

## Tools For Recruiters: Catch the Wave with NSNA

- In order to better help Project InTouch recruiters and state officers bring in more members to their school chapters and state associations, the NSNA Membership Committee has decided to provide a set of tools necessary to enhance any presentation. These are a set of guidelines that will ensure proper application of recruitment efforts; and allow complete individualization to the style, personality and needs of the presenter and audience.

## Recruiter Tools- Making the Sale

- Presentation.
- Invitation.
- Verification.
- Resolving Concerns.

# Presentation

- The first step is developing a dynamic presentation. Your presentation should be short, enthusiastic and employ powerful connotations of professionalism and excellence!

Example: “Being a part of Wisconsin’s SNA ensures that you are at the forefront of nursing issues.”

Example: “In my experience those participating in the NSNA have a strong tendency to be a cut above those who do not. This is well known throughout the nurse-recruiter community.”

# Presentation

- Other ideas for your presentation may include:
  - “Catch the Wave with NSNA” DVD with special highlights of the benefits of joining the NSNA.
  - Testimonials of classmates who are NSNA members.
  - The web presentation available at [NSNA.org](http://NSNA.org).
  - The graphics package to address common barriers.

# Invitation

- The key to a positive response is a solid and direct invitation; the invitation must place direct and immediate responsibility of action on the audience.
- Your invitation to join can also be extended individually.

## Examples:

- ✓ Will you accept your responsibility to exhibit professionalism and join Virginia SNA today?
- ✓ Will you add your voice to the voice of nursing by joining Texas SNA today?
- ✓ Will you decide to become a cut above the rest by joining today?

# Verification

- Once your invitation has been extended and accepted, verification is **IMPERATIVE** for a complete follow through on the applicant's part.

## Examples:

- ✓ I will wait here while you fill out the applications and I will mail them in.
- ✓ I will call you tomorrow to see if you have any questions about the application.
- ✓ I will pass by your class next week to pick up your forms and mail them in.

# Resolving Concerns

- There may come a point where your audience may exhibit concerns; take a moment to address them either on a collective or individual basis.
- Utilize the graphics provided to address the most common barriers to joining:
  - ✓ Cost vs. Benefits
  - ✓ Time Commitment

## Other Resources and Tools

- Your local book stores and library will have references that may also help you develop your presentation.  
(e.g. Knock 'em Dead Presentations).
- For whatever question please contact your membership committee chairperson on the NSNA Board of Directors:

[www.nsna.org](http://www.nsna.org)