

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***

Reality Membership Questions

- 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
- **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