Why Did They Say “No”? 

Sabrina Collins-Christie
Faculty Disclosure

• Faculty Name: Sabrina Collins-Christie
• Conflicts of Interest: None
• Employer: Sigma Theta Tau International
• Sponsorship/Commercial Support: None
Objectives

• Discover the common reasons potential members may decline your membership invitation

• Adapt your recruitment and induction efforts to improve acceptance rates
Make an introduction
Recruit New Members
Induction
Orientation
Involvement
Renewal
NO.
What is your acceptance rate?

• Know where to find this information for your chapter.

• Set a goal to increase this number by at least 10%!

Average STTI chapter acceptance rate: 40%

Where should your acceptance rate be? 80%
Survey those who didn’t accept your invitation

• You recently received an invitation to join [chapter name] Chapter of the [organization]. What prevented you from accepting the invitation?

• How did you learn about the chapter?

• What questions do you still have about the chapter that, if answered, would have helped you in your decision-making process?
“I did not have a good understanding of what the organization was.”
Share who you are!

• Chapter and organization name

• Your chapter’s value proposition statement.

• What it means to be a chapter of an international organization (i.e., local and international benefits, chapters all over the world that you can transfer to)
Welcome to the Delta Xi Chapter of Sigma Theta Tau International
Kent State University - College of Nursing
Kent, OH

Chapter President’s Message
As I complete my first year in office, I am both astonished and grateful for what our board, committee members, volunteers, and chapter members have accomplished. Some of these accomplishments were highlighted at our annual business meeting on May 16; if you missed the meeting and would like to review the information presented, the slides are in the library on the Delta Xi website.

We held our annual board/strategic planning retreat on July 18 in the College of Nursing. Board liaison Katherine Rogers from the STTI main office in Indianapolis joined us in a productive day. We have a wonderful, robust crew of energetic and visionary leaders working to achieve our strategic goals of:

- Informing, inspiring and supporting our members
- Providing benefits and activities of interest to existing and potential members; and
- Contributing to our communities’ health through service and advocacy.

A complete list of our board and committee members can be located in the “About Us” tab at the top of the page, in the “Chapter Officers” section.
STTI, the only international nursing honor society, is a global community of nurse leaders belonging to 500 chapters who live in more than 90 countries.

Membership is by invitation to baccalaureate and graduate nursing students who demonstrate excellence in scholarship and leadership and to nurse leaders exhibiting exceptional achievements in nursing.

Our Mission:
Advancing world health and celebrating nursing excellence in scholarship, leadership, and service.

Our Vision:
The global organization of choice for nursing.
WHO WE ARE
The Honor Society of Nursing, Sigma Theta Tau International (STTI) is one of the world’s largest international nursing organizations that is dedicated to making a difference in health worldwide.

OUR MISSION
Advancing world health and celebrating nursing excellence in scholarship, leadership, and service.

OUR VISION
The global organization of choice for nursing.

A QUICK LOOK AT STTI

MORE THAN

135,000
ACTIVE MEMBERS

500
CHAPTERS

MEMBERS IN MORE THAN
90
COUNTRIES

FOUNDED
1922
INDIANAPOLIS, INDIANA, USA

WHY YOU SHOULD JOIN STTI
The Honor Society of Nursing, Sigma Theta Tau International (STTI) is one of the largest nursing organizations in the world. STTI members are leaders in the health care industry and are improving global health. As a member, you can actively collaborate with other health professionals and help develop a vision for the future of nursing worldwide.

Join STTI and make a difference within the health care profession.

YOUR STTI MEMBERSHIP GAINS YOU ACCESS TO:

US $350 IN FREE CONTINUING NURSING EDUCATION HOURS

50+ CAREER ADVISORS

FREE JOURNALS AND MEMBER PUBLICATIONS

REGISTRATION DISCOUNTS FOR STTI-SPONSORED EVENTS
Dear Jacinia,

Congratulations! I’m pleased to invite you to join Phi Nu Chapter of the Honor Society of Nursing, Sigma Theta Tau International (STTI), a global community of outstanding nurses dedicated to advancing world health. Your dedication to scholarship, leadership, and service make you an exceptional candidate for membership in STTI.

In addition to recognizing you for your achievements in nursing, STTI provides you with access to resources from one of the largest professional nursing organizations in the world. From expert career advice and continuing nursing education to top-notch events and leading research journals, joining STTI connects you with leaders at all levels in the healthcare industry.

No matter what stage of your nursing career, you belong here, at STTI. Now is your time to join the best and the brightest in the nursing profession!

Yes, I accept the invitation to join.
“I did not understand the benefit of joining the chapter.”
• What ARE the local benefits that I get for the chapter dues?
  o What events/programs do your members look forward to?
  o What services do you provide?

• How is your chapter different from other chapters in the area?
If you aren’t sure what your members are most excited about … ask them!

• Why did you join our chapter?

• What did you expect to gain from membership upon joining?

• What is the biggest benefit you have received from belonging to our chapter?

• What advice would you give someone considering membership in our chapter? (Could get good testimonials for your collateral.)
“I am a member of other organizations and did not want to join another.”
• How are you different from chapters of other organizations?

• What gaps do you fill that your competition misses?
  o Unique leadership opportunities
  o Mentoring
  o More volunteer opportunities
  o Networking with local leading nursing professionals in a variety of nursing fields
“The cost was too high.”
• Does your chapter offer a membership subsidy for those who cannot afford the dues?
  o Community fundraisers
  o Donations when your members renew

• How do potential members find out about the subsidy?

• How to subsidy recipients give back to the chapter?
  o Service on a committee or task force
  o “We are investing in you… Invest in us!”
“I did not feel that I would get enough value out of joining.”
Have a strong value proposition statement

A short, clear statement of the concrete results a potential member will get from investing in your chapter. A strong value proposition speaks directly to your target audience and creates interest so that your prospects ask questions and want to learn more.
“I was unable to attend the ceremony and did not know I could still join.”
Prospective Member Meeting

• Builds excitement for induction.

• Sets expectations for membership and chapter experience:
  o What are the chapter-specific benefits and features?
  o What is the chapter’s expectation of members’ involvement after they are inducted?
  o Is there a dress code at the induction?
  o Will there be formal recognition? (Walk across a stage, have their photo taken, etc.?)
  o Will current members be present and involved in the ceremony in some way or is this just for candidates?
  o Is there an annual renewal fee to remain active?
  o What financial assistance is available to members?
  o Should inductees buy their honor cords or will the chapter provide them?
  o When will the invitation arrive? How long do I have to accept?
# Checklist – Before the Meeting

<table>
<thead>
<tr>
<th>Task</th>
<th>Deadline</th>
<th>Task Assigned to</th>
<th>Date of completion</th>
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</thead>
<tbody>
<tr>
<td>Reserve meeting space. (Allot time for setup and cleanup.)</td>
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<td>Reserve equipment.</td>
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<td>Laptop</td>
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<td>Projector Screen</td>
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<td>Projector</td>
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<td>Designate welcoming team members</td>
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<tr>
<td>Draft agenda and assign tasks</td>
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## Checklist – Before the Meeting

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Deadline</th>
<th>Task Assigned to</th>
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<tbody>
<tr>
<td>Develop PowerPoint presentation (Who will edit? Who will present?)</td>
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<td>Prepare budget and purchase items.</td>
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<td>Meeting-space rental</td>
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<td>Decorations</td>
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<td>Food and beverage</td>
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<td>Distribute invitations and promote the event.</td>
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## Checklist – During the Meeting

<table>
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<th></th>
<th>Deadline</th>
<th>Task Assigned to</th>
<th>Date of completion</th>
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<tbody>
<tr>
<td>Have volunteers arrive early to set up and prepare to welcome candidates.</td>
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<tr>
<td>Items on hand</td>
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<tr>
<td>Sign-in sheet</td>
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<td>Name tags and marker</td>
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<tr>
<td>Sign up sheet</td>
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<td>HAVE FUN!</td>
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## Checklist – After the Meeting

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</table>
| Chapter leader evaluation  
Highlights, changes, recommendations |          |                  |                    |
| Email attendees to thank them for coming and remind them of volunteer opportunities they signed up for |          |                  |                    |
| Issue Induction invitations  
(new members invited to join; current members invited to attend) |          |                  |                    |
“I did not know I received an invitation.”
Spam folder: Best friend and worst enemy

• University addresses need to white-list the organizational email address (i.e., STTI is nursingsoociety@stti.org.)

• Personal email address (gmail, yahoo, etc.) should add the email address to their safe sender list or address book

• Do this even if you have received emails in the past, because it is certain words that trigger spam filters. (So some messages might make it, while others don’t):
  o Acceptance
  o Chance
  o Click here
  o Member
  o Congratulations
What else?
Introduce your chapter early and often!

• Sponsor a coloring contest for young children, to start the conversation of nursing as a career.

• Set up a booth at a High School Career day

• Have a table at Freshmen Orientation
Send personal follow-up messages

• Candidates who haven’t accepted:
  “I noticed you haven’t responded to our invitation. Is there a reason why?”

• Interested individuals who are not eligible:
  “I’m sorry you weren’t eligible this time around. We encourage you to continue to attend chapter events and work toward achieving the membership eligibility requirements for the next induction period.”
Continue to create a buzz around chapter activities!