

MEMBERSHIP BENEFITS & HIGHLIGHTS



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NSNA: The Sky's the Limit!

Thanks to all members for making this an exciting year so far. NSNA membership has increased 12.7% as of June 2004, from 32,623 members last year to an astonishing 36,764. Keep up the good work!

Project InTouch

Project InTouch (PIT) Recruiters play a vital role in NSNA's membership recruitment and retention campaign. PIT recruiters are given special discount coupons to distribute to



new members as soon as they join. Being a PIT Recruiter is a great way to increase your school membership and be rewarded with great prizes, including the Grand Prize, a free trip to the 2005 Annual Convention, sponsored by Thomson Delmar Learning and *RN* magazine. To sign up to become a PIT recruiter, see the ad on p. 37 of this issue and in the Membership section of www.nsna.org.

Recruitment Tips

Continue to utilize NSNA's useful recruitment tools to promote the benefits of membership. Use the *Membership Recruitment Guidelines* http://www.nsna.org/pubs/guidelines/guidemember_recruit.pdf for practical tips and strategies for getting students interested in NSNA! Continue to encourage members to become effective leaders which will strengthen our organization. Let's have another successful year!

Online Membership Presentation

Visit <http://www.nsna.org/membership/index.asp>

to view a great PowerPoint presentation on NSNA membership highlights. It can be viewed on your PC or projected on to a screen for larger audiences. (Note: you must have PowerPoint to download this program.)

Join Online and Register for NSNA Meetings through Member Services

Click on MEMBER SERVICES on www.nsna.org, and you can join NSNA, renew, update your profile, as well as register for meetings online — just follow the instructions with each link.

Remember to have your membership number handy, and update your mailing address as needed so we know where you are. If you need further assistance please contact NSNA headquarters, nsna@nsna.org. (Visa and MasterCard only).



MidYear and Convention

I hope to meet many of you at the upcoming MidYear Conference, November 11-14, 2004, Daytona Beach, Florida, where I will be running a Membership Workshop I'm sure you will find enjoyable. And plan now to attend NSNA's 53rd Annual Convention, April 6-10, 2005, in Salt Lake City. During the annual Awards Ceremony, one of the convention highlights, many NSNA leaders, as well as the Project InTouch Grand Prize winner are recognized for their recruitment campaigns during the special evening. This is your chance to shine! In addition, I will conduct a membership recruitment seminar. I encourage you to attend and share your recruitment project with others. Both meetings offer great networking opportunities, and I look forward to a great year ahead.

NSNA: THE SKY'S THE LIMIT RECRUITMENT CAMPAIGN

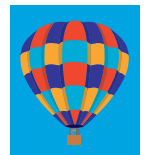
Launch Your Campaigns with the NSNA Kit!

The NSNA Kit contains all the latest NSNA information and valuable tools you'll need to help you launch your membership recruitment and retention campaigns. The Kit was mailed in August to all deans and directors of NSNA official chapters. Schools that do not have official NSNA chapters can request a KIT. If your school did not receive the mailing, contact NSNA nsna@nsna.org.



Recruit New Members this Fall

Fall is here and classes have begun, so this is the ideal time to recruit new members. Throw a back-to-school party and invite pre-nursing students as well as returning members. Set aside time to show the "The Sky's the Limit" membership recruitment video, which highlights the great benefits of joining NSNA. Share photos from chapter activities and invite NSNA Annual Convention attendees to share their exciting educational and fun-filled experiences. Distribute membership brochures and encourage students to join. Those who sign up for two years receive an automatic \$10 savings!





NSNA ALLIANCE PARTNERS

StudentResources

You are probably well aware of the rising cost of health care and health insurance and the crisis of facing illness without insurance coverage. NSNA is pleased to offer an insurance plan from The MEGA Life and Health Insurance Company, administered by Student Resources. Student Resources specializes in providing health and accident insurance for students and currently provides service to nursing, law and college students throughout the country.

NSNA-sponsored insurance enables members to manage medical bills so they can stay in school and complete their nursing education. You can purchase coverage for your spouse and eligible dependents, and choose between two plans offering different benefit levels and costs. The higher cost offer includes the option to purchase Major Medical coverage up to a combined total benefit maximum of \$250,000. You can also continue your NSNA insurance up to nine months past your graduation date, provided you are covered by the plan for at least six months immediately preceding your loss of eligibility.

For more information, call Student Resources at 1-800-643-6688. Or, enroll online at www.StudentResources.com.

MBNA Credit Card and Loan Program



NSNA is proud to offer the Platinum Plus[®] credit card, a no-annual-fee MasterCard[®] credit card program that features competitive annual percentage rates as well as peerless benefits and service. For more information about the costs and terms, or to apply, call 1-866-GET-MBNA and mention priority code ENNX. (Issued and administered by MBNA America Bank, N.A.)

Involve faculty by asking them to announce local chapter meetings, and to share their experiences as past NSNA members and the impact that NSNA has had on their careers. You just might even find a faculty member who was a past member of the NSNA Board of Directors!

Implement the Total School Membership Plan

Want to spend less time on paperwork and more time on NSNA program activities? Include NSNA membership dues as part of student activity or tuition fees, and new and renewing members save \$10 off NSNA membership dues. To find out more, discuss the Total

Loan and Line of Credit Program. **Gold Option:** This check-accessed loan combines the flexibility of a line of credit with the convenience of a fixed-payment loan. Fixed, affordable monthly payments make a Gold Option loan attractive for a variety of purposes, including bill consolidation, home improvements, and tuition expenses. **Gold Reserve:** the Gold Reserve line of credit provides immediate access to a significant cash reserve. Customers are issued a book of Gold Reserve checks that may be used anywhere checks are accepted. Call MBNA 1-888-628-7700 to apply and mention priority code HOXO FT 036 6T.

Affordable Malpractice Protection



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Nurses Service

Organization (NSO), the official NSNA provider of professional liability insurance, offers nursing students up to \$6 million aggregate, up to \$1 million each claim malpractice protection, for only \$29 a year! And as you take on full nursing duties as a new graduate, you can have continued coverage with additional benefits and 24/7 protection for only \$45 a year –50% off the regular nurses rate. This discount is good for up to 12 months after graduation. Visit NSO at www.nso.com, or call 1-800-247-1500 to apply today.

NCLEX-RN[®] Review Book

The *NSNA NCLEX-RN[®] Review*, published by Thomson Delmar Learning, is a great way to prepare for the NCLEX.[®] It includes an NCLEX practice computer disk with 200 additional questions and is designed to simulate the computerized exam. The deluxe version, with 2 CD-ROMS, provides even more information on the NCLEX-RN[®] test plan. NSNA members receive a 25% discount. Call 800-347-7707 to order and ask for the NSNA member discounted price. www.DelmarHealthcare.com.

School Membership Plan with your fellow students and faculty, and contact Susan Wong, NSNA staff specialist, at nsna@nsna.org, att: Susan. Take advantage of this money-saving initiative today!

Membership Recruitment Video:

NSNA: The Sky's the Limit

NSNA: The Sky's the Limit is a fifteen-minute video about NSNA which, along with the NSNA membership brochure, provides an overview of NSNA. Following are suggestions on how to best use the video for recruiting new members.

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During class registration... set aside an area to promote school chapter membership during registration, and show the video continuously.

At a special meeting... have a meeting designed to recruit members. Invite new students and nonmembers. Show the video, distribute membership brochures, and invite open discussion about NSNA and your chapter's activities.

In class... with faculty permission, talk to freshmen in the classroom at the beginning of each semester, using the video to kick off your presentation. Use this opportunity to highlight NSNA's role in leadership and career development.

Beginning students' orientation... ask to be scheduled on the beginning students' orientation agenda, and show the video before your presentation.

REMEMBER: DISTRIBUTE MEMBERSHIP BROCHURES WITH YOUR Project InTouch NUMBER WHEN YOU SHOW THE VIDEO SO THAT STUDENTS CAN EASILY JOIN ON THE SPOT! (see page 37 for PIT registration form) ©