

- Consistent Training
- Mentorship
- Give Awards/Rewards
- Offer diverse training
 - Hours
 - years of service
 - leadership styles
- Create Toolkits
- make a priority with your board
- Develop leadership skills
- Give National Meeting/Conference discounts
- Seek out organizations that foster high standards (Bethel, Megret)
- Physical reminders (Ask me buttons, QR codes)
- Co-Suite Collaborations
- Mindful Succession (Noting on only
 Put on board) Plus + VP
 could be encouraged
- Closing the generational gap
 - Undergrad collaborations
 - Student PNAmbassadors
 - offer CEUs
 - social media
 - gift cards
 - Emerging leaders program
 - Travel Reimbursements

- Use ANA PAC for Advocacy
- Member Trng
- Hill visits
 - Conferences
- Advocacy Council
- Policy briefs
- Amicacy briefs
- H.P. committee
- Watch items
- Sign on letters w/ other organizations
- losing members over policy issues
- Healthcare lobby group
- Coordinated Hill visits
- Educating members on key state & Fed policy issues
- State vs Federal interests
- How do we get trng resources for state affiliates
- Use News letter to update members
- Members of 501c3 orgs. want the organization to do more
- H.P./Advocacy trng @ conferences.
- Sharing legislative Success of states

Educational Events:
Formats, Tools & Activities

Podcasts, fireside chats, webinars

Virtual Chapter events, separate from local chapter

A la cart recorded conference sessions

- enticing packages, "Dive into Learning" promotion
- recorded sessions included in registration

Organization w/in LMS

Registration pricing based on sliding scale related to Socioeconomics

Key pricing to entice early sign ups

Regional/Chapter "mini" Annual conferences; hosted/planned w/ local/chapter involvement

Speaker/presenter follow up small groups

New member benefit -> free webinars for the year

Grant funding

On demand conference podcasts

Scheduled w/in Conference -> self care (pod time); meditation

Hybrid + virtual conference

Monthly, free CE ; ce certificates

RETIRED NURSES ENGAGEMENT

- UTILIZATION IN LEADERSHIP DEVELOPMENT AND COMMITTEE WORK
- MAKE NATIONAL CONV. FUN!
- CONSIDER RETIREMENT CREDENTIAL
- CREATE SPACE IN DISCUSSION BOARD
- RECOGNITION & RECRUITMENT FOR RETIRED NURSES
- SOCIAL MEDIA GROUP FACEBOOK, ETC.

FUNDRAISING + INDUSTRY SUPPORT

PAIN POINTS

- NOT Natural SALESpeople
- KNOWING what to ask for ^{from} Diff Sponsors
- HAVING to PROVE VALUE
PROPOSITION for NON-prescribing RNs
- Evolution of Industry + turnover of Network
- NOT BEING A Philanthropic ASSN since
- TIMELINES are ALL Diff for Grants + SPONSORSHIPS
- Neg. Perception of ASSN because of certain SPONSORS
- NOT enough education of Stakeholders
- NOT UNDERSTANDING conflicts / Boundaries

BEST PRACTICES

- THANK YOU'S or APPRECIATION

→ - Maintaining Network

- offering Different levels of Sponsorship

→ - Constant Communication by Staff

→ - Allowing sponsored sessions at Conferences

- Having a Partnership / Corporate Council

- TRANSPARENCY

- ENSURING USE of Code of Ethics

- BUSINESS Development Task Force (ALL Volunteers)

Recruitment Card:

Listing Benefits of membership

Ambassador Program famous

Posting organization info at work facility

Include Student Nurses

Opportunities / meeting of non-members

Educational opportunities - CE's free / affordable

Scholarships

Multi-year membership / no yearly

App on phone

Loyalty Programs

Honorary Lifetime membership

Member only accessible items

member only discounts

Academy of specialty nursing

Fellowship

Bundle organizations

Organization Specialty Practice Groups

Creating "targeting" membership drive -

Membership recruiter of the year

Automatic ~~Renewal~~ Renewal

Partnership ANA - is a chapter member

Preceptors

Open Board Meetings

Protecting loyalty across
generations evolution!

Awards / scholarships

Marketing - should to focus groups

Member spotlights!

Membership accomplishments highlighted

Social Media use

telegram app

WhatsApp