

NSNA Membership Recruitment

“Catch the Wave with NSNA”



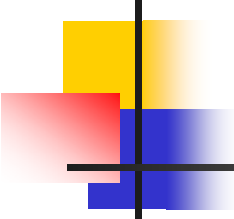
Membership Committee:

Hershaw Davis, Chair

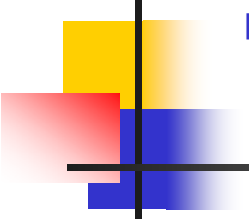
Evette Eubanks

Diana Carbone

Ten Reasons to Join NSNA Membership

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- Community Outreach
 - Access to Professional Role Models
 - Benefits: Imprint, Scholarships, Health and Malpractice Insurance, Book discounts, Access to Leadership U
 - NSNA Convention
 - Career Building
 - Leadership Opportunities
 - Broadening Knowledge
 - To Have A Voice
 - Passion for the Profession
 - Share the Experience

Recruitment Tools

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- “Catch the Wave with NSNA” video (downloadable on NSNA web site) – DVD free to PIT recruiters & in Start-A-Chapter Kit
 - Membership brochure
 - Discounted services and products coupons/brochures, included in member card kit
 - *Getting the Pieces to Fit*, NSNA Official Handbook
 - *Membership Recruitment Guidelines for Planning*
 - NSNA web site resources: Chapter Tool Box



ONLINE MEMBER SERVICES

- Faster to join and renew by using credit card.
- NSNA membership number is issued to you on the confirmation page.
- Easier to update member profile. **Be sure to identify yourself as an NSNA leader and receive information about NSNA activities.**
- Register for NSNA meetings.



Start-a-Chapter Initiative

- NSNA Kit with introductory letter
- State president follow up
- Staff follow up



Total School Membership Plan

- Enroll all students
- Dues to be part of student fees
- Opportunity not to join
- Fund students who do not have resources
- New and renewing members pay the same dues



Awards and Recognition

- Individual - Project InTouch
- School - Precious Metal Award program
- State - Winners' Way
- Overall involvement: State Excellence Award
- State president: Robb Leadership Award
- Consultant/Faculty Advisor: Leader of Leaders Award



Effective Membership Processing

- Correct payment dues
- Correct mailing address
- Correct email address
(for broadcast emails)
- Have a problem? We want to know.

Sharing of Recruitment Ideas Questions & Answers



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