



# Recruitment Roundup

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# Faculty Disclosure

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- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None
  
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- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

# Objectives

- Learn quick tips to recruit new members to your chapter
- Discover free tools to aid your chapter with recruitment

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Remember  
the life cycle!



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# Getting Started: Find the right team members



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# Membership Involvement Committee

Works to create the ideal membership experience.

- They are social, friendly, and can easily build relationships.
- They are good listeners and can clearly articulate and communicate the value of your chapter to potential candidates.
- They are able to solicit and analyze feedback in a constructive manner.

# The Publicity Committee

Takes information from chapter leaders and works to create a buzz around your chapter and the membership experience.

- They are good communicators who can clearly articulate and convey the value of your chapter to nonmembers and non-nurses.
- They are familiar with social networking sites such as Facebook, LinkedIn, or Twitter.
- They are willing to learn and adhere to the organizational brand guidelines.



# Membership Ambassadors

Serve as liaisons between newly inducted members and the chapter.

- They should be new inductees so they can relate to and interact with the intended audience.
- They should be interested in shadowing chapter leaders for the purpose of leadership succession.
- They should be willing to learn new technological platforms

PROGRESS PRIDE INTEGRITY SUPPORT  
ACCOUNTABILITY TEAMWORK TRUST  
RESPECT COURAGE LEADERSHIP DIVERSITY  
HONESTY PASSION COMMUNICATION  
INTEGRITY **PRIDE** HONESTY  
LEADERSHIP RESPECT  
QUALITY COMMITMENT RELIABILITY  
PERFECTION VISION PROGRESS CAPABILITY  
POTENTIAL EXCELLENCE OPENNESS  
SUPPORT CONFIDENCE SIMPLICITY

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## What is chapter pride?

The emotional connection members have with their chapter and with the organization overall. Members' pride impacts your chapter image within the community.

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# Give members what they want!

Distribute, collect, and utilize information from membership surveys to implement relevant chapter activities.



# Create a welcoming environment

- Have a welcoming team at events (virtual and in-person) to personally greet every attendee and make sure no one is alone
- Be accessible. Do members know who to contact if they have questions about their membership?
- Have ice breakers and getting-to-know-you activities



Remember  
to have  
FUN.

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- Member of the month
- Distribute press release of member achievements (members who were just inducted, members who received awards, community service event attendees, etc.)
- Formal recognition ceremony



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LinkedIn

foursquare

YouTube



facebook

myBlogger



twitter

flickr

Béhar

vimeo

LIVE JOURNAL



Instagram



# Tips to create awareness

- If your chapter is having an event with nonmembers present (e.g., at a sports arena, zoo, museum, or community building), encourage members to wear their chapter apparel. Some venues will even recognize groups in attendance by putting their names on big screens, scoreboard, welcome signs, etc.
- Have the Publicity Committee create and utilize hashtags on social media sites, such as Twitter and Facebook, for chapter events and activities. Hashtags create hyperlinks, so followers can click to see who else is participating in the same event

# Tips to create awareness

- Distribute snacks in the break room at local hospitals, clinical settings, and universities. Ensure that the chapter name is displayed.
- Distribute relief kits for students during exam week. These could include study tips, healthy snacks, stress-relief balls, and more. Ensure that a message from your chapter is included.
- Hang posters and banners on campus and in clinical settings. This is a great way to get information in front of large volumes of people

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# Tips to create awareness

- Set up static chapter displays and informational tables at school fairs and in community locations
- Sponsor a community-wide activity for young children, such as a coloring or poem-writing contest. Children could acknowledge their favorite nurse, a famous nurse, or a family member who is a nurse. The drawings or poems could be displayed in local schools, hospitals, and nursing homes. A similar activity could be created for adults who are interested in submitting artwork, photography, or poems.

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# BUILD YOUR **reputation**

- Find community partners for local activities and events. Make sure they have a good reputation, too!
  - Schools of nursing and universities
  - Hospitals
  - Another membership associations and nonprofits
- Do you know where your members work? How can you gain recognition in their workplace and make them proud to tell their boss they are a member of your chapter?

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# Host Recruitment Events



# Before your event ...

- Consider the audience — student, nurse leader, or both —and what location is convenient for that audience.
  - Students might be more comfortable on campus, but nurse leaders may be more comfortable in a clinical or community setting.
  - You might even consider an online recruitment event!
- Roles and expectations should be established for volunteers for each activity.
  - Should they keep a list of names and contact information for people they've communicated with or will they add this information to a bigger overall list?
  - Where will volunteers go for help in answering questions about membership? If volunteers are comfortable, they will be better advocates for creating the welcoming environment

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Whatever you do ...

Don't name the event  
“Chapter Recruitment Event.”

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# Recruitment Event Examples

- **MEET AND GREET** - Invite guests to spend a few moments chatting with established chapter members in a relatively informal atmosphere. Ask members to share their positive membership experiences with attendees.
- **PROFESSIONAL DEVELOPMENT TRAINING** - Prepare events that offer skill development, such as how to interview, crafting résumés, etc. By opening up these trainings to nonmembers, your chapter can demonstrate its value to students and nurse leaders

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- **INTERNATIONAL NURSES DAY (12 May)**- Everyone knows a nurse! Make the public aware of what your chapter is doing to support the profession. Think about a spa party, dinner, or some other celebration for nurses in the community.
- **REFER-A-FRIEND EVENT** - Ask members to take a friend who is either not a member or whose membership has lapsed to an event where that person will get to network with leaders in the nursing field.

To incentivize members to participate, you could raffle off great items such as apparel and books, gift cards to local restaurants, or monetary prizes.

You could also raffle off a year of paid membership to an inactive member who recommits to STTI and your chapter or to a nonmember who meets the criteria and is able to be inducted.

How will we  
remember  
everything?



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# Develop a recruitment plan

Month-by-month list of the chapter's recruitment activities and who is responsible for each item

# Months 1-6

- Phase I: Make an introduction
  - Gather your team
  - Download organizational templates and materials
  - Determine which activities will be completed to help create awareness
  - Develop a publicity timeline and publicize upcoming community event
  - Host at least one community event with local partners, review its success



# Months 7-10

- Phase 2: Recruit New Members
  - Host at least one recruitment event
  - Follow-up with those who attended to thank them.
  - Evaluate the success of recruitment event(s) and make changes for the next event
  - Identify eligible candidates for induction.



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# Months 11-15

- Phase 3: Induction

- Plan ceremony or chapter recognition of new members. Determine location, fees, guest counts, etc. and communicate to candidates.
- Host a Prospective-Member Meeting, so candidates understand expectations.
- Conduct induction ceremony. Share photos and excitement on social media.
- Invite your new members to the New Member Orientation.





# Months 16-18

- Phase 4: Orientation
  - Follow up with individuals who did not accept the invitation and find out why.
  - Conduct New Member Orientation for your newly inducted members, as well as anyone who has transferred in or renewed after a long period of inactivity.
  - Start the process all over again!



# Looking for recruitment resources?

- Society Pride and Awareness Recruitment Kit – STTI chapter leaders can access this in the All Chapter Officers workgroup
- Johnson & Johnson has free coloring books printed in English and Spanish, which your chapter can print and use when you are talking about nursing with young students in the community.
- People Power Unlimited by Cynthia D'Amour – Articles and resources specifically for nonprofit chapter leaders.
- Other associations recruit members, too!
  - National Student Nurses Association (NSNA) has some recruitment tools and presentations on their website.
  - The American Society of Association Executives (ASAE) has some articles and content that are open to nonmembers.

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# Questions?

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