

APHON Local Chapter Membership

APHON Local Chapter Committee

Membership Committee

- Mission: to promote APHON membership, both locally and nationally
- Responsibilities of the Membership Chairperson:
 - selects members to serve on the committee in consultation with chapter president
 - prepares agenda for membership committee meetings and presides at committee meetings
 - records proceedings of committee meetings and distributes to committee members and secretary
 - maintains current membership roster in conjunction with treasurer and reports membership status at business meetings
 - periodically reports on the activities of the committee to the board of directors

Membership Committee

Responsibilities of Membership Committee Members:

- develop and recommend strategies for membership recruitment and retention
- promotes chapter interest through mailings to non-chapter APHON members
- notifies members of membership renewal dates and processes renewal applications in conjunction with the treasurer
- maintains membership files
- revises mailing list and reports changes to chapter secretary
- answers correspondence promptly regarding membership information
- encourages member retention through correspondence mailed one month after expiration date
- recruits members through membership drives
- implements recruitment and retention programs in cooperation with officers and chapter members

Recruitment: Active Members

- Registered nurses specializing or interested in pediatric, adolescent, or young adult hematology/oncology
- Categories of potential RN members:
 - Pediatric
 - Pediatric Intensive/Critical Care
 - BMT
 - Clinical Nurses specialist
 - Hematology
 - Oncology
 - Outpatient/Inpatient
 - Homecare/Hospice
 - Educators
 - Case managers
 - Home care Coordinators
 - Researchers

Recruitment: Associate Members

- Healthcare professionals, other than RNs, who care for children, adolescents, or young adults with cancer and blood disorders and their families
- Associate members are not eligible to vote or hold elected office but can participate on committees and other projects
- Categories of potential associate members:
 - Social workers
 - Child life assistants
 - Clinical assistants
 - Medical doctors
 - Dieticians
 - Physical/occupational therapists
 - Pharmacists
 - Students
 - Residents
 - Psychologists
 - LPNs or LVNs
 - Volunteers

Recruitment Ideas

- Sponsor a “Member-Bring-a-Member” campaign on the local level or recruit two new members, get one membership free
- Encourage members to bring a guest
- Plan follow-up with guests and non-renewing members in a timely manner
- Welcome new members/guests at the door
- Use name tags at meetings and provide new member or first-time attendee ribbon/button to be worn during meetings and other functions
- Offer free registration to educational program for first-time attendee or new member
- Get people involved (an involved member stays with you)
- Develop a point-and-reward system for involvement in chapter activities

More Recruitment Ideas

- Offer certification review courses and be a test site
- Offer food (You do not have to have a fancy restaurant dinner. Snacks, desserts, sundaes, or a pot-luck dinner are just as attractive, easier, and less expensive)
- Develop a newsletter to increase your visibility and as a perk to members
- Have door prizes at your meetings
- Sponsor raffles at meetings (large or small)
- Have fun! Socialize (all work and no play...)
- Use cooperative and community connections when appropriate (product companies, ACS, Leukemia Society, etc.)
- Appoint hospital liaisons to hang flyers, solicit news items
- Develop and hang a chapter poster at every institution
- Send flyers to educational units, home care, infusion companies, hospices, etc

More Recruitment Ideas

- Send out needs assessment and/or satisfaction survey
- Offer CEUs for your meetings
- Maintain a central location and/or rotate meeting sites
- Develop car pooling systems
- Plan and offer all-day conferences
- Encourage faculty to attend
- Give national and local APHON brochures to nurse managers and nursing schools
- Develop and distribute a local membership directory
- Provide self-addressed stamped envelopes for membership renewals
- Target subset of pediatric hematology/oncology (general pediatrics, students, critical care nurses, and home care)
- Offer reimbursement for attending national APHON conference

New Member Retention Strategies

- Establish a buddy program for the first several meetings the new member attends
- Annually hold a small reception to recognize new members
- Establish a welcoming committee
- Welcome new members at the door
- Recognize new members at meetings; issue the new member a ribbon or button so veteran members can help welcome them
- Develop a new member welcoming letter or new member kit
- Provide new member orientation
- Send “How’s it going?” letters, post cards, or make phone calls to new members at regular intervals
- Conduct focus groups to get new member input
- Develop a new member survey to determine needs and expectations
- Issue membership cards/certificates

General Retention Strategies

- Establish an awards program to recognize individual talents, achievements, and contribution to your chapter.
- Share your annual report with your members, which recognizes the many and diverse contributions of your chapter.
- Send a note of appreciation to members or members families when they contribute support, time, and talents to your chapter.
- Recognize members' birthdays.
- Seek and utilize the suggestions and opinions of your members.
- Treat all members as important contributors to your chapter.
- Recognize members for all their contributions to the chapter.
- List the benefits of membership (chapter and national) at least once a year in your newsletter.

More Retention Strategies

- Develop a flyer or brochure that outlines all the benefits of membership (chapter and national) in your chapter. Be sure to include it with dues renewal notices.
- Develop a warm renewal letter to accompany your renewal notices.
- Provide self-addressed stamped envelopes for membership renewals.
- Annually conduct some attrition research to determine why people leave. Ask “Why don’t you renew?” through letters or phone calls.
- Ensure that members can buy products or attend meetings at a less expensive rate than non-members.
- Set chapter growth goals and tell your membership about it and how they can help.
- Get other officers involved in recruitment and retention.
- Conduct a phone-a-thon recruitment/retention drive.

More Retention Strategies

- Be sure to keep accurate, organized membership records.
- Give membership cards/certificates.
- Offer CEUs for your meetings.
- Maintain a central location and/or rotate meeting sites.
- Recognize membership anniversaries or important achievements (i.e. who has been with you for five years, ten years, graduation from school, certification, the birth of a child, etc.).
- Identify officers/leadership with a special ribbon or button at meetings and programs.
- Have fun! Socialize (all work and no play....). Organize fun or team-building activities such as picnics, ropes courses, rafting trips, day trips, or retreats.
- Make sure some of your educational programs appeal to the diversity of your members and potential members

Stumbling Blocks:

Loss of Direction or Focus

- Review the mission statement and use it as a filter for planning activities.
- Hold a seminar for members to discuss the mission statement and encourage members to suggest ways to bring the group back on track.
- Reestablish your local chapter's goals and objectives.
- Select strong leaders who have a clear commitment to the organization's mission.
- Examine whether the organization has fulfilled its mission — or a particular goal that is no longer relevant to the membership — and needs to disband or change focus.

Stumbling Blocks: Competition for Leadership or Lack of Leadership

- Change the leadership and decision-making system to one that encourages shared leadership and responsibility.
- Use consensus decision-making for important decisions.
- Encourage a committee structure; this not only divides up the work, but also grooms the next generation of leadership.
- Use an outside facilitator to help negotiate differing viewpoints.
- Be realistic about the required time commitment of each job.
- Look for “neutral” individuals to be leaders, i.e. someone not identified with either faction.

Stumbling Blocks: Unequal Involvement of Members or Burnout

- Develop clear jobs that define a role for everyone.
- Consciously welcome new members, and ask them to become involved in a specific way.
- Help shy/inexperienced/new members identify the strengths and resources they have to share.
- Celebrate each successful step and benchmark of progress.
- Recognize all contributions to the total effort, no matter how small.
- Be receptive to feedback about unrealistic expectations, and adjust accordingly.
- Play as well as work together!

Stumbling Blocks: The “Founding Member” Syndrome

- Set limits for all leadership roles, to ensure rotation.
- Allow for “designers” to be involved along the way; this helps keep some distance between the founding member and the role.
- Give the founding members other roles to play when their leadership term is up, so they still feel involved, and their experience can still be utilized.
- Enlist the help of other “founders” to convey the message that it is time for an individual to step aside; the message may be more easily received from a “peer.”

From *The Community Collaboration Manual*, The National Assembly of National Voluntary Health and Social Welfare Organizations.

Resources

- Encourage membership participation
- Seek expertise from past officer or committee chairs
- Contact the local chapter committee
 - Local Chapter Liaison
 - Chair
 - APHON Office Staff