Three Essentials for Member Communications

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Objectives

• Discover where to locate chapter rosters

• Learn how to compose member communications

• Understand the importance of diversifying communication strategies
Importance of Member Communications

1. Connects members with Chapter

*STTI members cited chapter events as one of the most valuable benefits of their membership. How will they find out about these events?*
Importance of Member Communications

2. Increases Renewal Rates

Almost 60% of active members agreed that regular contact with their chapter has a significant influence on their decision to renew.
3. Expands chapter awareness within the community

Create a buzz! One-third of members did not hear about STTI until they were invited to join.
Chapter Rosters

1. Download from the Chapter Management System

www.nursingsociety.org/chapters
Chapter Rosters

2. Get to know the data

- L = bad **mailing** addresses
- N = e-mail addresses
Chapter Rosters

3. Use a new roster EVERY time

Contact information changes frequently – make sure you have accurate data!
Member Messages

Craft messages

**Multiple**

**Easy to read**

**Messages**, that are

**Brief and**

**Effectively communicate**

**Relevant information**
Member Messages

1. Introduction

Alpha Beta Chapter has a new website!
Visit us at http://alphabeta.nursingsociety.org
2. Personal Invitation

Mary,

The Alpha Beta Chapter has a website on The Circle. You can log in by using your e-mail address, mary@yahoo.com, and seven-digit member identification number, 0123456.
Member Messages

3. Create a call to action

• Update your profile on The Circle
• Join us for a discussion regarding __________
• Post your favorite chapter image
• Make contact with at least three (3) chapter members you don’t know
• Update your subscriptions
Methods of Communication

1. Mass Messaging

   • E-mail
   • Postcards
   • STTIconnect
   • Newsletters
Mass Messaging Example

We are excited to participate in STTI’s online professional networking platform, The Circle. Within The Circle each chapter has its own website. As an active member of Alpha Gamma Chapter, you can connect with other members, see upcoming events, participate in discussions, contact chapter leaders, share resources and more. Visit http://alphagamma.nursingsociety.org
Methods of communication

2. Merged Messages
   - Mailed letter
   - E-mail

[First Name],

The [Chapter Name] has a website on The Circle. You can log in by using your e-mail address, [e-mail address], and seven-digit member identification number, [member identification number].
[First Name],

The [Chapter Name] has a website on The Circle. You can log in by using your e-mail address, [e-mail address], and member identification number, [member identification number].
Methods of Communication

3. Interpersonal messages
   - Telephone calls
   - In-person events

*Connect with members who do not have e-mail addresses or bad mailing addresses*
Communication Strategies

1. Remember the audience

2. Manage the “look” with the STTI Style Guide

3. Learn how to utilize STTI communication platforms
Remember the Audience

• Who is receiving your messages?

• Keep in mind the differences within your chapter
Manage the “look”

• Always use chapter name with STTI logo
Manage the “look”

• Fonts and colors: Keep it simple!
  – One font for print (Times New Roman)
  – One for Web (Arial)
  – Use black font for majority; colors sparingly

Changing your font and color often creates confusion, is messy and is very difficult to read, especially on a computer screen.
Manage the “look”

• Use STTI’s naming convention on sites or platforms
  – [Greek Name] Chapter of STTI
Announcements

STTI Leadership Forum Opportunities for Chapters
3 days ... 2 events ... 1 great price! Register for the Leadership Forum, 20-22 September in Indianapolis, Indiana. The first event (20-21 September) will feature sessions on nursing leadership. The second event (21-22 September) will feature chapter training sessions. Chapter leaders are encouraged to attend all three days to receive the best rate and sessions to enhance both your career and your chapter.

Register by 16 July to save the most money! Online registration closes 22 August. Be sure to share this opportunity with your members.

Learn more by visiting www.nursingsociety.org and clicking on “Events.”

Important Links
- Chapter Leader Tools and Resources Page
- Nursing Society Home
- Chapter Federal ID Number
- Print On-Demand
- Update Online Chapter Directory
- Induction System
- The Circle
- Chapter Annual Report Information
- Submit the 2011-2012 Chapter Annual Report
- Bylaws Submission Form

STTIconnect Chapter Newsletter Editor

Share important chapter news through STTIconnect. The monthly e-newsletter (formerlyOrCreate the Future) is delivered to all active STTI members. Announce chapter meetings, activities, awards, and solicit feedback! Enter your chapter news below: Need help?

Participate in virtual discussions!

What advice can you offer to other members? What questions do you have about membership or nursing? What's your story? Sign on to The Circle at http://thecircle.nursingsociety.org to start and comment on discussions in the Global Member Forum, or utilize the “Share Your Story” feature.

While you’re logged in, be sure to click on “My Profile” to update your subscriptions and create reminders based on your credentials, job title, location and more. Your password to sign in will be your member number or password created when you received your application to join STTI.

Officer and Committee Chair Report

Update your chapter leader roster using the add, edit, or remove buttons below. Please have a list of these individuals before starting this process. Chapters should submit changes as soon as officer changes occur.

Current Chapter Leaders

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vice President</td>
<td>Alex, Jessie</td>
<td>06/27/2011</td>
<td>05/31/2013</td>
</tr>
<tr>
<td>Convention Delegate</td>
<td>Bye, Anne</td>
<td>05/11/2012</td>
<td>05/16/2014</td>
</tr>
<tr>
<td>Electronic Delegate</td>
<td>Bye, Anne</td>
<td>05/11/2012</td>
<td>05/16/2014</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Curphy, Josh</td>
<td>05/11/2012</td>
<td>05/16/2014</td>
</tr>
<tr>
<td>Archivist</td>
<td>Denely, Janice</td>
<td>05/13/2009</td>
<td>05/15/2013</td>
</tr>
<tr>
<td>Secretary</td>
<td>Ellis, Cassandra</td>
<td>05/11/2012</td>
<td>05/16/2014</td>
</tr>
<tr>
<td>Administrative Assis</td>
<td>Gegovis, Kim</td>
<td>07/01/1998</td>
<td>06/30/2020</td>
</tr>
<tr>
<td>Cooker</td>
<td>Gentil-Graber, Anne</td>
<td>05/11/2012</td>
<td>05/16/2014</td>
</tr>
<tr>
<td>Leadership Successi</td>
<td>Hosking, Janet</td>
<td>05/11/2012</td>
<td>05/16/2014</td>
</tr>
<tr>
<td>Awards Chair</td>
<td>Ingram, Todd</td>
<td>05/13/2011</td>
<td>05/10/2013</td>
</tr>
<tr>
<td>Convention Delegate</td>
<td>Pabich, Laura</td>
<td>04/20/2011</td>
<td>05/31/2013</td>
</tr>
<tr>
<td>Electronic Delegate</td>
<td>Pabich, Laura</td>
<td>05/11/2012</td>
<td>05/16/2014</td>
</tr>
<tr>
<td>President</td>
<td>Pabich, Laura</td>
<td>05/11/2012</td>
<td>05/16/2014</td>
</tr>
<tr>
<td>Governance Chair</td>
<td>Prater, Nicolle</td>
<td>06/27/2011</td>
<td>05/31/2013</td>
</tr>
</tbody>
</table>

To view past, current or future chapter leaders select from the list below.

Current Chapter Leaders

*If a member has an email on file, they will receive a message that his/her term has been updated.

https://chaptermanagement.nursingsociety.org
Honor Society of Nursing, Sigma Theta Tau International

Leadership Forum
20 - 22 September 2012 • Indianapolis, Indiana, USA

Honor Society of Nursing, Sigma Theta Tau International

Resource Guide

...helping nurses and nursing students around the world improve health through knowledge.

Look Inside...
To discover valuable resources for students and nurses developing their careers!
Additional Strategies

1. Contact local media outlets
   • Press releases

2. Utilize chapter leader workplaces
   • Clinical setting bulletin boards
   • Academic setting bulletin boards
Additional Strategies

3. Understand that information changes frequently
   – Do not manage your own chapter roster
   – Overcome the “.edu curse”
   – Ask for updated information 1-3 months after induction
Communication Plan

• Schedule of timely and consistent messaging

• Includes:
  – A calendar of communication
  – List of messages
  – Audience for each message
  – Method of communication
  – Who is responsible to deliver
Chapter Information
Achieve chapter success by connecting with members, utilizing chapter operations' tools and resources, and planning events.

Directory
Search the chapter database by name or location

Merchandise
Utilize the catalog to help with fund raising, gift-giving, chapter operations, and awards and recognition

Management System
Access forms, reports, the induction system, resource database, newsletter editor and print-on-demand items

Delegate Information
Learn your responsibilities as a delegate for electronic and in-person House of Delegates meetings

Chapter Awards
Apply for international awards and receive guidelines on establishing awards for your chapter

Regions
Learn more about events and initiatives within your region and connect with your regional coordinator

Start a Chapter
Receive information and resources about how to start an STTI chapter

Tools & Resources
Search by subject, officer position or view an alphabetical listing of resources that provide guidance to accomplish chapter activities

Membership Initiatives
Access news and resources to help recruit and engage members

What's New
Chapter bylaws must be submitted by 3 August
Are you a new chapter leader?
Welcome!
Chapter Annual Reports due 3 August
Request an STTI Board Member to speak at your next chapter event
Help members underwrite dues costs
Membership and Chapter Development DVD

Spotlight on Chapters
July Chapter Website of the Month
2012 Chapter Anniversaries

www.nursingsociety.org/chapters
Welcome to The Circle
STTI's new online professional networking site!

Get started with these tips:
1. Sign In using your STTI username and password.
2. Customize your profile and preferences
3. Adjust your e-mail settings through My Subscriptions
4. Start a discussion!
5. Share your story
6. Questions? View the FAQs

http://thecircle.nursingsociety.org
Resources

Headquarters
1.888.634.7575 U.S./Canada
+1.317.634.8171 Direct

chapserv@stti.iupui.edu
Questions?