

What's in it for ME? How to Provide Membership Benefits

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 - Sponsorship/Commercial Support: None
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Objectives

- State the differences between benefits, services, and programs
- Evaluate need for benefits that are relevant to local members
- Take advantage of free resources to create additional benefits to members



Types of Association Members

Potential Member

New to the industry, may lack resources or time, or not a “joiner”

Needs to understand the value of association membership.

Check-Book Member

Writes dues check, but doesn't actively participate in association programs.

Renewal is not guaranteed.

Sporadic Member

Occasionally attends meetings or participates online.

Renewal is not guaranteed.

Local Advocate

Gets involved in association programs, volunteers for committees, appreciates the value of membership.

Renewal is highly likely.

Brand Ambassador

Champions the association's mission.

Renewal is automatic.



Programs



Services



Benefits



Engagement
and
Involvement

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Your programs and services can be benefits, but not all
your benefits should be programs and services

Programs, Services, Benefits

- Program = A planned, professional event, series, or educational opportunity; An activity (or set of activities) with a specific goal
- Service = A helpful act; Not always unique to the chapter/organization
- Benefits = A payment or gift made to help someone or given by a benefit society. Benefits are unique to the chapter/society.

Program Examples

- Educational offering on topics that are useful to attendees:
 - Clinical topics
 - Research methods
- Leadership Development webinar
- Service project
- Field trip to a simulation lab

Service Examples

- Writing a letter of recommendation
- Scholarships or research grants
- Volunteer opportunities
- Mentoring opportunities

Benefit Examples

- Apple's iPhone offers Siri
- Google+ offers Hangouts
- STTI offers The Circle
- Your chapter offers ... ?



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Use Survey Tools

- Many programs are free (or allow free use up to a certain number of surveys), and come with tutorials for use.
- Examples include:
 - Google Forms
 - Survey Monkey
 - Survey Gizmo
 - Question Pro

Building a Survey

- Obtain a current mailing list to get an idea of how many people will be surveyed and how to contact each person.
 - Does everyone have an email address?
 - Are there any bad addresses?
- Develop a communication plan to inform the target audience(s) of where, how, and why the survey should be completed
 - Have a strong call to action, such as: Shape the future of your membership experience!
- Determine how the survey data will be used and how it will be reported back to members

Generating responses

- Provide intended audience(s) with information about how long the survey will take or how many questions it is
- Send the survey link out to intended audience(s) via email and/or mail (if applicable)
- Post survey link on website and/or social networking site. Be clear that the survey is for members only
- Include an incentive to members who complete the survey (i.e., entered into a drawing)

Survey Frequency

- At least annually
 - Accounts for the feelings of new members and those who might have changed career paths
 - Allows new board members to learn more about the current membership that they are serving
- Program/Event evaluations will be able to fill in the gaps between surveys, to determine the success of those items

Survey Swap

- What are some good sample questions to include in a membership survey, when you are trying to gauge their interests and needs?
- What incentive ideas do you have?

We have our survey results ... now what?



Analyze Results

- What trends do you notice in the results?
 - What are you doing well? Did members notice it?
 - What additional programs, services, or benefits can your group create to create a solution for what “keeps your members up at night”?
 - Were there any surprises?
 - Did anyone identify themselves as being interested in committee/task force positions?
- Develop goals based on these results. Sample goals might include:
 - Develop a communication calendar to ensure members are aware of their benefits
 - Implement one clinically-based program
 - Develop a community service committee to host regularly scheduled service opportunities

Budget Considerations

- What components of your goals will have a cost associated with them?
 - Communication (Printing and postage)
 - Community location (renting space)
- What local resources do you have access to for free/discount?
 - Authors/Speakers
 - Technology and Publicity tools (social media)
 - Community locations
 - Communication (Email)

A GOAL
WITHOUT
A PLAN
IS JUST
A WISH.

-Antoine de Saint-Exupery



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Goal	Action Items	Who is Responsible?	Cost?	Timeline?
Develop a communication calendar to ensure members are aware of their benefits	Identify messages based on programs, events, and benefits to be highlighted	Chapter board	None	Within two weeks of survey
	Identify frequency and delivery method for each item	Secretary, with help from other communication committees/leaders	Potential cost associated with printing and postage	Within one month of survey
	Plot onto a calendar	Secretary	None	Within 6 weeks of survey
Implement one clinically-based program				

Dividing into action teams

- **Team: Program Planning Committee**
 - Purpose: Plan and implement chapter programs/events
 - Tasks: Develop programs from start to finish (development through evaluation); set timelines for these events
 - Possible subcommittee(s): Community Service, Induction
- **Team: Communication Committee**
 - Purpose: Work with Secretary to communicate with chapter members
 - Tasks: Develop a communication plan and split up responsibilities, help answer questions from members
- **Team: Publicity Committee**
 - Purpose: Work with Secretary and Communication Committee to determine what chapter information should be shared with the public
 - Tasks: Manage social media accounts; distribute press releases; display/handout membership collateral



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Special Interest Groups (SIGs)

- Young Professionals
- Experienced Professionals
- SIG by nursing area of interest
- Physical location (good for virtual programs)

New Member “Clusters”

- Survey new members to see what areas they would like to develop in or are interested in (resume building, networking/creating connections, etc.) Match up one experienced individual with each cluster of new members
 - If any of the responses are overwhelming for one item (resuming building or networking, for example), ask the Program Planning Committee to put together a workshop or event

Journal Club

- Many journals are provided free to members or universities
- Use content from free platforms, or see if local universities have access
 - For example, the Virginia Henderson Global Nursing e-repository has free access to public - <http://www.nursinglibrary.org>
- Assign to group to read, then discuss
- Develop discussion questions and meet regularly

Book Discussions

- Use a book that is designed to create dialog
 - For example: *Many books* have Facilitator's Guides, specifically created to facilitate discussions around a particular topic.
- Check online for free downloads, additional material
- Can have in-person meetings, or use an online tool for virtual conversations. Many sites allow for private groups:
 - Facebook
 - LinkedIn

Member-information sharing

- How can you generate and share interesting information about members?
 - Ask 5 members what they think about a topical issue, publish the results in an article.
 - Research your members' social/professional networking profiles. Look for news about their jobs/careers/marriages/children, and anything that makes an interesting story. Ask them if they can be featured as Member of the Month.

Share Your Successes and Lessons Learned

Questions?

Upcoming Sessions

- Program Planning 101
- Program Development: Virtual is the New Reality
- Fundamentals of Creating a Policy and Procedure Manual
- Cultivating Future Leaders