Strategies for Increasing Chapter Membership and Member Engagement

Texas ENA Membership Committee - July 2013

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* Be VISIBLE to your membership – visits to local ED’s, newsletters, email or fax blast updates.
* Articulate a clear mission and vision for your ENA chapter. Some people volunteer because they believe in the mission and vision.
* Be clear about what specific skills are needed and for how long. Some people are triggered to serve because they have a specific skill that is needed. Some are able to volunteer long-term while other can only help intermittently on a sort-term basis.
* Use websites and social media (Chapter website, Twitter, Facebook, Nurse Lounge, ENA, etc.). Always keep chapter websites up to date.
* Always communicate with your /chapter membership prior to a meeting – emails to the membership letting them know what is happening at the meeting,evites (free online invitation software), mail or Fax meeting noticesto be posted in ED’s.
* Always communicate with chapter membership after meetings to let them know what happened at the meeting, chapter accomplishments, and upcoming activities. People don’t know all the great things that are happening unless you tell them.
* Chapter officers visit or attend local ED staff meetings to invite staff nurses to attend meetings and conferences.
* Recruit chapter members to bring ENA materials and applications back to their hospital.
* Provide ENA membership information and applications to local ED’s to share with nursing staff.
* Assign each Chapter Board Member to a few local ED’s to visit and stay in touch with.
* Develop an information brochure about your chapter and distribute throughout the region.
* Develop a flier with all meeting, education, and activity dates for the year for posting on ED bulletin boards.
* Board members and Membership Committee chair contact new, renewing, and expiring members directly each month.
* Get involved with community outreach – First Aid Booths, Christmas Toy Drives, Teddy Bear Clinics, Bicycle Safety clinics, collect donations for local Women’s or homeless shelters, School supply or food bank donations.
* Have some family-friendly activities. Combine a Teddy Bear Clinic or Safety lesson for children with a chapter meeting (in a separate room). Some members may be able to come if the chapter can accommodate children especially if it is a learning or fun event for children.
* Have a variety of short-term and long-term activitiesfor members to participate in.
* Forward chapter activities (and pictures) to local media.
* Plan activities during Emergency Nurses Week.
* Plan an annual ENA Membership Drive (at beginning of year, during Emergency Nurses Week, or during national ENA membership drives). Offer prizes to members who recruit the most new members for the chapter.
* Provide food at meetings – chapter budgeted or vendor sponsored. If unable to budget for food or get vendors, consider scheduling the meeting at a local restaurant so people can buy their own meal.
* Have meetings at local ED’s to encourage local ED staff to attend.
* Change meeting times to encourage day and night staff to attend. If you have evening meetings, schedule 1 or 2 breakfast or lunch meetings each year.
* Drawings at meetings and conferences – pay for one year of ENA membership , attendance at chapter/state-sponsored conferences or courses (TNCC, ENPC, CEN Reviews), other gifts such as ENA t-shirts or tote bags, etc.
* Offer accredited continuing education programs at meetings. Conduct an educational needs survey at the beginning of the year to get requests for CE program topics.
* Hold educational courses and conferences – TNCC, ENPC, CEN/CFRN/CTRN Review courses, annual/quarterly educational conferences. Hold drawings at meeting for free registration. Offer one or more free registrations to each of the local ED’s.
* Local chapters can host a state TENA meeting and invite local members to attend.
* Conduct an ED Leadership Forum to draw in the ED Directors/Managers/Supervisors. Encourage them to get staff nurses involved.
* Have more meetings to draw in more members.
* Rotate meeting locations to different hospitals/locations throughout the chapter region.
* Invite/recruit students from local nursing schools to attend ENA meetings.
* Schedule meetings to coincide with other professional meetings such as EMS Provider meetings, Trauma RAC meetings to draw in other interested people.
* Always encourage/remind engaged members to bring a new member with them to each meeting. Offer drawings/prizes to members who bring a ‘new recruit’ to a meeting.
* Consistently recognize the work of members in the chapter – instructors for courses, speakers at local meetings and conferences, Volunteer time spent at first aid booths, visit to local ED’s, etc. Send thank you notes to the member and their ED manager.
* Develop an annual awards program for your chapter – solicit and submit award nominations for volunteerism. Submit award winner names to local newspaper and include in chapter newsletter and communications.
* Develop a new member packet (mail to new members and provide at chapter meetings).
* Assign a friendly person to be a greeter. Have a greeter at every meeting. Ask for volunteers to be the greeter. Seek out and recognize new members at each meeting. Have everyone introduce themselves at the meeting. Thank them for coming to the meeting and invite them to return to the next meeting (and bring a friend!).
* Plan something fun for each meeting.
* Run an effective meeting. Have an agenda and stick to it. Document and share meeting minutes. Beorganized and professional during meetings.
* Solicit other ideas at your chapter meetings to bring in new members and engage existing members.

Resources:

1. Notes from Texas ENA State Chapter meeting, April 13, 2013.
2. Rehnborg, S.J. (2009). Strategic Volunteer Engagement: A Guide for Nonprofit and Public Sector Leaders. RGK Center for Philanthropy & Community Service, The LBJ School of Public Affairs, The University of Texas at Austin, Austin, Texas. Retrieved July 7, 2013 from [http://www.volunteeralive.org/docs/Strategic%20Volunteer%20Engagement.pdf](http://www.volunteeralive.org/docs/Strategic%20Volunteer%20Engagement.pdf%20)
3. Lewis-Andrews, J. (2011). Motivating and Engaging Volunteers. Retreived July 7, 2013 from <http://www.slideshare.net/JLAndrews/motivating-engaging-volunteers>