Event Results

The film screening was held on October 28, 2014

Recruitment & Membership

Professional organizations give members the opportunity to learn and grow as professional nurses (Akans et al., 2013)

- 97 tickets were sold with 83 attending the film screening
- Membership was increased by 10% (10 members) in the Pi Zeta chapter

Partnerships for Chapter Visibility

Partnerships are one way to build sustainable organizations leading to the potential benefits of professional development, mentoring, leadership development, networking and advocacy (Whitney & Gale, 2015)

- Partnerships with the STTI host school were maintained and strengthened
- Partnerships with local hospitals and health care centers were established as networking sites for nurses
- Partnerships with other colleges and STTI chapters were explored

Fundraising

Fundraising opportunities are a means of sustaining professional organizations (Akans et al., 2013; Caughlin, Cram, & Sherwood, 2014)

Total funds raised $ 1444.00

Event Results

An American Nurse Screening

At some point in our life each of us will encounter a nurse, whether it be as a patient or as a loved one. And that one encounter can mean the difference between suffering and peace; between chaos and order. Nurses matter.

Planning for chapter visibility

- Meetings with the Pi Zeta board members included brainstorming ways to increase membership, raise funds and increase visibility of the chapter
- A screening of The American Nurse was determined to be an event open to the public to meet chapter goals of membership, visibility and fund raising
- Viewing rights to the film were obtained by purchase via the internet
- The event required a large enough venue to hold the demand of over 100 nurses who purchased tickets so collaboration with the STTI host school provided a viewing area

Publicity for chapter visibility

- Posters were created by the leadership team
- Posters were posted in local hospitals and health care arenas advertising the event
- Pi Zeta STTI members received a mailer publicizing the event
- Chapter members were encouraged to invite fellow nurses
- Faculty at local colleges announced the event in classes approximately 2 months before the event
- Invitations were mailed to other local professional nurses associations
- Local colleges were invited via email to chairs and deans

Fundraising for chapter sustainability

- The cost of the viewing required sales of tickets at $12 each to cover the film, venue, IT support and seating
- Basket raffle with community donations
- Vendor tables for recruitment of workers, local sales persons catering to nurses, colleges offering continuing degrees were offered
- 50/50 raffle was available

Community engagement for chapter sustainability

- Local colleges, including the STTI host school, offered students the ability to view the film and earn credits in courses where appropriate by completing reflection assignments
- The American Nurse Project website offers free study guides that can be utilized for educators (http://americannurseproject.com/files/ANF-AmericanNurse-ReflectionGuide2-LOWRES.pdf)
- The producer of the film was contacted via email and secured a Skype talk back event to follow the film viewing where attendees were able to ask questions of the producer

Background of the problem

- Visibility of the chapter has been low
- Community engagement needed bolstering to recruit members
- Finances needed to be increased for funding scholarships and community actions

Planning for chapter visibility

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