

NSNA® Membership Committee SUMMER MEMO

To: Project InTouch Recruiters, Membership Directors and NSNA Members
From: Coventry Jankowski, Vice President and Chair, Membership Committee
Re: Paving Pathways, Finding Futures
Date: July 2016

Welcome to summer! The [MEMBERSHIP COMMITTEE](#) kicked off the warm weather with an early June meeting in New York City. Committee members Raya Cupler (Director), Melanie Fleury (Director) and I decided on “Paving Pathways, Finding Futures” as our theme for the 2016–2017 year. We picked this theme because we believe that NSNA provides student nurses with the tools and development opportunities that help each and every one of us confidently forge our way toward a bright and meaningful future. In order to do this, NSNA fully supports its current members while reaching out to prospective members – encouraging both to seek new and challenging experiences. As we head into recruitment season, we will give you the tools and resources to really help you have an effective and successful membership recruitment experience. Check the [“CATCH THE WAVE WITH NSNA”](#) (downloadable) recruitment video and our membership PowerPoint presentations available to you on the [NSNA WEBSITE](#). Please note we will be adding additional materials focused on simplifying the recruitment process soon!

MEMBER TOOLS

MEMBER SERVICES ONLINE

Spread the news! Encourage current and prospective members to go to [MEMBER SERVICES](#):

- Prospective student members can:
 - Sign up for new membership
- Current NSNA members can:
 - Renew their membership
 - Update their member profiles including their street and email addresses
 - Identify themselves as school chapter presidents
- NSNA members, faculty and non-members can register for NSNA events

Current NSNA members should keep their membership numbers handy when using the online membership services. NSNA accepts Visa and MasterCard payments.

MEMBERSHIP PROCESSING TIP

Encourage students to sign up for [NSNA MEMBERSHIP](#) online – it’s faster and easier. Member numbers are issued immediately after payment.

Just a reminder... If you are a local chapter representative sending membership applications in bulk, you must have each student fill out an application. Please make sure that all students provided information is complete and that dues amounts are correct. Double-checking this information will facilitate ease of processing and cut down on membership delays. Send all completed applications to NSNA, Box 789, Wilmington, Ohio 45177.

NSNA BENEFITS PROGRAM

NSNA's [ALLIANCE PARTNERS](#) are our biggest supporters. Take advantage of the big savings, discounts, and special services offered exclusively to NSNA members. When you use these fabulous discounts, you are also supporting NSNA! NSNA members receive a benefits pamphlet in the membership card packet, listing all of the membership benefits. The information and links are also available under the membership tab WWW.NSNA.ORG.

RECRUITMENT TOOLS

MEMBERSHIP RECRUITMENT IDEAS

Summer is a great time to start thinking about recruiting! NSNA recognizes that recruiting members is not an easy task so we have developed some great tools to help you in the process.

Show potential members the "[CATCH THE WAVE WITH NSNA](#)" (downloadable) recruitment video. Highlight NSNA benefits you think your potential members would be interested in. For example, [IMPRINT MAGAZINE](#), NSNA member specific [SCHOLARSHIP OPPORTUNITIES](#), NSNA member specific [BENEFITS PROGRAM](#) and [LEADERSHIP UNIVERSITY®](#) to name a few.

Explain your personal history with NSNA. Was it a great experience at the NSNA MidYear Career Planning Conference or NSNA Annual Convention that got you involved? How about an informative focus session you enjoyed or a connection you made? Hearing a personal story helps people connect the dots; it encourages engagement in NSNA and is an easy and effective recruiting tool!

Provide membership brochures at orientation. Order [MEMBERSHIP BROCHURES](#) from NSNA Headquarters and download the [DUES SCHEDULE](#) and [MEMBERSHIP APPLICATION](#) from the NSNA web site. Membership brochures are excellent hands-on tools for encouraging potential members to join NSNA. Order early so that you receive them in time for your orientation.

Get faculty involved! Ask them to announce when and where you are having local chapter meetings via e-mail or by announcements in class. Find out which faculty members were NSNA members when they were students and ask them to speak about their leadership experiences. Faculty members are some of your best resources; use them wisely!

TOTAL SCHOOL MEMBERSHIP PLAN

There are over 100 nursing schools participating in the Total School Membership Plan. These nursing schools incorporate NSNA membership dues into their student activity or tuition fees. Would this work at your school? Both private and public schools are able to participate in the

Total School Membership Plan. For more information determining if your school is eligible for Total School Membership review the [MEMBERSHIP RECRUITMENT GUIDELINES](#), contact NSNA@NSNA.ORG or call 718-210-0705. This plan is a great way to increase membership and qualify for more delegates at the Annual Convention. Furthermore, it allows chapters to focus on projects and activities of interest to their entire cohort. Be sure to include your school's faculty in the conversation about this option.

NEW CHAPTER DEVELOPMENT

NSNA staff keeps a record of schools that express interest in starting a chapter. Many schools are eligible but do not submit the official constituency application; the Membership Committee wants to change that. If you know of a school that is interested, make sure to contact NSNA headquarters and ask for [START-A-CHAPTER INFORMATION](#). Let's work together to make NSNA a bigger and even more successful organization this year!

TOOLS FOR YOU

PROJECT INTOUCH

Project InTouch (PIT) is a program that NSNA offers to reward NSNA members who are recruiting new members. PIT recruiters play a vital role in increasing membership. PIT recruiters receive special discount, coupons and information to help recruit new members. A PIT recruiter also has the ability to win various prizes. Sign-up by using the form: [BECOME A 2016 – 2017 PROJECT IN TOUCH RECRUITER TODAY!](#)

LEADERSHIP U — EARN CREDIT AS YOU LEARN LEADERSHIP

NSNA Leadership University® is a way you can earn academic recognition from your leadership experiences and learning. You can earn this recognition by participating in NSNA leadership activities at the local, state or national level. Log on today to access [LEADERSHIP U](#) and learn the details.

Special feature: free access to build and maintain an electronic, web-based professional portfolio using [PROFESSIONAL PORTFOLIO](#). We all know the job market can be tough these days, so I encourage you to set yourself apart from the competition. Your NSNA membership number is your ID number.

MIDYEAR RECRUITMENT SEMINAR

Plan now to attend the [MIDYEAR CAREER PLANNING CONFERENCE](#) November 10 – 13, 2016, in Kansas City, Missouri. We have scheduled a Recruitment Seminar to discuss PIT, Start-a-Chapter and NSNA membership benefits. Additionally, there will be time to answer questions and address issues specific to you. Conference brochures will be mailed to all members and posted on the NSNA website.

PLEASE JOIN US ON FACEBOOK

This year we will continue to utilize the Facebook discussion group designed for Membership Directors and PIT recruiters to network with each other and share ideas for recruiting new members. Just search Facebook for “[NSNA MEMBERSHIP](#)” and ask to join the group!

Finally, successful NSNA membership recruitment involves the work of the Membership Committee, the NSNA Board, NSNA staff and most importantly, you – current NSNA members! So keep your eyes open for surveys, webinars, videos and other helpful resources that will be posted throughout the year.

If you have any questions, comments or concerns, please contact me at VICEPRESIDENT@NSNAINC.ORG or NSNA@NSNA.ORG. My fellow board members and I would love to hear how your projects are going and discuss ideas with you.

I look forward to hearing from you! VICEPRESIDENT@NSNAINC.ORG