

Title:

CHAPTER SESSION: Establishing Expectations With a New Member Orientation

Keywords:

chapter leader, chapter orientation and new member orientation

Summary:

It is important to orient new members of your nonprofit chapter so that they become actively involved and form personal, long-lasting relationships with fellow members.

Abstract Text:

Using "A Chapter's Guide to Successful Recruitment," a booklet developed for chapter leaders of the Honor Society of Nursing, Sigma Theta Tau International (STTI), the membership lifecycle explains that both recruitment and retention start well before members join a chapter. There are four phases explained in the guide:

1. Make an Introduction
2. Recruit New Members
3. Induction
4. Orientation

Phase 4, Orientation, is the focus of this session. The orientation phases tells chapters to capitalize on the excitement the new members feel after induction by immediately asking them to attend the new member orientation session and other upcoming activities and opportunities for involvement. Members who are involved in chapter opportunities right away and much more likely to retain their membership each year when it comes time to renew.

Before you host an orientation, you will need to determine how many new members to invite. New chapter members can be classified into three categories:

1. Those recently inducted.
2. Those who recently transferred into the chapter.
3. Those recently reinstated after a period of inactivity.

The chapter's orientation could be virtual, in person, or both. Depending on needs and membership segments, the chapter may have more than one event or session to adequately orient members to the complete chapter experience. To effectively plan this event, there are a series of questions that chapter leaders need to ask during their planning meetings. This session will discuss those questions.

Continuing in "A Chapter's Guide to Successful Recruitment," the orientation should occur shortly after the induction ceremony, scheduled far enough in advance that members should have time to prepare or take off work. Start with an icebreaker to energize the group and create an open environment for participants to get to know one another. Sample getting to know you activities and ideas will be shared.

This session will also address the tasks that need to be completed after the orientation, to follow-up with members and ensure their continued involvement. Attendees will have an opportunity to provide their own advice and ideas, as well as ask questions.

Final Number:

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Learning Activity:

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
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Learn which member segments need to be oriented to the chapter experience	PowerPoint presentation to talk about the various new member segments who may join your chapter
Develop a successful in-person or virtual orientation event	PowerPoint presentation to share tools and best practices in planning an orientation event.