

33 Ways to Recruit New Members to your Chapter During the Pandemic

1. Ask colleagues to join
2. Volunteer to serve as a speaker during virtual civic organizations on the importance of nurses/Hispanic nurses/health equity/importance of diversity in the nursing profession/what it's like to be a health care professional during COVID-19
3. Give the membership chair one minute at the podium at every club meeting to promote membership
4. Put together digital guest information packets
5. Participate or create service projects that serve a need in the community
6. Hold high-profile meetings, such as virtual town halls
7. Have a special guest day possibly to present during virtual meetings
8. Make prospective members feel important
9. Honor outstanding community residents with service awards
10. Turn some chapter meetings into online social events
11. Have a chapter web site
12. Create a rewards program for those who bring in new members
13. Create more fun
14. Develop a speakers' bureau and invite local media to roundtable discussions and interviews
15. Use word of mouth to spread the good news about NAHN and your local chapter
16. Network with coworkers, friends, and family
17. If you invite guests to your virtual meetings and events, follow up with invitations to join
18. Hold joint Zoom meetings with other nursing and health care groups in your community
19. Share your chapter experience with others
20. Participate in community events
21. Write letters and editorials for your local newspaper about the campaigns your chapter is working on
22. Circulate your chapter newsletter widely
23. Design a chapter brochure
24. Wear your NAHN pin
25. Mention your chapter at meetings of other organizations during announcements
26. Give testimonials about your chapter while guests are at the meeting
27. Invite students to a virtual chapter meeting
28. Develop a strategic plan membership is a year-round priority and needs to be planned
29. Have incentives for recruitment
30. Feature a member's "benefit of the month" in your chapter newsletter
31. Develop a welcome letter from your president for all new members
32. Contact all members who have resigned in the past 3 years

33. Recognize new members in newsletters