Create Your Communication Plan Now (And Thank Yourself Later)

Noelle Pickler
Faculty Name: Noelle Pickler
Conflicts of Interest: None
Employer: Sigma Theta Tau International
Sponsorship/Commercial Support: None
When you see this pencil, we will tell you about an upcoming session to discuss the specific content in more detail.
Why are chapter communications so important?
Average attention span in 2000 was 12 seconds, while in 2017 it was 8.25 seconds. The average attention span of a goldfish is 9 seconds.
An officer worker will check their email inbox 30 times per hour.

They will also pick up their phone more than 1,500 times per week.
Communication plans are worth the time and effort! Why?
-Right information
-Right people
-Right time
Establishes a schedule of timely and consistent contact with members
Share responsibilities
No SPAM
Identifies resources
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<th>Call to Action</th>
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</table>
Reference chapter calendar
Introductory activities
- Communication to members
- Communication to community partners
- Communication to nonmembers

Recruitment activities
- Communication to potential candidates
- Communication to members who will attend or volunteer
Induction of new members
• Communication to candidates before they are inducted
• Communication to those who are ineligible
• Communication to members
• Communication to the public

Orientation of new members
• Communication to newly inducted
• Communication to transfer members
• Communication to overdue renewals
• Communication to members
Membership Involvement opportunities

- Communication to members about
  - chapter benefits
  - upcoming events
  - volunteer opportunities
  - ballot voting and elections
  - event and program recaps
- Communication to the public about the success/results of the event

Renewal schedule

- Communication to members who have renewed
- Communication to members who are due for renewal in the next 60 days
- Communication to members who have recently lapsed
- Communication to inactive members
Additional Tips

• Don’t forget chapter newsletters and meeting minutes.

• Submit chapter news for *Sigma Update* EVERY MONTH!

• BE SPECIFIC!

• Don't forget about communications that need to take place DURING and AFTER events.

• Comb through the strategic plan.
"Hook, Line, and Sinker: 7 Tips for a Killer Call-to-Action"

1. Use a strong command verb at the beginning of the sentence. (i.e., download)

2. Use words that provoke emotion or enthusiasm!

3. Make it about THEM, not about you!

4. Take advantage of FOMO!

McCaffery, Wordstream Online Advertising
"Hook, Line, and Sinker: 7 Tips for a Killer Call-to-Action"

5. Be aware of mobile devices.

6. Don’t be afraid to get a little creative.

7. Use numbers when possible.
CALLS TO ACTION
Introductory Activities

• **Calling all Sigma stars!** Send us your photos of you in your Sigma apparel for a chance to win a $50 Visa gift card and a the potential to be featured in chapter communications.

• **Let’s make a difference in nursing!** We’d love to co-host a nursing event with your organization.

• **Do you love a nurse?** Join [Chapter Name] of Sigma Theta Tau International Honor Society of Nursing as we celebrate Nurses’ Week! We will honor the community nurses that we all know and love.
Recruitment Activities

• **What’s in it for you? Five Reasons YOU should be a Sigma member!** [Chapter name] of Sigma Theta Tau International Honor Society of Nursing has members from a wide variety of nursing specialties and careers. Network with nursing leaders who will tell you why you belong with our chapter!

• **Create a “See Me!” CV!** Do your nursing skills stand out to hiring managers? Will your CV or resume even make it to the top of the stack? Join leaders of [Chapter Name] of Sigma Theta Tau International Honor Society of Nursing as we share the tips and tricks to make your CV get noticed!
Induction of New Members

• **Hard work pays off – You'll be receiving a Sigma invitation!** Congratulations! Your hard work and dedication to nursing has earned you an invitation to [Chapter Name] of Sigma Theta Tau International Honor Society of Nursing!

• **What can you expect at your [Chapter name] induction?** Attend the Prospective-Member Meeting to learn more about your upcoming induction into [Chapter Name] of Sigma Theta Tau International. We’ll tell you what you can expect at the event, as well as how you’ll be able to immediately take advantage of the many member benefits provided to active members.

• **Welcome the future of [Chapter Name]!** Remember the excitement of your induction? Help us provide a wonderful experience to new member at our upcoming induction ceremony. We need at least 10 members to volunteer for open positions, including the Welcoming Team, Stagehands, and more.
Orientation of New Members

• **Dollars and Sense: Making the Most out of your Sigma membership!** Get your membership started off right by learning how to take advantage of your benefits each year.

• **Add “Sigma Volunteer” to your resume!** [Chapter Name] needs at least 5 members to assist with an upcoming New Member Orientation. Volunteers should be friendly and outgoing, as you will greet new members and help answer questions about where to find resources. Training is provided! Please sign up at [insert link to volunteer opportunity on your chapter website]
Upcoming session of interest:
Tips to Turn New Members into Lifelong Members
Membership Involvement Activities

• **What are your professional challenges?** [Chapter name] is planning events and activities for the next year, and we want to provide opportunities to address your professional challenges! Complete this survey by 10 November. In addition to providing relevant chapter activities, you will be entered in a raffle for a $10 gift card.

• **Join [chapter name] in the fight against human trafficking.** Register for “How Nurses can Fight Human Trafficking.” Active Sigma members get in free.

• **Your vote, your voice!** You are an important voice to [Chapter Name] of Sigma Theta Tau International. Cast your vote in our election and let your voice be heard! [Link to ballot]
Upcoming sessions of interest:
Using Your Volunteer Vehicle to Drive Engagement
Six Steps for Successful Surveys
Renewal Schedule

• Don’t lose your [Chapter Name] benefits! Did you know that active members of [Chapter Name] have access to [list chapter benefits, such as CNE credits, discounted/free events, volunteer opportunities, etc.]? Please renew in the next month to ensure you don’t lose your access!

• We’ll miss you. Tell us how we can help! We noticed that you did not renew your membership in [Chapter Name] of Sigma Theta Tau International. Could you take this short survey to tell us how we might earn your active membership in the future?

• You were inducted 10 years ago! Do you remember the excitement of your induction into Sigma Theta Tau International? While you’ve been busy over the last decade, so has Sigma, and we’ve missed you! We hope you’ll re-commit to our mission by renewing your membership. [Explain what the chapter has done in the last 10 years.]

• Discover how [Chapter Name] members have improved the nursing profession. We’ve been busy. Check out all that [Chapter Name] of Sigma Theta Tau International has accomplished this year! [List activities]. We hope you will reconsider becoming an active member and joining us in our mission to enhance the nursing profession.[link to renew]
Additional Consideration:
Avoid SPAM trigger words!

- Acceptance
- Click here
- What are you waiting for?
- Congratulations
- Urgent
What are some calls to action, or keywords/phrases, that you’ve found success in using?
Personalization leads to higher engagement
“By sending customer communications which are tailored to their likes, dislikes, profile information and overall behavior, they perceive the content to be relevant so they are less likely to become uninterested.”

Adestra: https://www.adestra.com/blog/important-personalize-communications/
Public/Community
Upcoming Publicity Sessions

• How to Become Website of the Month
• Sigma’s Starter Guide to Social Media
• Helping Your Hashtags: Strategic Social Media Messaging
Potential Members

• Early (high school or younger) students who might consider nursing as a profession

• University students
  o Undergraduate
  o Graduate

• Nurse leaders
  o Academic
  o Clinical
Members

- All active members
- New inductee members
- Retired/student members
- Long-time members
- Members in a specific ZIP code

- Members with a special anniversary
- Members due for renewal
- Members without an email address or with a bad mailing address
- Inactive members
Where can you find these membership segments?

Download rosters from the Management System!

• Active Only
• All Activity – Last 90 Days
• Inactive Only
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<tr>
<th>Member #</th>
<th>First Name</th>
<th>Middle Name</th>
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Upcoming session of interest: Cash Stash: Tips for Effective Chapter Budgeting
Let's talk about communication methods!
Electronic Method: Email
Additional Affordable Email Providers

• Mail Chimp
• Constant Contact
• iContact
• SendGrid
• Vertical Response
Electronic Method: Website

Omicron Delta Chapter

Website of the Month - April 2018

Celebrating 20 YEARS of excellence.

Chapter Giving Club Member - 2017-2018

Chapter News

Omicron Delta Members - Making a Difference

20 days ago

The chapter is excited to announce that the members of Omicron Delta met the challenge to help so many in need obtain access to clean water! The chapter's goal was to raise $1500 in 2017-2018 for water.org and with the help of many generous members - we did it! Omicron Delta members are making a difference in the lives of many! Congratulations Omicron Delta!

2018 Officer Elections

5 months ago

The following officers will assume their officer position on July 1, 2018:
On the average web page, users will read at most 28% of the words during an average visit; 20% is more likely.

The average page visit lasts less than a minute and users often leave web pages in just 10-20 SECONDS.
**DO** use 1-2 colors that are easy to read
**DO** use small chunks of text with titles
**DO** use good graphics sparingly
**DO** use available templates, such as your site in The Circle

**DON’T** use harsh colors or background images
**DON’T** cram in all the text you can fit
**DON’T** just copy your email messages
**DON’T** design your own template
People have a lot to say about Penny Juice!

The children at Kid Kollege love the taste of Penny Juice and drink it without encouragement from our teachers. I like Penny Juice for that reason and because it is 100% juice from concentrate requiring no refrigeration prior to mixing; the handy mix pitcher takes the guess work out of preparation.

Cassie Pence - Kid Kollege/Billings, MT

"Thank you for the opportunity to let everyone know about your terrific company! It's easy to store and mix and we receive great service!"

Mary Cellar - Bliss Academy Early Learning Center/Greenwood Village, CO

I love the promptness of service! "Easy mixing boy"

Kid's World Learning Center, Brookings, SD

I have been using Penny Juice at my childcare center for 2 years. The children love all the fun colors. I have recommended Penny Juice to other childcare directors in the area.

Dana Hoenigswaldt - Kids Country Childcare, St. Francis, MN

They offer a great product at a reasonable price. Their customer service is exceptional. We have enjoyed our experience with Penny Juice and look forward to many more years of doing business together.

Lisa B. Ingram - Angels' Nest, Inc., Colorado Springs, CO

Thank you! We are so grateful to have found Penny Juice. I am 110% pleased with Penny Juice. Keep up the good work.

Rosemary - Laramie County Head Start, Cheyenne, WY

I love the variety of the flavors and the fact that our automatic shipments arrive in a timely manner. Thanks so much! God bless!

Debbie Moore - Director, Children's Learning Center/Bossier City, LA

As the director of a university affiliated, but privately owned childcare facility, top quality products that are also budget-friendly are essential. I especially like the ease of ordering on line or by phone, knowing that the juice will be promptly delivered directly to the center. No more hauling shopping carts full of frozen juice concentrate from the grocery store!

Thanks, Penny Juice for saving me time and money!

Katie Davis, Director/Owner, University Children's Center/Superior, WI

Penny Juice has certainly been an asset to our food program. I am very happy with switching to Penny Juice and would recommend you in a heartbeat. You provide an"
Welcome to the Omicron Delta Chapter of Sigma Theta Tau International! The Omicron Delta Chapter is located at the University of Phoenix and has over 2,000 active members around the world. Our goal is to connect with our members wherever they live. Indeed this is a challenge, but fortunately our members provide excellent leadership.
Electronic Method: Social media
Time is running out to apply for the Experienced Nurse Faculty Leadership Academy. If you’re an experienced nurse faculty member with seven or more years of full-time teaching experience, you should learn more about this unique leadership program! All of the details can be found at bit.ly/2HnqHwq. (The application deadline is 30 June.)
Print Method: Mailed Pieces

• Event postcards (could be sent by ZIP code)
• Newsletters to those without an email address
• Welcome letter to transfer members, from the president
• Don’t forget to budget for postage money!
Print Method: Handouts

Together, we change lives and advance healthcare.

SigmaNursing.org/Membership

please join us for:

date and time:

location:

contact:

hosted by:
What other communications has your chapter mailed or printed for handing out?
Verbal Method: Telephone

How do you send a text through this thing?
Use multiple methods for the greatest success!
RESPONSIBILITY
1. I need to know exactly what I’m signing up for as a volunteer, to make sure I have the skills necessary to be successful.

2. If I duplicate the work of someone else, I am going to become frustrated and less likely to continue my volunteer role.

3. If I have committed to something that I am no longer able to complete, I will be more likely to find someone to help finish the task.
Secretary

General secretary responsibilities include:
• Preparing and sending meeting minutes for board meetings.
• Chapter business (Annual Business Meeting) and all-member communications about the election and other items that do not need to be segmented by audience
• Providing information to other communication leaders, appropriate for the method they will be using (email, website, social media, etc.)
• Serving on committees, as needed.
The webmaster will be responsible for all chapter website items, including:

• Updating chapter news area on a monthly basis.

• Adding links to social media sites, so visitors can connect with the chapter in the way they prefer.

• Ensuring the homepage changes the look periodically (quarterly) so returning visitors can quickly see that there is new information on the site.

• Finding chapter leaders and other members to post and respond to discussions, so there is regular conversation from different individuals.
Newsletter Editor

Tasked with activities such as:

• Preparing a newsletter with chapter initiatives, members successes, upcoming events, and other Sigma information. (*Need Sigma information? Utilize the quarterly issue of Connections, available in your issue of Leader Lines and in the All Chapter Officers Workgroup.*)

• Printing a copy of the newsletter for those members without an email address and preparing it to be mailed.

• Submitting news every month to *Sigma Update*
Publicity Committee

All communication positions can serve on this committee, along with additional volunteers. These volunteers can:

- Ensure social media pages are up-to-date and have frequent posts
- Create chapter-and-event specific hashtags for use on social media
- Post and remove event fliers around campus, hospitals, and other community locations.
What other communication leaders or responsibilities does your chapter have?
All Leaders

• Send contact requests to members through your chapter website.

• Respond to discussion postings on the chapter website.

• Sending nominations through the volunteer portal on your chapter website.

• Work with the chapter secretary
<table>
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<td>Add “Sigma Volunteer” to your resume.</td>
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Upcoming session of interest: 45 Communication Tips in 45 Minutes
References


Questions?