



Charm and Captivate with Recruitment Events

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Faculty Disclosure

- Faculty Name: Sabrina Collins Christie
- Conflicts of Interest: None
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Objectives

- Develop a recruitment plan
- Understand how to plan successful recruitment events



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Make recruitment a priority

- The relationships you develop during the recruitment phase set the tone for what to expect from membership.
- Effective recruitment will impact your acceptance rates. Aim to increase your rates by at least 10%.
- Put together a team dedicated to working solely on recruitment efforts.

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- **Venue and theme.** Where am I going to hold this event? Am I recruiting students? Maybe I'll do it on campus and include free food. Or what about community leaders? I'll make sure I have swag and other nurses for them to mingle with.
- **What date and time will work best?** Is this going to be a lunch event or will I do a late-night networking party? Find a time that will work best for your audience and pick the event length you think your audience will enjoy. Be wary of making it either too long or too short.
- **Cost.** What is the total cost of the venue, swag, drinks, food, AV system, transportation, collateral prints, signage, prizes and nametags? List out everything you can possibly think of that has a dollar amount tied to it. Try to think of sponsors who would be interested in getting in front of your members and potential members (hotels, universities, etc.)

- **Signage and collateral.** Figure out the overall look and feel of your event. That includes making sure signage and collateral, such as membership eligibility fliers, are branded appropriately and sync with each other. Keep in mind that key materials may need to be approved by your organizational marketing team!
- **FUN event volunteers.** Find members who are outgoing and welcoming to be the face of your chapter during recruitment events. Make sure someone is tasked to greet every person as they arrive to make them feel welcome. Schedule enough company representatives to mingle and chat with potential job candidates that show up at your booth, table or space.
- **Get people there.** Publicize often! Ask current members to share information with nonmember friends and colleagues. Most successful events also have a strong social strategy in place, whether it's an event hashtag, someone live tweeting the day of or a live Twitter feed being broadcast in the room.

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- **Directions and Contact Info.** Make sure the people you're inviting know how to get to your venue, including specific directions, available public transportation, and parking. If your event is being held in a conference room within a larger venue, make that clear. Provide contact information if there are questions.
- **Request RSVPs.** Have an easy way to know how many people to expect by using a site like EventBrite.
- **Check-in and giveaways.** Day of, it's crucial to know where your check-in tables will be and where promotional swag will be displayed. Think through how you'll be greeting people when they arrive at your event and what you want them to take with them when they leave.
- **Say thank you.** Follow-up with attendees to thank them and give them a main point of contact with membership questions.



Recruitment happens
everywhere you are!



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Start early: Pre-nursing school recruitment

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- **“Ask a nursing student” event.** Ask student members to set up an informal question and answer session for high school students considering nursing school.
- **Speak at vocational centers.** Many areas have centers that high school students attend part time to segue into a career such as nursing immediately after high school.
- **Have a table/booth at career fairs.** If there isn't one in your area, pair up with other professional organizations to sponsor one.
- **Host video chat sessions.** Meet with high school students, no matter where in the world they are located.
- **Sponsor a prize at a science fair.** Consider a gift certificate to a local restaurant. Include your chapter name and web address.

Almost Eligible: Recruitment Events and Activities for Nursing Students

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- **Host a pizza dinner or ice cream social on campus.** Students love free food!
- **Provide professional development series** How to interview, crafting résumés, etc.
- **Set up a table at freshmen orientation.** Explain your member benefits and what students will need to achieve in order to receive an invitation.
- **Have a Facebook contest** Ask student members to change their Facebook profile contest to the organizational logo for a chance to win a gift certificate to the university bookstore.

- **Sponsor a special study session.** Established members can lead the session, so they have another skill to add to their résumé.
- **Speak in a classroom.** What resources does your chapter have that students can take advantage of before becoming a member?
- **Implement a student intern program.** Engage prospective members in a leadership capacity, so they can see the benefit of giving their time.
- **Have a Meet and Greet at a local restaurant.** Order appetizers and have student members attend to facilitate conversation.

- **Have a “Show Your Pride Day”.** Ask members to wear their badge reels, pins, and other STTI apparel at work and during class. Place fliers at key locations and let participating members know where to direct individuals who ask questions about how to join.
- **Have a sidewalk chalk contest.** Participants use sidewalk chalk to visually display what it means to be a nurse. Use parking spots in a parking lot as the “lines” that people must color within. After awarding a winner, talk about the chapter and how students become eligible.
- **Involve student members.** What events and activities are they most excited to attend? Are they willing to take the lead?

Recruiting Events and Activities for Nursing Leaders

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- **Have a picnic in the hospital break room.** Set out deli and vegetable trays with a sign that has your chapter name and contact information. Include membership eligibility and application information.
- **Sponsor 15-minute massages for local nurses on International Nurses Day.** Ask hospitals if there is anywhere the masseuse can set up, near or in a break room.
- **Put together a team for a community race.** Look for a community 5k that donates money to a local charity.
- **Sponsor a spin or yoga class.** Reach out to local gyms to see if any instructors are available.

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- **Host an Open House.** Invite guests to spend a few moments chatting with established chapter members in a relatively informal atmosphere. The chapter could provide light appetizers and beverages and ask members to share their positive membership experiences with attendees.
- **Have a Refer-a-Friend Event** for active members to recruit their colleagues. Consider prizes for members who bring the the most friends to refer for membership. Raffle off a paid membership for a nonmember attendee who is eligible to be invited.
- **Check blood pressure at local farmer's markets** Ask members to sign up to check pressure and to talk about how to become a member with nurses who stop at the table.

- **Sponsor a community-wide activity such as a poem-writing contest.** Ask individuals to acknowledge their favorite nurse, a famous nurse, or a family member who is a nurse. The poems could be displayed in local schools, hospitals, and nursing homes. A similar activity could be created for children, such as a coloring contest.
- **Have a fundraiser.** Consider selling something like a “Support Nurses” car magnet in the community. Keep membership brochures nearby for the nurses who purchase a magnet.
- **Sponsor “Nursing Night” at a local sporting event** Purchase a block of tickets and have members wearing their chapter apparel to the game. Some arenas will even put your name on a scoreboard.
- **Start a 5:55 club.** Invite members and potential members to join you at local restaurants, hotels, and community locations at 5:55 p.m. for appetizers, drinks, and networking. The locations may agree to be the sponsor for that event because it gets people in their doors.

What recruitment activities and ideas do you have?

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Developing a recruitment plan

- Put together a plan that is at least 12 months long and includes the recruitment activities you'd like to try.
- Ensure it works in tandem with the goals in your strategic plan (such as increasing acceptance rate by 10%).
- Assign responsibility to each task, and regularly follow up with individuals to see if tasks have been completed, or if additional help is needed.

Month(s)	Task(s)	Person(s) responsible
1 - 3	<p>Develop a publicity timeline</p> <p>Compile and distribute list of frequently asked membership questions to provide to volunteers</p> <p>Host a study session at the university (student recruitment)</p>	<p>Publicity committee</p> <p>Counselor</p> <p>Leadership Intern and President Elect</p>
4-5	<p>Evaluate study session and send thank yous to attendees; Continue excitement by sharing photos online</p> <p>Start working to sponsor a spin class</p>	<p>Event volunteers Publicity committee</p> <p>Membership involvement</p>

Month(s)	Task(s)	Person(s) responsible
6-7	Sponsor a spin class Start developing a Refer-a-Friend event	Vice President Membership Involvement Committee
8-9	Evaluate spin class and send thank-you to attendees Purchase prizes for Refer-a-Friend event	Event volunteers Treasurer
10-11	Implement Refer-a-Friend event; Live tweet prize winners	Various chapter leaders Publicity committee

Month(s)	Task(s)	Person(s) responsible
12-13	<p>Evaluate Refer-a-Friend event</p> <p>Evaluate publicity plan from the previous year. What else needs to be included or tried?</p> <p>Develop content for high school career fair</p>	<p>Event volunteers</p> <p>Publicity committee</p> <p>Counselor</p>
14	<p>Evaluate recruitment activities from the last year and whether they are helping meet strategic goals. What else can we try?</p>	<p>All chapter leaders</p>



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Questions?

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