The How, What, and Why Behind Member Communication

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Faculty Disclosure

- Faculty Name: Emily Kusz
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

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- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None
OBJECTIVES

1. Explain why member communication is important to chapter sustainability
2. Understand components and definitions of communication
3. Determine the information members want to know
4. Discover ways to communicate effectively and efficiently
5. Understand how to prepare a communication plan
Communicating Awareness
Communicating Membership
Communicating Experience
Communicating Renewal
Communicating Benefits
Communicating Acceptance

RENEWAL
MAKE AN INTRODUCTION
RECRUIT NEW MEMBERS
INDUCTION
ORIENTATION
INVOLVEMENT

CONVENTION 2019
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Communication Definitions

- Marketing: the action or business of promoting and selling products or services.
- Publicity: the giving out of information about a product, person, or company for advertising or promotional purposes.
- Public Relations: the professional maintenance of a favorable public image by a company or other organization.
- Communication: the imparting or exchanging of information or news; the process of passing information and understanding from one person to another.
Forms of Communication

- Verbal – speech or sign language
- Non-verbal – use of body language, gestures and facial expressions
- Written – the act of writing, typing or printing symbols
- Visual – photographs, art, drawings, sketches, charts and graphs
Who (Audience)
What (Message)
Where (Delivery Method)
When (Delivery Date)
Why (Topic/Purpose)
How (Assignee)
Define audiences granularly and personalize your messages to each group.

- New members (students/nurse leaders)
- Experienced and long term members
- Lapsed members (students/nurse leaders)
- Expiring members
- Recently renewed members
- Potential members (early/students/nurse leaders)
- All active members
- Retired/student members
- Members with a special anniversary
- Members without an email address
- Chapter volunteers
- School population
- Community partners
- General public/hopeful partners
Message (What)

Adopt a chapter environment of transparency.

Compare list of audiences to each stage of the Membership Life Cycle.

- Invitations to events
- Volunteer recruitment
- Event and deadline reminders
- Important and memorable dates
- Board and general meeting minutes
- Educational content
- Welcome letters

- Renewal reminders and thank yous
- Recruitment and eligibility info
- Inactive member touchpoints
- Calls for nomination and election info
- Explanation of new and existing benefits
- Opportunities to participate
- Sponsorship opportunities
Delivery Method (Where)

Diversify communication methods.
Make sure information is posted somewhere.

- Email
- Chapter discussions
- Online and community event calendar
- Announcement feed
- Social media
- Mailed pieces
- Handouts and informational pieces
- Newsletters
- Verbal touchpoints
- Community media
- Chapter Welcome Message
- University outlets
Chapter Website

- Chapter Welcome Message
- Announcements Feed
- Events Calendar
- Discussion Forum
- Resource Library
Email Options

- Discussion Forum
  - Automatically subscribed
  - Digest options
  - Public replies
  - Creates relationships
  - Networking capabilities
  - Delivered from chapter
  - Opt out option
Email Options

- Email Group Members
  - Real time email
  - Traditional one to one communication
  - Delivered from sender
  - Sends to all active members
  - Allows for personalization
  - SPAM compliant
Welcome to the Chapter Management System!

If you need assistance with any of the Chapter Management System features during business hours (Mon-Sat 7:30AM-7:00PM EDT, Mon-Fri 8:00AM-6:00PM PST), please use the chat box in the bottom-right corner of the screen. You can also contact Chapter Services by phone at 855-634-7575 (US/Canada) or +1-317-834-8711 (International), or by email at chapter@sigmanursing.org.

Please be aware that chapter reports may take longer than expected, as the report must sort through all Sigma membership records.

**Upcoming Deadlines & Events**

- **Bylaws**
- **Biannual & Annual Reports due 1 August**

Both the 2017-2018 Bylaws and the 2017-2018 Chapter Annual Report are now open and available for submission. All chapters must complete both submissions by 1 August. For more assistance, please visit the IA Chapter Officers’ Group.

**Chapter Liability Insurance**

To request a copy of your chapter’s certificate of liability insurance, please email chapmail@sigma.org.

**Schedule a One-on-One Meeting with SIGMA Staff**

What would you like to learn more about? Do you need help planning your chapter events?

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**Sigma Update Chapter News**

Share important chapter news through Sigma Update. The monthly e-newsletter is delivered to all active Sigma members. Announce chapter meetings, activities, awards, and social events. Enter your chapter news below.

**You have free courses waiting for you!**

Just for being a member, you have access to over 90 free continuing nursing education (CNE) courses! Let Sigma help you meet licensure requirements and stay at the top of your game by completing courses like “Surviving Your First Years as a Nurse,” “Dealing With Difficult Patients and Families,” and “Legal Skills as a Nurse.” Visit the Sigma Marketplace to access these courses, and find other Sigma books, gifts, and apparel.

**Edit Your News**

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**Sigma Convention 2019**

Together, we change lives and advance healthcare.

Don’t let this be your last Sigma Update! Renew today to continue receiving networking opportunities, career assistance, the latest research, and access to more than 95 free online continuing nursing education courses worth more than $1,100!

- Have you explored your benefits lately?

If you haven’t logged in to your “My Membership” account lately, now is the time! Visit membership.sigmanursing.org to explore your benefits and find important links. While you’re there, be sure to review your contact information, especially if you are graduating this year. Ensure that we have a non-university associated email address so you never lose contact with Sigma and your local chapter. We love to keep in touch!

Please follow up with your chapter if you have any questions.
## Membership Rosters

<table>
<thead>
<tr>
<th>Member #</th>
<th>First Name</th>
<th>Middle Name</th>
<th>Last Name</th>
<th>Induction Date</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234567</td>
<td>Rubeus</td>
<td>L</td>
<td>Hagrid</td>
<td>5/2/1997</td>
<td>12 Forbidden Forest Path</td>
</tr>
<tr>
<td>1234567</td>
<td>Albus</td>
<td>P</td>
<td>Dumbledore</td>
<td>4/28/1995</td>
<td>19 Lemondrop Way</td>
</tr>
<tr>
<td>1234567</td>
<td>Minerva</td>
<td>M</td>
<td>McGonagall</td>
<td>4/10/1987</td>
<td>414 Feline Lane</td>
</tr>
<tr>
<td>1234567</td>
<td>Molly</td>
<td>S</td>
<td>Weasley</td>
<td>4/7/2000</td>
<td>6147 The Burrow Road</td>
</tr>
<tr>
<td>1234567</td>
<td>Arthur</td>
<td>J</td>
<td>Weasley</td>
<td>4/10/1992</td>
<td>6147 The Burrow Road</td>
</tr>
<tr>
<td>1234567</td>
<td>Severus</td>
<td>K</td>
<td>Snape</td>
<td>4/8/1988</td>
<td>895 Knockturn Alley</td>
</tr>
<tr>
<td>1234567</td>
<td>Poppy</td>
<td>L</td>
<td>Pomfrey</td>
<td>12/9/1988</td>
<td>5 Feel Better Street</td>
</tr>
<tr>
<td>1234567</td>
<td>Augusta</td>
<td>S</td>
<td>Longbottom</td>
<td>5/7/1988</td>
<td>16 Remembrall Road</td>
</tr>
<tr>
<td>1234567</td>
<td>Sybill</td>
<td>A</td>
<td>Trelawney</td>
<td>12/10/1993</td>
<td>9 Tower Lane</td>
</tr>
</tbody>
</table>
Delivery Date (When)

Repetition is important.
Give audience time to receive the message.

- Remember the rule of seven
- Event invitations: 4-6 weeks in advance
- Invitation to Join: 6-8 weeks to accept
- Meeting minutes: 1-2 weeks after
- Renewal reminders: 90 days in advance
- Social media posts: daily
Topic/Purpose (Why)

Focuses strategy and orientation.

- To build reputation and create awareness
  - press releases, special guest invitations, thank yous to community partners
- To explain the benefits of membership
  - brochures and recruitment posters, informational presentations
- To encourage acceptance of membership
  - invitation to prospective member meeting, clear instructions for accepting membership, reminder messages
**Topic/Purpose (Why)**

Focuses strategy and orientation.

- To orient new members
  - invite to orientation session, welcome on the chapter website, brochure of chapter benefits
- To keep members engaged with the chapter
  - meeting minutes, volunteer recruitment, chapter website discussion posts, invitations to meetings and events
- To encourage member renewals
  - reminder messages, thank you messages, reach out to inactive member segments, celebration of member anniversaries
Assignee (How)

Establishes responsibility and volunteer committee needs.

- Secretary
  - Newsletter editor
  - Membership ambassador/involvement committee
- Webmaster
- Social media committee
- Publicity committee
- Counselor
<table>
<thead>
<tr>
<th>Who (Audience)</th>
<th>What (Message)</th>
<th>Where (Delivery Method)</th>
<th>When (Delivery Date)</th>
<th>Why (Topic/Purpose)</th>
<th>How (Assignee)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active members</td>
<td>Recap of Founders’ Day</td>
<td>Chapter website; post pictures on social media</td>
<td>1st week of November</td>
<td>Keep members informed of the rewarding activities the chapter hosted to honor Founders Day</td>
<td>Secretary</td>
</tr>
<tr>
<td>Inactive members</td>
<td>Quarterly reach-out</td>
<td>Email</td>
<td>1st week of November</td>
<td>Contact lapsed members from the “All Activity – Last 90 Days Report” to encourage renewal</td>
<td>Counselor</td>
</tr>
<tr>
<td>Transfer members</td>
<td>Quarterly reach-out</td>
<td>Email</td>
<td>1st week of November</td>
<td>Contact transfer members from the “All Activity – Last 90 days Report” to welcome new members</td>
<td>Counselor</td>
</tr>
<tr>
<td>Active members; new inductees; transfer members</td>
<td>Invitation to New Member Orientation in December</td>
<td>Chapter website; email; graphic on social media</td>
<td>2nd week in November</td>
<td>Encourage new and existing members to attend an upcoming new member orientation and learn more about their membership</td>
<td>Secretary</td>
</tr>
<tr>
<td>Active members</td>
<td>Discussion topic: chapter activities in the new year</td>
<td>Chapter website discussion forum</td>
<td>2nd week in November</td>
<td>Involves members in chapter planning for the new year; encourages conversation</td>
<td>Secretary</td>
</tr>
<tr>
<td>Active members</td>
<td>Induction Ceremony reminder</td>
<td>Chapter website</td>
<td>3rd week in November</td>
<td>Reminder to attend the upcoming Induction Ceremony and encourage attendance at the event</td>
<td>Secretary</td>
</tr>
<tr>
<td>Active members</td>
<td>December monthly meeting reminder</td>
<td>Chapter website; social media</td>
<td>4th week in November</td>
<td>Reminder about the December all member meeting</td>
<td>Secretary</td>
</tr>
<tr>
<td>Local nursing community figures (nurse recruiters, university professors and deans, CNO’s, local practice settings, etc.)</td>
<td>Announcement of new inductees</td>
<td>Email</td>
<td>4th week in November</td>
<td>Chance to recognize the new inductees and promote the chapter in the community</td>
<td>President/Secretary</td>
</tr>
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<td>When (Delivery Date)</td>
<td>Why (Topic/Purpose)</td>
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<tr>
<td>Volunteer Pool</td>
<td>Invitation to serve on Induction Committee</td>
<td>Invitation from chapter website volunteer portal</td>
<td>12 weeks before Induction Ceremony</td>
<td>Chapter needs volunteers for Induction Committee</td>
<td>Counselor</td>
</tr>
<tr>
<td>Special guests (university heads and deans, past presidents, local CNOs, nurse recruiters, etc.)</td>
<td>Invitation to attend</td>
<td>Mailed piece</td>
<td>12 weeks before Induction Ceremony</td>
<td>To invite prominent community members and stakeholders to ceremony</td>
<td>Secretary</td>
</tr>
<tr>
<td>Eligible candidates</td>
<td>Invitation to prospective-member meeting</td>
<td>Email</td>
<td>10 weeks before Induction Ceremony</td>
<td>Invitation to informational meeting to encourage joining</td>
<td>Induction Committee Designate</td>
</tr>
<tr>
<td>Eligible candidates</td>
<td>Expectations email</td>
<td>Email</td>
<td>9 weeks before Induction Ceremony</td>
<td>Outlines what was covered in the prospective member meeting</td>
<td>Induction Committee Designate</td>
</tr>
<tr>
<td>Eligible candidates</td>
<td>Invitation to join</td>
<td>Online Induction System</td>
<td>8 weeks before Induction Ceremony</td>
<td>Invites candidates to join</td>
<td>Counselor</td>
</tr>
<tr>
<td>Candidates who have not accepted</td>
<td>Reminder message</td>
<td>Online Induction System – custom message</td>
<td>6 weeks before Induction Ceremony</td>
<td>Remind candidates of the respond-by date</td>
<td>Counselor</td>
</tr>
<tr>
<td>Special guests</td>
<td>Reminder message</td>
<td>Email</td>
<td>6 weeks before Induction Ceremony</td>
<td>Remind special guests of the Induction Ceremony date</td>
<td>Induction Committee Designate</td>
</tr>
<tr>
<td>Chapter members</td>
<td>Save the date for Induction Ceremony</td>
<td>Chapter website discussion forum</td>
<td>6 weeks before Induction Ceremony</td>
<td>To invite existing chapter members to the ceremony</td>
<td>Secretary</td>
</tr>
<tr>
<td>Who (Audience)</td>
<td>What (Message)</td>
<td>Where (Delivery Method)</td>
<td>When (Delivery Date)</td>
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</tr>
<tr>
<td>Candidates who have not accepted</td>
<td>Final reminder message</td>
<td>Email</td>
<td>4 weeks before Induction Ceremony</td>
<td>Ensure these candidates received their invitation; make a personal touchpoint</td>
<td>Counselor</td>
</tr>
<tr>
<td>Members and inductees</td>
<td>Save the date for new member orientation</td>
<td>Chapter website (members); email (inductees)</td>
<td>4 weeks before Induction Ceremony</td>
<td>Invite new members and others who want to attend a new member orientation session</td>
<td>Membership Ambassador</td>
</tr>
<tr>
<td>Community</td>
<td>Announcement of new inductees</td>
<td>Press release to campus and local news outlets</td>
<td>1-2 weeks before Induction Ceremony</td>
<td>To inform the public of the upcoming ceremony event</td>
<td>Publicity Chair</td>
</tr>
<tr>
<td>Event volunteers</td>
<td>Final reminders</td>
<td>Email</td>
<td>1 week before Induction Ceremony</td>
<td>Communicate last minute/day of details to volunteers</td>
<td>Counselor</td>
</tr>
<tr>
<td>New inductees; those who did not accept the invitation</td>
<td>Post Induction Survey</td>
<td>Email</td>
<td>1 week after Induction Ceremony</td>
<td>Send surveys to both groups to identify why candidates did and did not accept the invitation</td>
<td>Counselor</td>
</tr>
<tr>
<td>Special guests</td>
<td>Thank you note</td>
<td>Mail</td>
<td>1 week after Induction Ceremony</td>
<td>To thank special guests for their attendance at the ceremony</td>
<td>President and Counselor</td>
</tr>
</tbody>
</table>