

100 MEMBERSHIP RECRUITMENT STRATEGIES

NBNA is always looking for ways to grow and recruit new members. There are many things current members can do to attract new members. Here, you will find hundred viable approaches that one could use to recruit more members.

1. Ask someone
2. Encourage members to bring a guest to meetings
3. Advertise meetings or events on your chapter's website, FACEBOOK page, newspapers & radio stations
4. Have clear chapter goals following the mission and vision of NBNA
5. Letters or personal contact with local businesses
6. Establish contact with Chamber of Commerce
7. Place customized bookmarks in library books
8. Have public meetings at libraries, restaurants, malls, outdoors, etc.
9. Have a booth at health fairs, festivals, etc.
10. Place pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc. (the membership chair and president should always have an application available).
11. Host an Open House (January or February).
12. Hold a meeting only on membership
13. Ask nursing alumni from nursing schools to join
14. Give the membership chair time on the agenda at every chapter meeting
15. Make the membership chair a part of the chapter board of directors
16. Put together guest information packets
17. Participate in projects that serve a need in the community
18. Invite family members to join
19. Send letters to people in the news with an invitation to visit the chapter meeting
20. Print chapter business cards with chapter meeting location and time
21. Distribute extra copies of chapter brochures that relate to your chapter in waiting rooms, etc.
22. Hold timely and informative meetings

23. Hold receptions for prospective members
24. Ask for help from NBNA chapter liaisons
25. Have a special guest day
26. Send chapter members out to represent the organization
27. Make prospective members feel important
28. Honor outstanding community members with awards
29. Encourage the recruitment of the under 40 group
30. Make some meetings social events
31. Build a chapter web site
32. Use group email to promote your chapter
33. Put posters in public areas
34. Ask members to sponsor or subsidize student membership
35. Have a reward program for those who bring in new members
36. Create more fun
37. Give a money back guarantee—if after 3 months a new member does not want to be a member, return their local dues
38. Invite the media to cover well known speakers at events
39. Use word of mouth
40. Network with coworkers, friends, and family
41. Follow up with guests with an email, letter or phone call
42. Place a colored dot on the watch of every member to remind them to bring a guest
43. Lead by example—how many members have you recruited?
44. Have members give talks at other organizations
45. Provide guests with free meals
46. Update your chapter classification survey
47. Look for members in ethnic groups not represented in your chapter
48. Provide brochures for new employee packets in members companies

49. Advertise at sports events
50. Ask other chapters for help (what are they doing)
51. Hold joint events such as conferences with other groups
52. Share your chapter experience with others
53. Participate in community events
54. Write letters to the newspaper about the campaigns your chapter is working on
55. If a prospect can't attend your meeting due to time, develop other strategies such as conference call
56. Publicize chapter successes, elections, events, in local newspapers and the NBNA newsletter
57. Develop and circulate the chapter newsletter widely
58. Design a chapter brochure
59. Hold recruiting events January, February and March
60. Form/join a speakers bureau
61. Wear the NBNA pin proudly
62. Mention your chapter and NBNA at meetings of other organizations during announcements
63. Send a newsletter to guests
64. When asked about your leadership skills & career success, tell them about your chapter
65. Ask the NBNA liaison if possible to attend board meeting to talk about membership (this can be done via teleconference as well)
66. Ask every member to submit 3 prospects to the membership chair
67. Make it **FUN**
68. Give every member a decal or bumper sticker for their car
69. Give testimonials about your chapter while guests are at the meeting
70. Repeatedly invite prospective members
71. Practice selling your chapter at monthly meetings—have a one-minute elevator speech ready

72. Conduct a Membership Satisfaction Survey
73. The chapter president asks three-chapter members or past presidents as a personal favor to each recruit one new member
74. Bring your boss to a chapter meeting
75. Make direct contact with women's business associations
76. Bring your co-workers to a chapter meeting
77. Bring your students to a chapter meeting
78. Have new member kits available
79. Use books, brochures, videos and posters from NBNA
80. Hand out invitation cards for a "Free" lunch (breakfast, dinner)
81. Have members constantly promote and rave about your chapter
82. Meet at a good location
83. Assign every member to a 5-person recruitment team
84. Develop a strategic membership plan. This is a year-round priority and needs to be planned
85. Have incentives for recruitment
86. Have a large poster that lists all the members who have sponsored a new member in the past year
87. Select a missing classification. For example, chair of a committee and work on filling it
88. Display a thermometer showing progress towards chapter membership goals
89. Feature a member's "benefit of the month" in the chapter newsletter
90. Induct new members with dinner & invite spouse/partner
91. Develop a welcome letter from the president for all new members
92. Contact all members who have resigned in the past 3 years
93. Use billboards at bus stops and road sides
94. Ask chapter members to put ads on their commercial trucks
95. Recognize new members in newsletters
96. Regularly check the NBNA web site for ideas

97. Post articles in the NBNA newsletter and journal
98. Invite spouses to social functions
99. Ask recipients of awards to speak at events
100. Pass out **M & M** candy to remind members that “**Membership Matters**” and that we need “**More Members**”

Dr. Marcia Lowe, NBNA Board of Directors, December 2019