

# ***NBNA 20 by 20 MEMBERSHIP RETENTION AND GROWTH CAMPAIGN***

## **KICKOFF**

**Theme: Each One, Reach One, Teach One, Help One**

Policy: This campaign is a retention plus growth strategy meaning that we want to retain current 2019 members by matching them with a recruited 2020 member so they both pay the new reduced dues in 2020.

**In order to VOTE in the upcoming 2020 Election,  
members must pay their dues by March 31, 2020**

**MEMBERS PARTICIPATING IN THE 2020 CAMPAIGN**

**YOU CANNOT COMPLETE THE MEMBERSHIP CAMPAIGN APPLICATION ONLINE**

**(Reason: if individual members apply online, there is no way National will be  
able to match up the members to each other.)**

**Both parties must complete a hard copy of the membership application from the chapter you are  
joining and submit both applications with payment at the same time directly to your chapter.**

**All members must pay National and chapter dues to be a member  
in good standing!!!!**

**NOTE: All Chapters participating in the 20 by 20 Campaign must follow all matching membership categories and members must perform the following steps together to receive the 20 by 20 Campaign reduced rates.**

**Procedure for RNs and LPN/LVNs:**

- 1) Each member will complete a separate membership application, both members will return both applications directly to the chapter with payment at the same time.
  - 2) The Membership Chair will make two copies of the applications (one copy for the chapter's files and one copy for National).
  - 3) Information from both applications will be placed in the chapter's Excel Membership Roster, both applications are to be scanned and email along with the completed Membership Roster to Estella Lazenby, Membership Services Manager at National.
  - 4) Place a hard copy of the membership roster, applications and payment and mail to the National Office.
- 1. A current RN or a current LPN recruits a new RN or LPN** (that is any RN/LPN/LVN that was not a member in 2019; however, this nurse may have been a member in prior years)
- a. The current RN and the newly recruited RN pays \$160.00 each (\$320.00 for both)
  - b. The current RN pays \$160.00 and the newly recruited LPN/LVN pays \$125.00 (\$285.00 for both)
  - c. The current LPN/LVN recruits an RN - the LPN/LVN pays \$125.00 and the RN pays \$160.00 (\$285.00 for both)
  - d. The current LPN/LVN recruits an LPN/LVN, pays \$125.00 each (\$250.00 for both)
  - e. If a member fails to recruit a nurse, RNs will pay \$225.00 and LPNs/LVNs will pay \$175.00
  - f. If there is no match for a current member, RNs will pay \$225.00 and LPNs/LVNs will pay \$175.00
  - g. If a member desires (current or new), he/she can still pay the regular dues online or by hard copy: RNs \$225.00 and LPNs/LVNs \$175.00. If paying by hard copy, please your form directly to the chapter.
  - h. **Students may not be paired with a current RN or a current LPN/LVN member. See below for student requirements.**
- 2. A current RN recruits two or more new RNs**
- a. The current RN is paired with one newly recruited RN, and they each pay \$160.00 (\$320.00 for both)
  - b. Any other newly recruited RN(s) can be paired with another current RN member, and they each pay \$160.00
  - c. The same policy applies to all members that are recruited; the newly recruited RNs/LPNs/LVNs will continue to be paired with a current member until all are matched; any current members with no match will pay regular dues as outlined above in f, g and h under #1.
  - d. The chapter and/or the nurse that recruited the new nurses will decide at the chapter level how the pairing will occur for their membership.
  - e. **Lifetime members** may recruit nurses and have them paired up with current members. For example, a lifetime member recruits 6 nurses; those 6 nurses are paired with 6 current members, and all 12 will pay \$160.00 (RNs) or \$125.00 if (LPNs).
  - f. **Students may not be paired with current RN and LPN/LVN members. See below for students.**

### 3. Retired Members

- a. **Dues Rate:** Retired nurses will now only pay \$100.00 for all members; a match with a newly recruited nurse is not required
- b. **New:** All newly recruited retired members will also pay \$100.00 without a match.
- c. A retired RN recruits a **non-retired** RN or LPN; the new member will be matched with a current member; both the newly recruited member and the current member will pay according to the plan above #1 and/or #2.

**For Example:** Retired nurse Sally recruits an RN that is working. The recruited RN is paired with a current RN member, and they both will pay \$160.00. Note: The retired RN will still only pay the \$100.00.

### 4. Student Members (unlicensed)

- a. Each current student member that recruits a new student member or gets a prior student member to return (meaning the person was not a member in 2019) will pay \$35.00 each in dues.
- b. Both the current member and his/her recruit must submit their applications and pay dues at the same time (\$70.00 for both).
- c. Student members who do not recruit another member will pay the current student membership dues of \$50.00 plus Local dues.  
If a current student member recruits a new or reclaimed RN, the student pays \$35.00 and the RN pays \$160.00. A student can be with an RN only if the student actually recruited the RN and same below for LPN.
- d. If a current student member recruits a new or reclaimed LPN, the student pays \$35.00 and the LPN pays \$125.00.

### 5. First Year Graduates

- a. The current First Year Grad/RN and the newly recruited First Year Grad/RN (graduated in 2019) pays \$150.00 each (\$300.00 for both)
- b. The current First Year Grad/RN pays \$150.00 and a newly recruited RN pays \$160.00. (\$310.00 for both)
- c. The current First Year Grad/LPN/LVN pays \$125.00 and a newly recruited LPN/LVN pays \$125.00. (\$250.00 for both)
- d. The current First Year Grad/LPN/LVN pays \$125.00 and a newly recruited RN pays \$160.00. (\$285.00 for both)

### 6. Direct Members

- a. Current Direct/RN recruits a new or reclaimed RN, both will pay \$160.00.
- b. Current Direct/LPN/LVN recruits a new or reclaimed LPN/LVN, both will pay \$125.00.
- c. Current Direct/RN recruits a new or reclaimed Direct/LPN/LVN, the RN pays \$160.00 and the new or reclaimed LPN/LVN pays \$125.00.
- d. If a current Direct Member recruits a member that will be matched with another chapter, the membership application will be forward to the National Office and National will forward the application to the appropriate chapter, placed on their chapter roster paired with a member from the chapter they are joining. The Direct Member's name will be placed under the Recruit Column on the chapter's membership roster.

## Possible scenarios

- I. Nurse Dan Doolittle travels to Florida for a conference and recruits a nurse who lives in New York. Since he is a lifetime member, he does not need a match. Nurse Dan refers the nurse to National. National refers to the appropriate chapter. The chapter will pair the nurse with a current member.
- II. What if the New York chapter does not have a nurse to pair the person with because all their nurses are paired and have paid their dues? **See IV below.**
- III. Betty Good Nurse lives in Texas; there are 10 chapters in Texas. Betty Good Nurse wants to join Texas A chapter, but Texas A has no nurse to be her match. However, Betty Good Nurse's cousin, Ashley CC Nurse, lives near Texas B chapter and wants to join that chapter. May the two nurses' pair and each pays \$160 to the two chapters? **Yes, coordination between the two chapters' leadership and membership should occur so that the new members send their money and applications directly to national at the same time.** National will report to each chapter the name and address of the matched pair. In addition, each chapter will need to report the name and address of the nurse that was matched on their membership roster. so that the national office staff is able to cross check the pairing.
- IV. What if a chapter has a 100% match and is unable recruit another member pair? **Only, and only if, the national office validates that the chapter truly has a 100% match rate,** an additional new member may pay the reduced rate. This means that
  - a. All RNs, LPNs, retired nurses and students have renewed and have appropriate pairing
  - b. The chapter has doubled its membership from 2019. For example, the chapter had 35 members in 2019 and the 2020 roster they have submitted contains 70 members, and the new unmatched member makes 71 members
  - c. Chapter roster is submitted by the voting deadline of March 31<sup>st</sup> and the evidence shows that the membership has at least doubled.

If a chapter is unable to meet the 100% match criteria listed above, any new member would need to be matched with a current member or recruit another new member in order to pay the reduced membership rate of \$160 (RNs) or \$125 (LPNs).

**Friendly reminder, in order to VOTE in the upcoming 2020 Election,**  
**members must pay their dues by March 31, 2020**

***The 20 by 20 Campaign will continue and move into the***

***50 by 50 – Campaign Fall 2021***