

Back to School

Spreading the Word to Catch the Wave

CHAPTER RECRUITMENT TIPS

By the Membership Committee

“When you first come out of nursing, employers don’t just want to see straight A’s; they want to be able to see that you’ve been involved socially and professionally within your organization.”

—Sharon Brigner,
past-NSNA president.



The beginning of the school year is a great time to start generating interest in NSNA and your school and state chapters. Collaborate with the dean or director of your nursing program as well as the faculty advisor to develop your school chapter. Become familiar with the updated NSNA publications and activities on the Back-to-School web page on www.nсна.org.

NSNA members receive great benefits, including discounts to books, journals, and professional associations. Perhaps more importantly, NSNA provides a connection to other nursing students, access to nursing leaders, and is a leading resource for leadership and career building connections. Recruiting members not only provides nursing students in your school or state with access to the opportunities above, but increases the united voice that nurses and student nurses present to the public.

Project InTouch

Project InTouch (PIT) is NSNA’s membership incentive plan and offers a series of prizes based on the amount of members recruited into NSNA. The Grand Prize winner receives an expense-paid trip to Convention, as well as a combination of great prizes

made possible by NSNA’s sponsors. Through PIT, recruiters receive comprehensive information on how to run recruitment meetings, how to follow up with prospective members to ensure successful enrollment, how to effectively process new members, and many other tips. Check out www.nсна.org/membership for full details on Project InTouch and the *Membership Recruitment Guidelines*.

Get Started!

Here are some ideas to get you started on your recruitment campaigns:

✓ **Kick off the year with a chapter-sponsored BBQ or picnic.**

This allows existing members to informally introduce prospective members to the organization, its goals, and its benefits. Hand out membership brochures, and invite new members to a future meeting. This is a great way to make new students feel welcome to the nursing program and to introduce them to others who are just beginning their new nursing journey.

Remember, the main reason that student nurses join NSNA is to “Share the Experience!” As member Amy Sexton noted, “... Sometimes you wonder, ‘why am I putting myself through this?’ [But] you see other people

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who are going through the same thing and you share, you vent to each other, and it's great encouragement!"

✓ **Ask a faculty member to let you make a presentation in an introductory nursing class.** Include the following elements into your presentation.

- Kick off the meeting by saying, "In my experience, those participating in NSNA have a strong tendency to be a cut above those who do not. This is well known through the nurse-recruiter community."
- Once you have the group's attention, show them the Catch the Wave with NSNA video. It's a great look at the students and activities that make NSNA worthwhile and exciting.
- Make your chapter and NSNA relevant to a student's every day experience: emphasize how a small investment of time and cost returns a significant payback. Members receive discounts, make connections, have direct access to recruiters at Convention and the MidYear Conference, and share the experience with others who understand how stressful and rewarding nursing school can be.
- Pass out membership forms, and wait for students to fill them out, or make an appointment to come back. Follow up.

✓ **Attend student fairs or set up an information table in your school's student union.**

- Play the Catch the Wave with NSNA DVD continuously by your booth or table and invite interested students to a future meeting.
- Have current chapter information available, including membership brochures, your chapter's newsletter, and extra copies of Imprint.
- Practice a 30-second introduction to the organization so that you can quickly and professionally catch the attention of passing students.

Feature pictures of the activities that your chapter's been involved in.

Set up an on-going slide show, or simply have a scrap book detailing your chapter's involvement in the community.

✓ **Schedule a community project to show interested nursing students the positive influence they can have around them.** For example, organize a walk (for Breast Cancer, MS, AIDS, etc), a health fair, or coordinate a Career Day presentation at a local elementary or middle school.

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- Post fliers around the nursing school promoting your event and seeking volunteers.
- Pair up existing members with prospective members – this encourages the interested student to ask questions and allows the existing member to promote membership benefits, including access to nursing leaders at Convention, the opportunity for leadership initiatives and opportunities, and other advantages. Plus it ensures that new members aren't left out of participating and don't feel overwhelmed with information. Mentoring, after all, is essential to nursing!
- Make sure to end the day by thanking all volunteers and by reminding them that they can continue to make a difference by joining NSNA. Pass out membership forms.

There are many other ways to spread excitement about NSNA and involvement at the school, state, and national levels. Be patient, figure out which recruitment techniques have succeeded and which haven't, and be enthusiastic and persistent. You've gotten a great deal from NSNA, now try to share that excitement with others!

Write to us and let us know about your successful recruitment events or chapter community activities at nsna@nsna.org, attention Membership Happenings. @



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