

Getting Your Chapter to Connect and Collaborate for Membership Recruitment and Engagement



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Objectives

1. The learners will be able to describe Beta Xi Chapter's strategies to getting chapter members to connect and collaborate for membership recruitment and engagement.
2. The learner will be able to formulate a plan to develop strategies that increases chapter member participation and collaboration and improves membership in recruitment and retention.

Purpose

This poster illustrates:

- the importance of chapter connection and collaboration for membership recruitment and engagement
- community outreach and international efforts
- connecting and collaborating to achieve Sigma's mission
- celebrating nursing excellence in scholarships, leadership, and service.



Connect & Collaborate

- A strong foundation for connection and collaboration is having a mission and vision that emphasizes engagement of members to share information and work towards common goals.
- The Beta Xi Chapter of Sigma Theta Tau International promotes membership recruitment and engagement through various recruitment and retention strategies, Annual Membership Appreciation event, and outreach initiatives that foster connection and collaboration between chapter members.



Recruitment and Retention Strategies

- Introduce nursing students to the membership benefits of Sigma as soon as they enter the nursing program
- Hold monthly meetings/ events
- Use a monthly online newsletter
- Offer opportunities for members to attend local, regional, and international Sigma conferences
- Offer time for networking at Chapter meetings
- Create a legacy by nominating members for awards



Membership Appreciation

- A way to celebrate chapter members
- Collaborates with the Nursing Alumni Network
- Provides opportunities for members to:
 - Bring together alumni and chapter members
 - Form and reignite relationships
 - Offer appreciation
 - Embrace the spirit of giving
- Themes that support the Sigma mission and vision
- Members are asked to bring personal hygiene items for a donation to the Newark Empowerment Center

Outreach Initiatives

- Support the Special Olympics each year offering sun safety education
- Provide student scholarships each year
- Support the Newark Empowerment Center
- Sponsor a holiday outreach party for chronically mentally ill adults
- Collect books for Uganda
 - Members gathered new or gently used nursing textbooks to send to Uganda

