

NSNA Membership Recruitment
Catch the Wave with NSNA
Help NSNA Reach 60,000 Members for Our 60th Anniversary



Membership Committee:

Margaret Ngai, Chair

Medora McMinnis

Colin Tomblin

Staff: Susan Wong



Ten Reasons to Join NSNA

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



Recruitment Tools

- *Catch the Wave with NSNA* video downloadable on NSNA web site
- 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 and print card. **Be sure to identify yourself as an NSNA leader and receive important information about NSNA activities.**
- Register for NSNA meetings.



Start-a-Chapter Initiative

- NSNA Kit 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 (opt out)
- Fund students who do not have resources
- New and renewing members pay the same dues - \$10 discount



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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