

Assess and Act: Tips to Retain at-risk Members

Laura Perkins

Faculty Disclosure

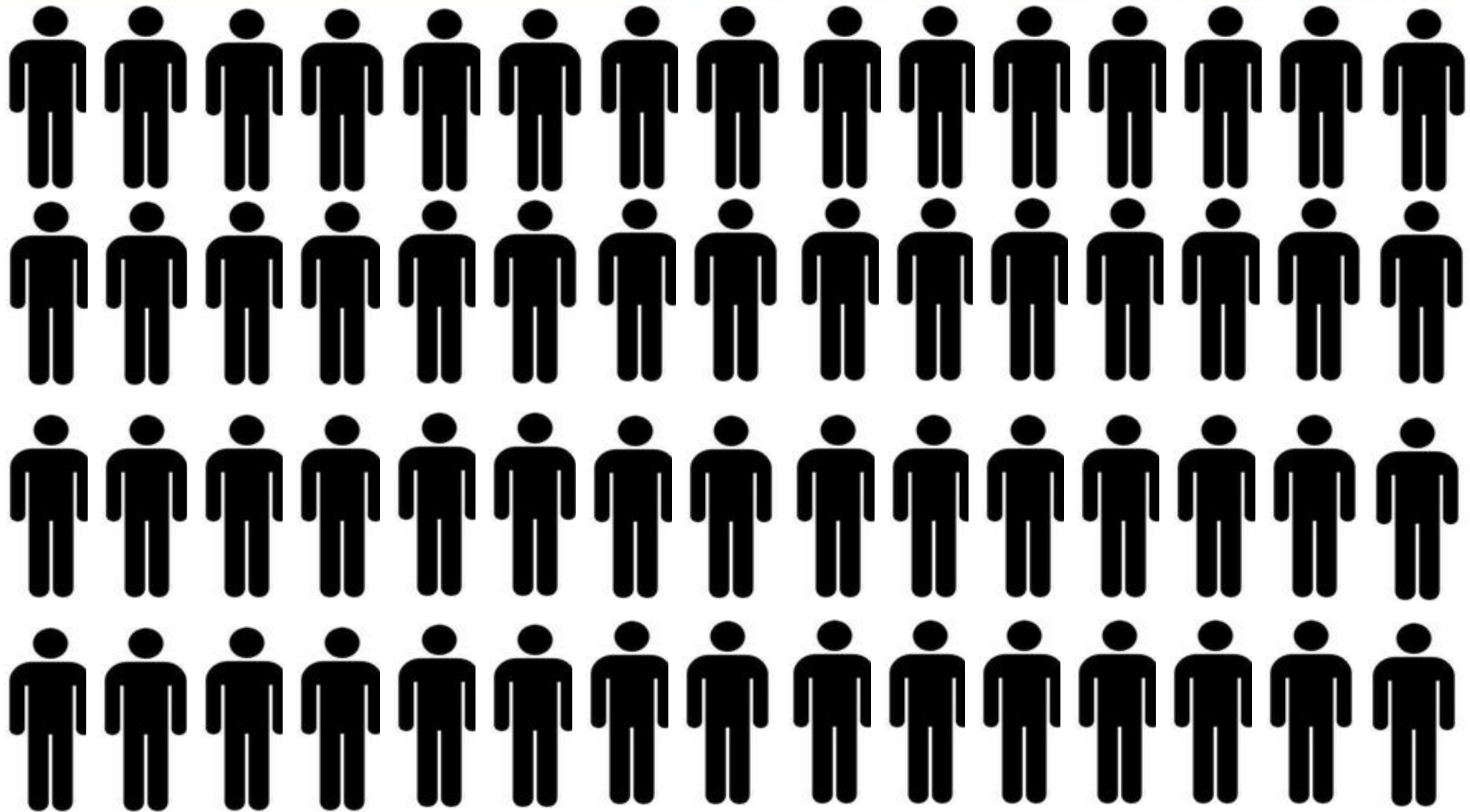
Faculty Name: Laura Perkins

Conflicts of Interest: None

Employer: Sigma Theta Tau International

Sponsorship/Commercial Support: None

6000



Financial Stability



More volunteers!



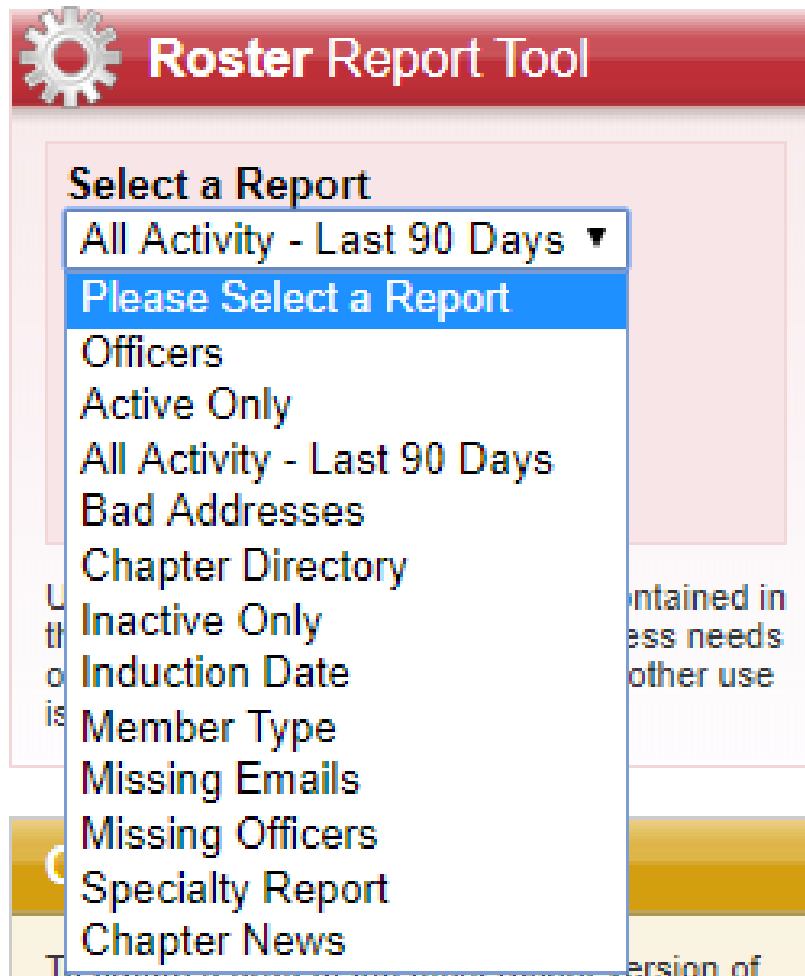


SIGMA PRIDE

Who are the at-risk members?

1. First-year members
2. Those with no noticeable participation
3. Members who are about to lapse or who have recently lapsed





<https://management.sigmanursing.org>



A NEWSLETTER FOR CHAPTER LEADERS

LEADER/LINES

37

MEMBERS LET THEIR
MEMBERSHIP LAPSE

Reach out to members who
have recently lapsed and
encourage them to renew
their membership.

0

MEMBERS
TRANSFERRED
INTO YOUR CHAPTER

Welcome these new members
to your chapter and encourage
them to get involved.

42

MEMBERS PAID
THEIR MEMBERSHIP
DUES

Thank these members for
renewing or joining, and
encourage them to take
advantage of upcoming
events, programs, and
benefits.

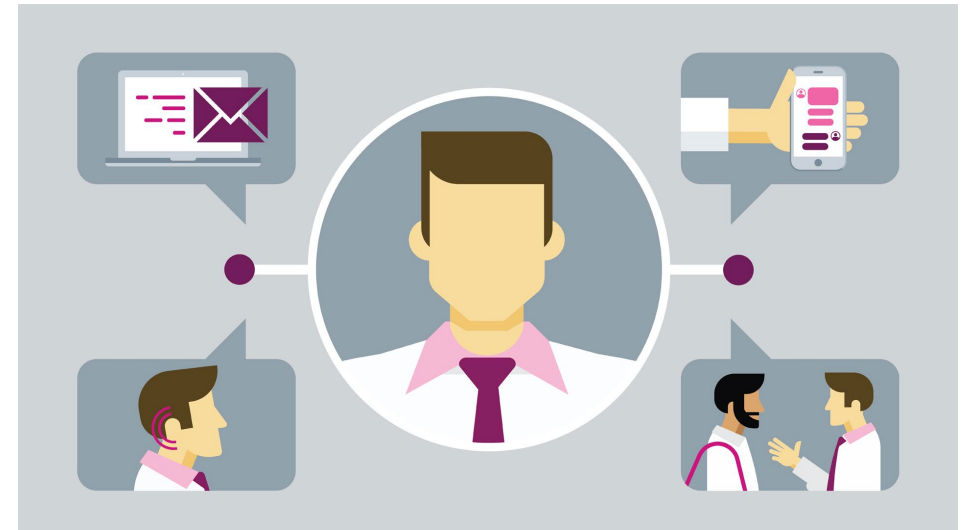
1. First Year Members



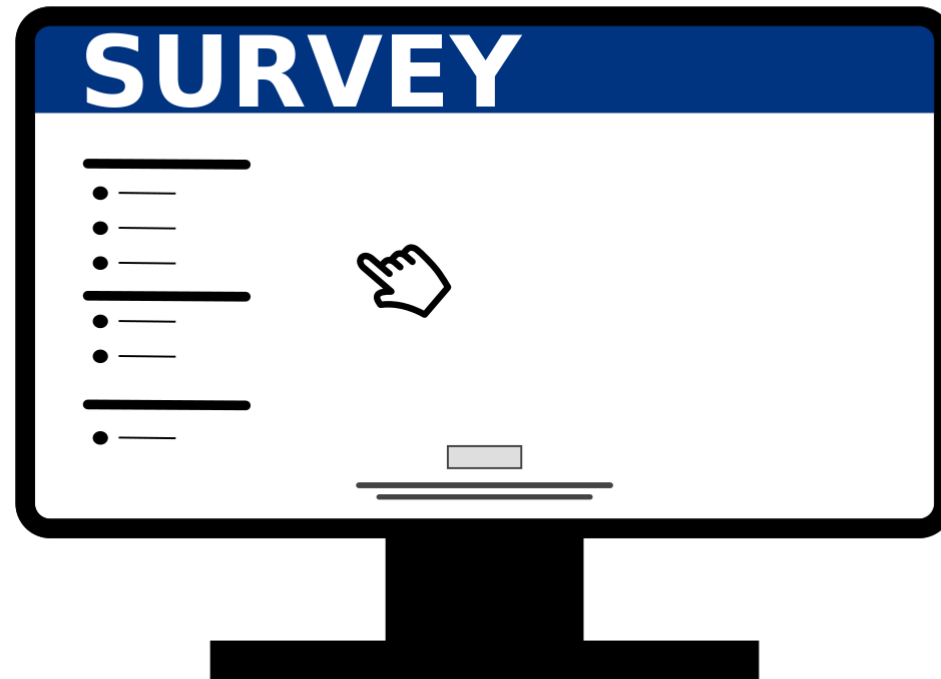


Personalized contact goes a long way!

Assign each board and committee member a group of new members to check in with periodically throughout the year.



Survey at the six-month mark



Send a special renewal message

- Do they have questions or financial concerns?
- Consider membership subsidies
- Consider lower dues amounts for new inductees
 - Form opens 1 January and closes 15 March
 - Changes take place 1 July





Has your chapter done anything special for first-year members?

2. Those with no noticeable participation





Maximize your active member list

- Print a list and cross off event attendees and website participants
- Divide the list of people who did **not** participate and have board members send them a personalized message
 - We missed you at [Event Name]. I wanted to personally invite you to the next event
 - Did you notice this conversation on our website? I'd love to hear what you think! Please reply at [link]

Chapter Members

Listed below in alphabetical order are active members of your chapter. To view a longer list, click on the box to increase the number of members displayed. To view a profile, click on a member's name. For community administrators, click on community administrators link below.

Existing Members

439 Members

Show All

24 per page



[Santhi Avula](#)

group admin



[Jamie Burchett](#)

group admin



[Debra Cifani](#)

group admin



[Kimberly Cleveland](#)

group admin



[Kimberly DePaul](#)

group admin



[Tamara Fox](#)

group admin



[Mariah Gibbons](#)

group admin



[Tracy Gidden](#)

group admin



[Ann Jacobson](#)

group admin



[Ann James](#)

group admin



[Jennifer Metheny](#)

group admin



[Jessica Paul](#)

group admin



Do you have online meetings and events?

Download attendee lists and compare it
against your active member roster



FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

Font: Arial, 8, Bold, Italic, Underline, Text Color, Background Color, Paragraph Spacing, Bullets, Numbered List, Indentation, Merge & Center, Wrap Text, Alignment: General, Number: \$, %, .00, .00

AVAILABLE Updates for Office are ready to be installed, but first we need to close some apps. Update now

Member #

Activity Date	First Name	Email Address	Fellow
5/4/2018	Bart	smartbart@test.com	
5/9/2018	Brittany	smartbart@test.com	
4/2/2018	Brianna	fake@caldwell.edu	
4/4/2018	Charlotte	testing@caldwell.edu	
4/10/2018	Channel	number1@caldwell.edu	
3/31/2018	Karla	kventuratesting@caldwell.edu	
		kventuratesting@caldwell.edu	
4/17/2018	Marissa	fake2@caldwell.edu	

Conditional Formatting > Format as Table >

Normal, Bad, Good, Neutral

Highlight Cells Rules >

- Greater Than...
- Less Than...
- Between...
- Equal To...
- Text that Contains...
- A Date Occurring...
- Duplicate Values...

Top/Bottom Rules >

Data Bars >

Color Scales >

Icon Sets >

New Rule... Clear Rules Manage Rules... More Rules...

Free Event Management Software

- 123FormBuilder – Five forms per month; 10 fields each; 100 submissions
- Evite – 750 invitations and a large number of designs
- RSVPify – 100 RSVPs; custom URL and customization options

Event Registration Form

If you would like to take part in our event, please fill in your details in the form below and you will be automatically registered.

Your Name

Email

Phone



Register



Have any of you used any other event management software (free or otherwise)?

3. Members who are about to lapse

View this email as a web page, [go here](#).
To ensure future delivery of emails, please add sigma@sigmaonlinenursing.org to your safe sender list or address book.



MEMBERSHIP INFORMATION

Name: Emily Kusz

Member Number: 9696CUSTOM119496

**EXCEPTIONAL NURSING RESOURCES
ARE WITHIN REACH.**

DON'T MISS OUT. [Renew your Sigma membership today!](#)



**LEADERSHIP
CONNECTION**

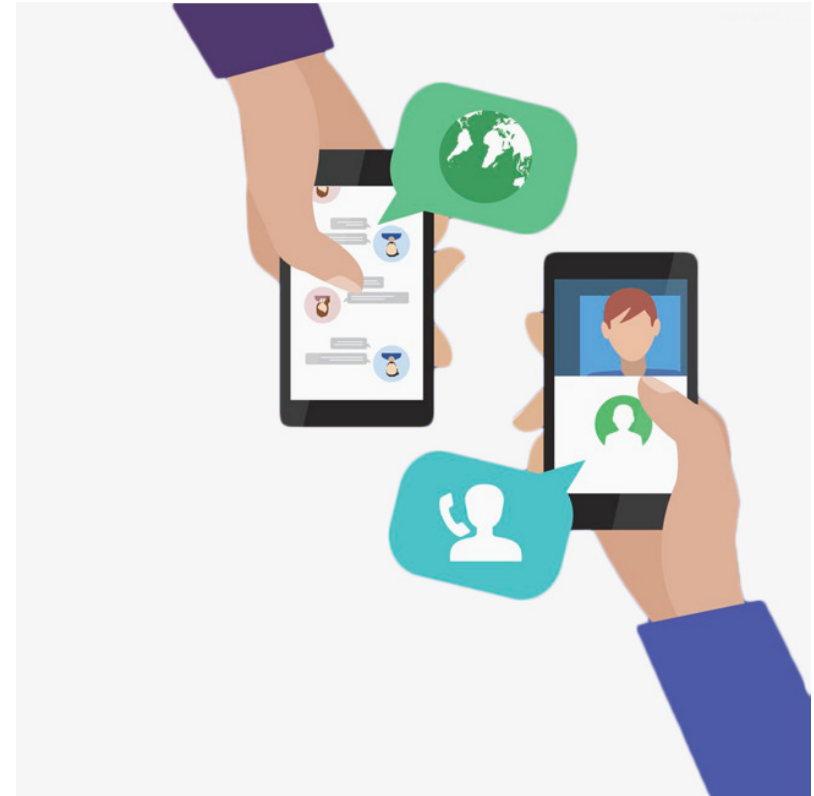
*Transformative
Nursing Leadership*

Send email reminders

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Active?	Member #	First Name	Last Name	Induction Date	Address	City	State	Zip Code	Country	Phone Number	Email Address	Start Date	Expire Date
2	Y		Nancy	Alcatraz	4/18/2010								12/1/2017	11/30/2018
3	Y		Kayla	Bobbity	4/26/2015								12/1/2017	11/30/2018
4	Y		Linda	Canterbury	4/11/1980								12/1/2017	11/30/2018
5	Y		Wimonthip	Dumbledore	4/21/2016								12/1/2017	11/30/2018
6	Y		Christine	Elephant	4/11/1980								12/1/2017	11/30/2018
7	Y		Jennifer	Fancy	4/14/2013								12/1/2017	11/30/2018
8	Y		Jessica	Gigglecheeks	4/9/1995								11/1/2017	10/31/2018
9	Y		Johnett	Hippohaus	4/15/1988								11/1/2017	10/31/2018
10	Y		Anita	Ingridson	4/14/1996								11/1/2017	10/31/2018
11	Y		Tara	Jiffy	4/13/2017								11/1/2017	10/31/2018
12	Y		Jason	Kapputo	11/20/2015								11/1/2017	10/31/2018
13	Y		Tamara	Llama	11/13/1998								11/1/2017	10/31/2018
14	Y		Soon Young	Monopoly	11/14/2008								11/1/2017	10/31/2018
15	Y		Dawn	Norbitson	4/11/1980								11/1/2017	10/31/2018
16	Y		Ann	Oppenhoffer	4/11/1980								11/1/2017	10/31/2018
17	Y		Ann	Pamplemouse	4/27/2014								11/1/2017	10/31/2018
18	Y		Mary	Quidditch	1/22/1982								11/1/2017	10/31/2018
19	Y		Ruth	Rizzleraz	4/11/1980								11/1/2017	10/31/2018
20	Y		Ann	Scissorhands	4/13/2017								11/1/2017	10/31/2018
21	Y		Mari	Tarantula	4/26/2015								11/1/2017	10/31/2018
22	Y		Catherine	Umbrella	4/11/1980								11/1/2017	10/31/2018
23	Y		Lynda	Vickory	4/9/1989								10/1/2017	9/30/2018
24	Y		Michelle	Wizard	4/13/2017								10/1/2017	9/30/2018
25	Y		Diana	Xenon	4/9/1995								10/1/2017	9/30/2018
26	Y		Eileen	Yellowhouse	4/9/1989								10/1/2017	9/30/2018
27	Y		Kristen	Zimmerman	4/13/2017								10/1/2017	9/30/2018

Host a Calling Campaign

Scripts are available, and Sigma staff are available to help sort your membership rosters to help maximize your effort



Targeted Events

Celebrations



Remain in contact with inactive members

Date Lapsed

Transfers

Graduates

Retirees





Emily, check out what Sigma, the Honor Society of Nursing, has been doing!

Sigma Activities

Welcome the new Sigma Leadership!

At the 44th Biennial Convention in November 2017, chapter delegates elected new members of the International Board of Directors. The Board consists of 11 voting members and the chief executive officer. Please join us in welcoming the 2017-2019 Board of Directors! [Learn more.](#)

Sigma Launches New Brand

Another highlight of the 44th Biennial Convention was the unveiling of an effort years in the making – the new Sigma brand. After 95 years, the reputation of our organization is stronger than ever. Freshening our look and language is a great way to prepare us for even more



Does anyone have any additional tips about reaching members who are about to lapse, or those who have already lapsed?

Questions?