



**President**  
*Dr. Sheldon D. Fields*

December 2023

Greetings NBNA Members:

Let the Membership Retention and Growth Campaign for the 2024 Awards begin!!!

***"Recruiting, Retaining, and Engaging Members" is the theme.***

The campaign will run from January 1 to May 15, 2024. Each chapter is challenged by the Membership Committee to **recruit, recruit, recruit!**

We continue to strengthen the organization by attracting new members.

The National Black Nurses Association, Inc.'s Membership Committee is pleased with this initiative; however, the success of the membership campaign is entirely dependent on you. All members can participate by recruiting a new member. Your roles as chapter leaders and members are critical.

Many wonderful prizes will be awarded at the 52<sup>nd</sup> Annual Institute and Conference, which will be held July 23 – July 28, 2024, in San Francisco, California.

It would be my pleasure to present the highest retention award or other chapter category awards to your chapter. During this competition, there are numerous possibilities. As a member, you can receive the honor of the highest number of licensed members recruited, the most students recruited, or most lifetime members recruited. Every member that recruits a member will receive, the ***"I RECRUITED A NURSE FOR NBNA"*** ribbon at the conference.

We are looking forward to an exciting year!

Thank you,

*Dr. Marcia Lowe*

Marcia Lowe, PhD, RN, GERO-BC  
NBNA 2<sup>nd</sup> Vice-President and Membership Chair