Faculty Disclosure

• Faculty Name: Katherine Rogers
• Conflicts of Interest: None
• Employer: Sigma Theta Tau International
• Sponsorship/Commercial Support: None
Objectives

• Learn how to use diverse methods to distribute messages to multiple audiences

• Understand privacy rules and best practices when communicating with large audiences
Relationships are the cornerstone of your chapter—communication is the foundation on which they're built.
Average attention span in 2000: 12 seconds

Average attention span in 2015: 8.25 seconds

Average attention of a goldfish: 9 seconds
On the average web page, users will read at most 28% of the words during an average visit; 20% is more likely.

The average page visit lasts less than a minute and users often leave web pages in just 10-20 seconds.
An office worker, on average, will check their email inbox **30 TIMES** every hour.

The average user picks up their phone more than **1,500** times a week – taking up an average of 3 hours, 16 minutes a day.
You CAN overcome these obstacles!

1. Be clear
2. Use diverse methods
3. Segment your audience
4. Make it look nice
5. Repeat
Let’s be clear.
What is the ONE thing you want me to do?
Do you have a strong call to action?

**No way!**
- Register for our meeting
- Complete the survey
- Fill the ballot
- Nominate someone for membership
- Volunteer your time

**Hooray!**
- Don’t miss this chapter milestone!
- We need your opinion
- Do you know a strong leader?
- Spend time with your friends!
- Help us be part of the solution!
“But Katherine, we have so many things we need to tell them!”

Update everything in one place – like on your chapter website – then your call to action can tell them to check out the site for everything they need.
BE DIVERSE
Mix and match different methods

• Electronic
  o Email
  o Website
  o Social media

• Printed pieces
  o Mail
  o Fliers/brochures

• Word of Mouth
  o Telephone
  o In-person
Why not just send everything via mass email?
SPAM is a four-letter word

• SPAM is annoying, unwanted emails from organizations you don’t know
• You can be fined up to $300 per email if you're convicted of breaking the law
  • Only send email to people that "want" it (avoid nonmembers that you don’t have a relationship with)
  • Make sure your email has an "unsubscribe" form on it
  • Put your business address somewhere in the email
  • Don't buy or sell email lists
SPAM trigger words
Especially in subject lines!

• Acceptance
• Click here
• Member
• What are you waiting for?
• Congratulations
• Urgent
Why you should also avoid sending mass messages from your university email inbox …

• The university can limit the number of people you send to at once.

• All the replies will come to your personal inbox; even if you ask them to email someone else.

• You have to remember to put email addresses in the bcc line every time, so you don’t accidentally share private information.
Affordable Email Platforms

• Mail Chimp
• Constant Contact
• iContact
• SendGrid
• Vertical Response
If you are an STTI chapter, you also have a forum on your website!

Allows members to unsubscribe to your chapter messages on the site.
Determining your methods

• Think about your budget
  o Some platforms are free (social media)
  o Some have a limited cost (email)

• Think about your members’ contact information
  o About 5% of members don’t have an email address on file

• Think about your time
  o Where will you get the highest impact for your volunteers’ time?
Segment your audience

#3
How can you segment your membership to send personalized messages?
Potential Segments

• Candidates  
• Established members  
  ➢ New/Transfer Members  
  ➢ Retired members  
  ➢ Students  
• Inactive members  
• Leaders, committee members, volunteers
Potential Segments

• By Induction Date
  o “In celebration of your 5th anniversary, please consider …”
  o “Did you know its been 10 years since you were inducted?”

• By location (city, ZIP code, etc.)
  o “We have a meeting coming up in your neighborhood. Can you stop by?”

• Those who don’t have an email address on file
  o Remember, 25% of members don’t have an email address. Are you contacting them by mail or telephone to inform them of events and benefits?
<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Induction Date</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
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</thead>
<tbody>
<tr>
<td>Mary</td>
<td>Andrighetti</td>
<td>4/29/1997</td>
<td>123 Main St.</td>
<td>Northfield</td>
<td>NH</td>
<td>03276-1638</td>
</tr>
<tr>
<td>John</td>
<td>Basciano</td>
<td>4/20/2007</td>
<td>123 Main St.</td>
<td>Edwardsville</td>
<td>IL</td>
<td>62025</td>
</tr>
<tr>
<td>John</td>
<td>Astin</td>
<td>3/27/2010</td>
<td>123 Main St.</td>
<td>Rome</td>
<td>GA</td>
<td>30165-4148</td>
</tr>
<tr>
<td>John</td>
<td>Baraona</td>
<td>3/27/2010</td>
<td>123 Main St.</td>
<td>Gainesville</td>
<td>GA</td>
<td>30506</td>
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<tr>
<td>Mary</td>
<td>Achrem</td>
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<td>123 Main St.</td>
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<td>48307</td>
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<tr>
<td>Mary</td>
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<td>123 Main St.</td>
<td>Libby</td>
<td>MT</td>
<td>59923</td>
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<td>Allen</td>
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<td>123 Main St.</td>
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<td>123 Main St.</td>
<td>Claremore</td>
<td>OK</td>
<td>74019-0373</td>
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<tr>
<td>John</td>
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<td>123 Main St.</td>
<td>Chassell</td>
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<td>49916</td>
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<td>123 Main St.</td>
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<td>34613</td>
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<tr>
<td>Mary</td>
<td>Aiken</td>
<td>8/28/2016</td>
<td>123 Main St.</td>
<td>Springfield</td>
<td>MO</td>
<td>65804</td>
</tr>
<tr>
<td>Mary</td>
<td>Alcon-Romero</td>
<td>8/28/2016</td>
<td>123 Main St.</td>
<td>Ranchos de Taos</td>
<td>NM</td>
<td>87557</td>
</tr>
<tr>
<td>Mary</td>
<td>Alexander</td>
<td>8/28/2016</td>
<td>123 Main St.</td>
<td>COSTA MESA</td>
<td>CA</td>
<td>92626</td>
</tr>
<tr>
<td>Mary</td>
<td>Altman</td>
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<td>stamford</td>
<td>NY</td>
<td>12167</td>
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<tr>
<td>John</td>
<td>Arreguin</td>
<td>8/28/2016</td>
<td>123 Main St.</td>
<td>Nacogdoches</td>
<td>TX</td>
<td>75964</td>
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<tr>
<td>John</td>
<td>Arvine</td>
<td>8/28/2016</td>
<td>123 Main St.</td>
<td>GARDEN CITY</td>
<td>KS</td>
<td>67846</td>
</tr>
<tr>
<td>John</td>
<td>Barnett</td>
<td>8/28/2016</td>
<td>123 Main St.</td>
<td>Richmond</td>
<td>KY</td>
<td>40475</td>
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</tbody>
</table>
Use organizational branding

• Ask for the organizational logo before printing. Logos change over time, and you want to be sure you’re using the right one!

• Are there colors that you can use to gain an emotional response in members? (For example: STTI members love purple, because of the orchid.)
  o Find out the numbers and letters for that color to use in Microsoft Word or wherever you are creating your communications.
  o This is the STTI Purple. Not this.
Keep it simple

• Short sentences.

• 1-2 colors.

• 1 font for print; 1 font for online
  • Use a serif font (one with the little feet) in print pieces. It is believed that the feet at the bottom of the letters help the words flow together better, which is easier to read when printed. Times New Roman is a popular serif font.
  • For email and website use, find a font that is sans-serif (no feet.) Computer resolution makes fonts with feet harder to read, so a sans-serif is more generally accepted. This is Arial.
  • http://www.awaionline.com/2011/10/the-best-fonts-to-use-in-print-online-and-email/

• Use bolding and bulleted lists occasionally to draw attention to important details and to break up the monotony of larger bodies of text.

• Use templates!
Okay, sorry for the late notice but as you all are aware spring term is rapidly coming to a close and we need to discuss the plans for inducting new members into our chapter before graduation rolls around. I know it’s only March but before you know it we will blink and then it will be finals exam time and then it will be too late and none of us will have the time to do any planning for the induction meeting.

I’d like to get the chapter together in the SON building next wed or thu so we can talk about everything to do with this meeting. We need to find and iron the table banner, make arrangements with campus catering for punch and cookies plus schedule a room and date and time for the actual event so we can reserve the space. I need someone to be in charge of cups plates & napkins and another person to be in charge of cutting the purple ribbons for the pins. Last year I think someone ordered honor cords but im not sure who did this or how they paid for the cords. Where do we go for honor cords?

Anyway, I have to get back to business her in a minute, but I wanted to check to see if any of you would be available. Would you all please email me with a couple of dates and times that work for your schedule so we can pick the best option. I can make sure we have a pot of coffee if you want snacks you’ll have to bring your own.

Have a good rest of your week, everyone.

Michelle Coburn
Constituent Engagement and Training Specialist
Honor Society of Nursing
Sigma Theta Tau International

Hello!

It’s that time of year again when we need to plan for the upcoming induction of new members into our chapter. If your schedules allow, please plan to join us at the next chapter meeting.

Thursday, March 13, 2017
6:00 p.m.
Henderson Hall, Room 122
Map
Parking
Refreshments will be served

Kindly respond to this email invitation to let me know if you will attend. I’ll send a reminder next Wednesday.

I hope to see you there!

Michelle Coburn
Constituent Engagement and Training Specialist
Honor Society of Nursing
Sigma Theta Tau International

Indianapolis, IN 46222 USA
Direct Line: 317-917-4944
Toll free: 888-634-7575 (US/Canada)
Websites: The good, the bad, and the ugly
The bad
## People have a lot to say about Penny Juice!

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cassie Pence</td>
<td>Kid Kollege, Billings, MT</td>
<td>&quot;Thank you for the opportunity to let everyone know about your terrific company! It's easy to store and mix and we receive great service!&quot;</td>
</tr>
<tr>
<td>Mary Cella</td>
<td>Bliss Academy Early Learning Center, Greenwood Village, CO</td>
<td>&quot;I love the promptness of service! &quot;Easy Mixing Boy&quot;</td>
</tr>
<tr>
<td>Kid's World Learning Center, Brookings, SD</td>
<td></td>
<td>I have been using Penny Juice at my childcare center for 2 years. The children love all the fun colors. I have recommended Penny Juice to other childcare directors in the area.</td>
</tr>
<tr>
<td>Dana Hoenigschmidt</td>
<td>Kids Country Childcare, St. Francis, MN</td>
<td>They offer a great product at a reasonable price. Their customer service is exceptional. We have enjoyed our experience with Penny Juice and look forward to many more years of doing business together.</td>
</tr>
<tr>
<td>Lisa E. Ingram</td>
<td>Angels' Nest, Inc., Colorado Springs, CO</td>
<td>Thank you! We are so grateful to have found Penny Juice. I am 110% pleased with Penny Juice. Keep up the good work.</td>
</tr>
<tr>
<td>Rosemary</td>
<td>Laramie County Head Start, Cheyenne, WY</td>
<td>I love the variety of the flavors and the fact that our automatic shipments arrive in a timely manner. Thanks so much! God bless!</td>
</tr>
<tr>
<td>Debbie Moore</td>
<td>Children's Learning Center, Bossier City, LA</td>
<td>As the director of a university affiliated, but privately owned childcare facility, top quality products that are also budget-friendly are essential. I especially like the ease of ordering online or by phone, knowing that the juice will be promptly delivered directly to the center. No more hauling shopping carts full of frozen juice concentrate form the grocery store!</td>
</tr>
<tr>
<td>Katie Davis</td>
<td>University Children's Center, Superior, WI</td>
<td>&quot;Penny Juice has certainly been an asset to our food program. I am very happy with switching to Penny Juice, and would recommend you in a heartbeat if you provide an&quot;</td>
</tr>
</tbody>
</table>
Website

**DO** use 1-2 colors that are easy to read

**DO** use small chunks of text with titles

**DO** use good graphics sparingly

**DO** see if templates are available

**DON’T** use harsh colors or background images

**DON’T** cram in all the text you can fit

**DON’T** just copy your email messages

**DON’T** design your own template
The Rule of 7

“Your prospects need to come across your offer at least 7 times before they will take action.”
How can we stay on track?
<table>
<thead>
<tr>
<th>Goal</th>
<th>Timeline</th>
<th>Message/Call to Action(s)</th>
<th>Audience</th>
<th>Delivery Method</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
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Questions?