Connecting with Future Members

Presented by:
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Objectives

• Increase awareness of your chapter to connect with potential members

• Learn how to generate excitement about joining
Create Early Awareness

• On Campus
  – Collaborate with faculty/instructors and your dean
  – Establish welcome materials for incoming nursing students

• Student Organizations
  – Utilize/partner with student groups
  – Volunteer Organizations
How to Spread the Word

• New Student Orientation Session
• Involve each faculty member
• University Marketing Department
• Create a student list-serv
• Membership Ambassador
Campus Presence

• Use Existing Resources
  – Utilize campus message boards
  – Post open STTI events through out campus
  – Collaborate with the university Marketing Department
  – Post events on university calendar

• Participant in campus events
  – Recruitment fairs
  – Campus outreach

• STTI Orientations
Off Campus Presence

• Hospital Partnerships
  – Invite hospital staff to STTI events and programs
    • Offer CE when possible
  – Hold meetings or event at the hospital
  – Partner with hospital CNO’s and administration for STTI events
Increase awareness visually
Honor Society of Nursing, Sigma Theta Tau International

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Why Should You??

- Builds stronger relationships with potential candidates.
- Increases acceptance rates
- Increases chapter revenue
- Expands resource/volunteer pool
- Creates a member for a life time
Communicate Nursing Benefits

Student Central

• Free Stuff
• Opportunities to connect NOW with nurse leaders
• Access to additional websites and items of interest, just for nursing students
Communicate Nursing Benefits

Virginia Henderson Library

- Free online repository
- Reliable research and evidence-based knowledge
- Open access to full-text articles on topics that rotate each month
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Communicate Nursing Benefits

Nursing Knowledge International
• Nursing products at a discounted rate
• Free newsletters based on specialty
Communicate Member Benefits

- Career Assistance
- Connections
  - The Circle
  - Events
  - Presentations
- Continuing Nursing Education Credits
- Publications
  - Books
  - E-magazines
  - Professional Journals
- Products, services & discounts
- Recognition
  - Grants
  - Presentations
Questions?