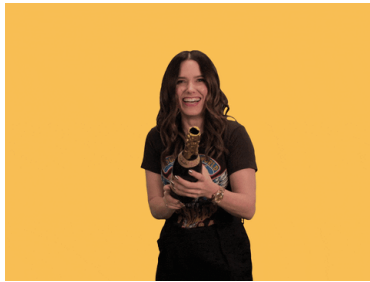


## **Congratulations CP® Email (rewritten) – Goes out right after they become a CP®**

Subject Line: Congratulations on earning your CP®!

Preheader: Time to celebrate!

You did it! Congratulations on earning your Certified Paralegal (CP®) credential. This is no small feat. Your countless hours of studying and preparation paid off. You have joined the ranks of a prestigious group of dedicated paralegals, and you should be proud. Never stop celebrating your achievement.



(suggestion: include celebration GIF like confetti or party popper)

### **WHAT IS NEXT?**

#### **CP® Welcome Packet**

The walk to your mailbox is about to get exciting! Your CP® welcome packet will be arriving soon. It contains a personalized certificate for you to show off, a sample press release to share your achievement, and

instructions on recertifying.

#### **CP® Digital Badge**



While your certificate is great for displaying your accomplishment, it cannot be in multiple places at once. Luckily, there is something that can be: your digital CP® badge. Add it to your email signature, post it on your social media, and let the world know what you have accomplished. Look out for an email from Credly with instructions on claiming and sharing your badge.

#### **CP® Pin**



There is yet another way for you to show off your brand-new certification: the CP® pin. This high-quality enamel pin, available on our website for \$15, is built to last at least as long as your certification. Wear it with pride or pin it somewhere prominent. Think of it as a physical, portable badge of honor. Grab yours [here!](#)

Your official certification period is MM/DD/YYYY to MM/DD/YYYY. You can brag about being a CP® for the next five years! Recertification is an ongoing process that begins as soon as you become certified. Be sure to keep an eye out for more emails on the value of your CP®, using your CP®, getting connected, maintaining your certification, and more!

If you have any questions, please email [cle@nala.org](mailto:cle@nala.org) or call 918-587-6828.

Congratulations,

The NALA Certification Team

## **Digital Badge Email (rewritten) – Sent One Day Post-Cert**

Subject line: CP®, you qualify for a digital badge

Preheader: Claim it and share it!

*Use images from current email*

### **Congratulations on earning your CP® digital badge!**

As a new NALA Certified Paralegal (CP®), you qualify for a digital badge that you can easily use to show off your achievement online. When you see an email from admin@credly.com, do not send it to spam! It is your invitation to accept your digital badge. Follow its instructions to claim your badge.

When you view your badge, it will detail your accomplishment in becoming a CP®. You can easily share your badge on social media and add it to your email signature. You worked hard to become a Certified Paralegal, so it should be easy to show off your achievement. There is no limit to where you can share your badge, so proudly display it wherever you want.

Whether you are looking for a job, vying for a promotion or raise, or simply wanting to increase awareness of your new credential, take advantage of your digital badge to show your peers, coworkers, bosses, and connections what you have accomplished.

You can easily identify fellow CPs from their digital badge. Start connecting with them on social media. There are CPs all over the world, so the networking possibilities are endless. We hope you will make the most of this wonderful, free resource.

If you have any questions or concerns, please reach out to NALA at 918-587-6828.

**Certification Connection Invite Email (rewritten) - Sent out to new CPs less than a month after certification so they do not miss the sessions**

Subject line: New CP®: Join us for Certification Connection

Preheader: Connect and learn

*Underneath graphic:*

Join the NALA Certification Team and your fellow new Certified Paralegals for two sessions on topics essential to being a CP®. These virtual meetings give you the opportunity to gain valuable insights while connecting with other CPs and meeting NALA's Certification Team.

When you first become a CP®, you may not know how to get plugged into the worldwide network of Certified Paralegals. That is why we offer this space to connect with your fellow CPs, get to know each other, and form lasting bonds both personally and professionally.

Getting involved in the CP® community is one of the best things you can do as a new Certified Paralegal. As soon as you passed the test and got certified, you became part of something bigger than yourself. There are CPs in various countries. When you take advantage of what connects you, which is more than just a certification, you can forge valuable relationships.

NALA's Certification Team is here for you every step of the way. The friendly voices you hear on the phone will be the smiling faces you see on your screen when you join the Certification Connection sessions.

In an effort to accommodate as many new CPs as possible, we offer three times to join on the day of the session. Click [here](#) to register for upcoming Certification Connection events.

We look forward to seeing you soon in Certification Connection. If you have any questions or concerns, please reach out to us at 918-587-6828 or [cle@nala.org](mailto:cle@nala.org).

## Check-in and survey email - Sent 6 months post-cert

Subject line: 6-month CP survey: How is it going?

Preheader: You could win a free webinar!

Hi **FIRST NAME**,

How time has flown! Can you believe it has already been six months since you became a NALA Certified Paralegal (CP®)? A lot can happen in that time, so we wanted to check in with you to see how things are going with your new credential. Hopefully, you are showing off your digital badge and proudly displaying your [pin](#). Maybe you even have some CLE credits under your belt already.

If you have not already explored our CLE offerings, you can find our on-demand webinars [here](#) and live webinars [here](#). Keep in mind that you must earn 50 hours of CLE, including five hours of legal ethics and no more than 10 hours of non-substantive credits, to be eligible to recertify every five years.

Wherever you are on your CP® journey, we are here for you. To help us serve you better, please complete a short survey on your experience so far as a CP®. There are just four questions, and it should only take a few minutes. When you complete the survey, you will be entered to win a free on-demand webinar. Take the survey here ([link](#)).

SURVEY CONTENT (will link to webpage/form)

1. On a scale of 1 to 5, with 1 being 'not at all' (poor) and 5 being 'extremely,' (excellent) how helpful has NALA been to you throughout your CP® journey?
2. On a scale of 1 to 5, with 1 being 'very dissatisfied' and 5 being 'very satisfied,' how do you feel about NALA's CLE offerings?
3. How has being a CP® benefited you professionally?
4. How can NALA improve in the ways we serve you?

We look forward to hearing from you. Congratulations on your first six months as a NALA Certified Paralegal!

If you have any questions, reach out to us at 918-587-6828 or [cle@nala.org](mailto:cle@nala.org).

**Join a NALA Affiliated Association email - Sent 9 months post-cert**

Subject line: Are you part of your local paralegal community?

Preheader: Get connected locally

The NALA community is spread throughout the US. There are NALA members and Certified Paralegals in every state. You are a valuable part of our worldwide network. While NALA represents paralegals in various countries, there are smaller organizations that are focused on serving paralegals in their cities and states. Over the years, NALA has partnered with nearly 70 of these organizations, which are known as NALA Affiliated Associations.

While we love having you in the NALA community, we are not trying to keep you to ourselves. We want you to share your unique talents, skills, and expertise with the world! That is why we encourage you to get involved on the local level, specifically by joining a NALA Affiliated Association.

You have an opportunity to make a difference in your corner of the world, and it continues with joining your local paralegal association. It will give you the chance to connect with legal professionals in your area more frequently and intimately. You can share with them your journey to becoming a Certified Paralegal and encourage them to seek certification through NALA.

Whether it is to take advantage of CLE offerings, make personal and professional connections, or volunteer in your community, it is important to join your local association. There are NALA Affiliated Associations in over 30 states. To see if there are any near you, visit our [website](#). When you join a NALA Affiliated Association, you will receive a 25% discount on NALA Active type membership.

If you are part of a paralegal association that is not affiliated with NALA, feel free to share with your president the benefits of NALA affiliation, which can be found [here](#).

Whether there is a NALA Affiliated Association near you, we hope you will get involved on the local level in an effort to advance the paralegal profession.

If you have any questions, please contact us at 918-587-6828.