with Institute for Organization Management

Hello [Recipient Name],

We are thrilled to invite you to join Institute for Organization Management (IOM), the U.S. Chamber of Commerce's premier professional development program designed specifically for chamber executives like you. Since 1921, IOM has been dedicated to educating leaders from across the country, making it one of the oldest and most respected programs in nonprofit management.

## Why Attend IOM?

**Expert Faculty:** Learn from seasoned leaders with extensive experience in chamber management, including executives of chambers of commerce, industry consultants, and legal and financial experts. Our faculty will provide practical solutions to help you address the unique challenges faced by chambers today.

**Networking Opportunities:** IOM offers a unique platform to connect with your peers from chambers across the nation. Build a strong network of professionals who share your commitment to advancing the interests of local businesses and communities.

**Tailored Solutions for Chamber Challenges:** Gain practical solutions and strategies specifically designed to address the unique challenges faced by chambers of commerce, enhancing your ability to advocate for local businesses and strengthen community impact.

**Return on Investment:** The insights and strategies gained through IOM will empower you to effectively represent your chamber on local, state, and national issues. Our curriculum is designed to enhance your ability to serve your members and strengthen your chamber's impact.

**Professional Recognition:** Graduates of IOM receive the IOM recognition, signifying 96 hours of course instruction in nonprofit management. This credential underscores your dedication to professional development and your commitment to excellence in chamber leadership.

**Earn Credits Toward CAE & CCE Certifications:** Our curriculum aligns with the bodies of knowledge of the CAE and CCE, allowing you to earn credits or points to achieve or maintain your industry certification.

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**Multi-Site Pricing:** Enroll more than one attendee from your organization to receive a tuition discount of \$300 for each additional student.

We encourage you to seize this opportunity to enhance your leadership skills, expand your professional network, and gain valuable knowledge that will benefit your chamber and community. For more information and to apply for scholarships, please visit [institute.uschamber.com](http://institute.uschamber.com).

We look forward to welcoming you to Institute for Organization Management and supporting your journey toward becoming a leading chamber executive.

Best regards,

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# Association Professionals

To: [Recipient Name]

From: [Sender]

Date: [Current Date]

Subject: Advance Your Association Leadership with Institute for Organization Management

Hello [Recipient Name],

We are excited to invite you to join Institute for Organization Management (IOM), the U.S. Chamber of Commerce's premier professional development program tailored for association executives like you. Since 1921, IOM has been at the forefront of educating leaders from across the country, making it one of the oldest and most respected programs in nonprofit management.

## Why Attend IOM?

**Expert Faculty:** Learn from distinguished leaders with extensive experience in association management, including executives of associations, industry consultants, and legal and financial experts. Our faculty will provide practical solutions to help you address the unique challenges faced by associations today.

**Networking Opportunities:** IOM offers a unique platform to connect with your peers from associations across the nation. Build a strong network of professionals who share your commitment to advancing the interests of your members and industry.

**Focused Expertise for Association Management:** Acquire targeted insights and best practices to effectively manage and grow your association, ensuring you can better serve your members and advance your industry's interests.

**Return on Investment:** The insights and strategies gained through IOM will empower you to effectively represent your association on local, state, and national issues. Our curriculum is designed to enhance your ability to serve your members and strengthen your association's impact.

**Professional Recognition:** Graduates of IOM receive the IOM recognition, signifying 96 hours of course instruction in nonprofit management. This credential underscores your dedication to professional development and your commitment to excellence in association leadership.

**Earn Credits Toward CAE & CCE Certifications:** Our curriculum aligns with the bodies of knowledge of the CAE and CCE, allowing you to earn credits or points to achieve or maintain your industry certification.

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**Multi-Site Pricing:** Enroll more than one attendee from your organization to receive a tuition discount of \$300 for each additional student.

We encourage you to seize this opportunity to enhance your leadership skills, expand your professional network, and gain valuable knowledge that will benefit your association and industry. For more information and to apply for scholarships, please visit [institute.uschamber.com](http://institute.uschamber.com).

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Best regards,

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## New to the Industry

To: [Recipient Name]

From: [Sender]

Date: [Current Date]

Subject: Kickstart Your Leadership Journey with Institute for Organization Management

Hello [Recipient Name],

We are thrilled to invite you to embark on your professional development journey with Institute for Organization Management (IOM), the U.S. Chamber of Commerce's premier program designed for individuals new to the association, chamber, and nonprofit sectors. Since 1921, IOM has been a cornerstone in educating emerging leaders from across the country, making it one of the most respected programs in nonprofit management.

### Why Start Your Career with IOM?

**Expert Faculty:** Learn from seasoned leaders with diverse backgrounds, including executives of associations, chambers of commerce, and nonprofits, as well as industry consultants, lawyers, and CPAs. Our faculty will provide you with foundational knowledge and real-world problem-solving skills to help you navigate the early stages of your career.

**Networking Opportunities:** IOM offers a unique platform to connect with peers and mentors from across the nation. Build a strong network of professionals who can support and guide you as you advance in your career.

**Foundational Knowledge:** Gain essential insights and strategies that will empower you to effectively contribute to your organization and community. Our curriculum is designed to equip you with the skills needed to excel in your new role and build a successful career.

**Professional Recognition:** Graduates of IOM receive the IOM recognition, signifying 96 hours of course instruction in nonprofit management. This credential highlights your commitment to professional growth and positions you as a reputable professional in the industry.

**Earn Credits Toward CAE & CCE Certifications:** Our curriculum aligns with the bodies of knowledge of the CAE and CCE, allowing you to earn credits or points to achieve or maintain your industry certification as you progress in your career.

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# Young Professional

To: [Recipient Name]

From: [Sender]

Date: [Current Date]

Subject: Propel Your Career Forward with Institute for Organization Management

Hello [Recipient Name],

We are excited to invite you to join Institute for Organization Management (IOM), the U.S. Chamber of Commerce's premier program designed to accelerate your career in the association, chamber, and nonprofit sectors. Since 1921, IOM has been a leader in educating emerging professionals from across the country, making it one of the most respected programs in nonprofit management.

## Why Choose IOM to Propel Your Career?

**Expert Faculty:** Learn from experienced leaders with diverse backgrounds, including executives of associations, chambers of commerce, and nonprofits, as well as industry consultants, lawyers, and CPAs. Our faculty will provide you with cutting-edge insights and practical skills to help you excel in your career.

**Networking Opportunities:** IOM offers a vibrant platform to connect with peers and mentors from across the nation. Build a strong network of professionals who can support and guide you as you advance in your career.

**Career Advancement:** Gain essential insights and strategies that will empower you to make a significant impact in your organization and community. Our curriculum is designed to equip you with the skills needed to excel in your role and build a successful career.

**Professional Recognition:** Graduates of IOM receive the IOM recognition, signifying 96 hours of course instruction in nonprofit management. This credential highlights your commitment to professional growth and positions you as a reputable professional in the industry.

**Earn Credits Toward CAE & CCE Certifications:** Our curriculum aligns with the bodies of knowledge of the CAE and CCE, allowing you to earn credits or points to achieve or maintain your industry certification as you progress in your career.

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## Attendee-to-Prospect

To: [Recipient Name]

From: [Sender]

Date: [Current Date]

Subject: Join Me in Transforming Your Career with Institute for Organization Management

Hello [Recipient Name],

I hope this message finds you well. As a current attendee of Institute for Organization Management (IOM), I am excited to share with you the incredible impact this program has had on my professional journey. IOM, the U.S. Chamber of Commerce's premier professional development program, has been a cornerstone in educating leaders like us since 1921, making it one of the most respected programs in nonprofit management.

### Why Choose IOM to Propel Your Career?

**Expert Faculty:** The faculty at IOM are passionate leaders with diverse backgrounds, including executives of associations, chambers of commerce, and nonprofits, as well as industry consultants, lawyers, and CPAs. Their real-world problem-solving solutions have reinvigorated my approach to tackling challenges, and I am confident they will do the same for you.

**Networking Opportunities:** One of the most rewarding aspects of IOM is the opportunity to connect with peers and establish a strong network of industry professionals. The sessions are designed to foster casual conversation and relationship building, which has been invaluable in expanding my professional circle.

**Return on Investment:** The knowledge and strategies I have gained through IOM have been instrumental in representing my community on local, state, and national issues. The curriculum is tailored to assist and educate executives, ensuring we are well-prepared to serve our members and build stronger organizations.

**Professional Recognition:** Graduating from IOM provides you with the IOM recognition, signifying 96 hours of course instruction in nonprofit management. This credential has enhanced my professional reputation and underscores my active participation in the nonprofit industry.

**Earn Credits Toward CAE & CCE Certifications:** The curriculum is directly tied to the bodies of knowledge of the CAE and CCE, allowing you to earn credits or points to achieve or maintain your industry certification.

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I look forward to seeing you at the Institute for Organization Management and supporting your journey toward becoming a leading nonprofit executive.

Best regards,

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