

LAUNCH EMAIL: INTRODUCING BADGECERT TO CERTIFICANTS

We know that you work hard to enhance your professional capabilities. Whether it is as a member of **[insert association name]**, a **[insert certificate title]** certificate holder, participation in our continuing education courses, or attendance in our seminars and/or conferences, you are making strides to excel in our industry. With this in mind, we want to make sure that you are recognized for your accomplishments in a way that allows you to fully showcase your ongoing professional commitment. In today's digital world, that means providing a way for you to share your verified credentials and experiences in a secure electronic format.

Beginning **[insert date]**, we will be issuing all of our members BadgeCerts to recognize **[insert association name]** membership, earned certificates, and continuing education experiences. BadgeCerts are portable digital icons that verify an earner's professional accomplishments, credentials, contributions and experiences. BadgeCerts are unique in that they are embedded with qualifying information, or metadata, that helps earners maintain a digital record of their achievements and professional activities. Moreover, BadgeCerts are stored in a universal cloud-based portfolio so they can be easily accessed and shared with others-namely employers, peers, or certification associations- on digital resumes, email signatures, or social networking sites.

Be on the look out for an email with a link to your Badge and login information to your BadgeCert portfolio. In the meantime, if you want to learn more about digital credentialing, read about the program at **[insert path or attachment]**.