Strategies and Resources to Increase Your Chapter’s Visibility

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visibility

“the degree to which something has attracted general attention or prominence”
Visibility

- Visibility is part of the introduction phase.
- What can your chapter do to be more prominent with stakeholders?
- Strategically managing chapter visibility tells your chapter’s story the way it should be told.
1. Manage Member Pride
Create a Sense of Community

- Crowdsourcer/survey members
- Reward, recognize, and celebrate
- Create a positive, welcoming environment
- Make leadership opportunities accessible
- Make the chapter website home base
Define Chapter Values

- Establish your mission and vision
- Develop a value proposition statement
  - Refers to the value an organization promises to deliver
  - Number one reason why service is valuable
  - Follows a specific format
- Create an elevator speech
  - A 30 second pitch designed to “sell” the chapter
  - Short, pre-prepared speech that explains what the organization does clearly and succinctly
  - Ends with a call to action
2. Manage Member Involvement
Regular Communication is Key

- Communication should be transparent, timely, and regular
  - Communication goes both ways
- Develop a communication calendar for organization and accountability
- Use diverse audiences and delivery methods for personalization
Create the Membership Experience

- Create opportunities for relationship building
- Design chapter specific benefits
  - Diversify times, prices and offerings
- Offer opportunities for leadership and development
- Find articulate chapter advocates
3. Manage Chapter Reputation
Building Chapter Brand

- Define the ideal reputation and practice
- What do inactive members say?
- Engage with the community
  - Develop good relationships with related organizations
  - Increase awareness in member workplaces
  - Look for philanthropic activities
  - Seek sponsorship opportunities
Create Brand Recognition

- Download chapter logos from the Chapter Management System
- Access the Chapter Brand Guide in the All Chapter Officers Workgroup
  - https://thecircle.sigmanursing.org/mygroups
- Use Sigma resources
- Identify ways to publicize passively and impassively in the community
4. Manage Online Presence
Audit Your Website and Social Media

- Do an internet search for your chapter keywords
- Maintain the chapter website
- Create active profiles on social media
- Capitalize on trends
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