

MEMBERSHIP BENEFITS & HIGHLIGHTS

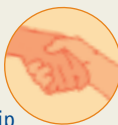


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NSNA: THE SKY'S THE LIMIT! Thanks to the entire NSNA membership for making this an exciting year! NSNA membership has increased 13.6% as of the end of June, 2005! Last June, there were 36,764 members, and we have grown to an astonishing 41,775! Keep up the superb recruitment campaign.

Project InTouch

Project InTouch (PIT) Recruiters play a pivotal role in NSNA's membership recruitment and retention campaign.



Being a PIT Recruiter is a great way to increase your school membership and be eligible for great prizes, including the Grand Prize, an expense-paid trip to the 2006 Annual Convention in Baltimore, sponsored by Thomson Delmar Learning and *RN* magazine. To sign up to become a PIT recruiter, see the application in this issue.

Recruitment Tips

Take advantage of NSNA's useful recruitment tools to promote membership benefits. The *Membership Recruitment Guidelines* booklet (http://www.nsna.org/pubs/guidelines/guidemember_recruit.pdf) offers practical tips and strategies for promoting interest in NSNA. Encourage members throughout the year to become effective leaders, which will strengthen NSNA. Let's have another successful year!

NSNA: THE SKY'S THE LIMIT RECRUITMENT CAMPAIGN

NSNA Kit Has It All

The NSNA Kit contains all the latest resources to help you launch your membership recruitment and retention campaign. 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 headquarters at nsna@nsna.org.



Online Member Services

Enjoy the convenience of registering for NSNA's Annual Convention and MidYear Conference online. Just visit www.nsna.org, click on MEMBER SERVICES, and follow the instructions. Not a member yet? You can join online, as well as renew and update your member profile and contact information. Remember to keep your membership number handy. For more information, please contact NSNA headquarters, nsna@nsna.org. (Visa and Mastercard only.)



MidYear and Convention

I hope to see many of you at the upcoming MidYear Conference, November 10-13, 2005, in Louisville, KY. There are also great activities in store for you at the 54th Annual Convention, April 5-9, 2006, in Baltimore, MD. During the annual Awards Ceremony, many NSNA leaders are recognized for their membership recruitment campaigns. In addition, I will conduct a Membership Recruitment seminar. Please plan to join me to gain valuable information and share your successful recruitment ideas.

Throw a Back-to-School Party

Now is the ideal time to recruit new members. Throw a back-to-school party and invite pre-nursing students as well as returning members. Show "The Sky's the Limit" membership recruitment video, which highlights the great benefits of joining NSNA. Share chapter activity photos, and invite NSNA Annual Convention attendees to share their exciting educational and fun-filled experiences. Distribute membership brochures and encourage students to join for two years...a \$10 savings! You can also involve faculty by asking them to announce local chapter meetings. Faculty who are NSNA alumni can also share their NSNA experiences with nursing students.



Implement Total School Membership Plan

Want to spend less time on paperwork and more time on NSNA program activities? You can include NSNA membership dues as part of student activity or tuition fees, and new and renewing members save \$10 off membership dues. If this sounds like a worthwhile option, discuss the **Total School Membership Plan** with your fellow students and faculty. For more information, contact Susan Wong, NSNA staff specialist, (718) 210-0705 ext. 105, susan@nsna.org, and begin collaborating on this money-saving initiative!

Start-A-Chapter Initiative

- Do you want to grow as a leader on school, state, and national levels?
- Are the nursing students in your school interested in learning more about current trends in nursing?
- Does your school have several nursing students who have expressed interest in joining forces with other students from around the country?
- Would your school like to become an official NSNA constituent?

If the answer is "yes," it's time for your school to become an official NSNA constituent *today!* The NSNA Board of Directors and staff are ready to help you every step of the way. All it takes for your school to take advantage of this leadership opportunity is a phone call. Contact the NSNA office today at (718) 210-0705, or e-mail at nsna@nsna.org and let us know you want to start a school chapter.

SEE P. 14 OF THIS ISSUE FOR THE PROJECT INTOUCH REGISTRATION FORM!

INSURANCE BENEFITS

StudentResources

NSNA is pleased to offer an insurance plan from The MEGA Life and Health Insurance Company, administered by Student Resources, which specializes in providing health and accident insurance for medical, law, and college students throughout the country.

NSNA-sponsored insurance enables you to manage medical bills so you can stay in school and complete your 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.



NSO Affordable Malpractice Protection

Nurses Service Organization

(NSO), NSNA's official professional liability insurance provider, 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 nurse's 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. (See ad in this issue.)

NCLEX SUCCESS WITH THOMSON DELMAR REVIEW BOOK NSNA MEMBERS RECEIVE 25% DISCOUNT!

Now in its fifth edition, the hugely popular *NCLEX-RN® Review*, published by Thomson Delmar Learning and endorsed by NSNA, continues to be the most reliable and practical tool for successful test preparation for the nurse licensure examination. Based on the latest NCLEX-RN® Test Plan



from the National Council of State Boards of Nursing (NCSBN), this resource paves the way towards becoming a professional nurse. Comprehensive outline-format content review is accompanied by over 2,200 unique and challenging NCLEX-style questions with answers and detailed rationales. The accompanying CD-ROM includes two comprehensive tests that simulate taking the test, as well as two bonus tests. To order, call 1-800-347-7707 and have your NSNA membership number handy. For more information on other Thomson Delmar Learning resources, visit www.DelmarHealthcare.com

NSNA Credit Card Program from MBNA



The 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. The NSNA credit card program is issued and administered by MBNA America Bank, N.A.