Membership
Re-engagement

38th Annual PNAA National Convention
Leadership Institute
July 24, 2017

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2016-2018 PNAA Membership Chair
Objective

• Discuss effective ways of membership recruitment and retention
1. What is the bloodline of any organization?
2. How do you feel about the current status of your chapter membership?
3. What is required of you to address this challenge?
4. What have you done to address it?
5. What difficulties are you encountering?
6. What ideas can you bring from past successes/failures?
7. What resources or support do you need to be successful?
8. What 1-2 actions will you take to increase your membership?
9. On the scale of 1-10, how committed/motivated are you to doing it?
10. What will you do between now till December 30, 2017?
PRESENCE

- Personal and professional development
- Representation in policy making bodies
- Educational opportunities and advancement
- Scholarship
- Excellence (recognition of)
- Networking (professional)
- Community outreach
- Ethical recruitment of foreign educated nurses
Online Registration

- **Link**: [www.mypnaa.org](http://www.mypnaa.org)
- Chapter will get an online monthly report and chapter dues refund every 5 of the month
- Members will get an automatic reminder of their renewal
- Communication:
  - Timely and accurate membership report
“I’m not going to tell you it’s going to be easy – I’m telling you it’s going to be worth it.”

Arthur Williams