

# Chapter Development Tips

## Member Recruitment

- Stress the importance of membership diversity: nurses, coordinators, pharmacists, and social workers
- Host a new member social event: pizza, dessert, or brunch party
- Hold a new member recruitment campaign with a prize to the member who recruits the most new members
- Have a designated board member who is responsible for recruitment activities
- Invite all non-members to your meetings. This may increase their interest in your chapter
- Contact the ITNS home office (Member Services at [info@itns.org](mailto:info@itns.org)) for recruitment brochures and membership applications
- Promote ITNS during nurse's week, local health fair days, orientations, conferences and workshops
- Challenge each member to recruit one new member per year
- Sponsor a chapter awareness day. Distribute ITNS brochures and wear your ITNS pin!
- Encourage your board members to be membership ambassadors. Provide them with brochures and membership applications to distribute to non-members
- Contact local leaders, administrators, and physicians at area hospitals; transplant centers and universities to find out how to spread the word about ITNS
- Always include an announcement in your chapter newsletter calling for new members, inviting non-members to chapter events, and provide a membership application
- Make contact with potential members who initially decline membership and ask why

## Member Retention

- Form a new member committee responsible for making new members feel welcome and comfortable
- Send a survey to members asking them for suggestions and ideas
- Announce and introduce new members at meetings
- Get new members involved immediately so that they feel part of the chapter
- Send new members a welcome letter within 1 month after joining
- Recognize member milestone anniversaries
- Notify a member's employer and publish member's name in chapter and international newsletter when he/she is recognized in the chapter via award, grant, or assumes a leadership role
- Rotate dates, times and location of meetings
- When retaining a member, try to find out what is important to him/her
- Include pictures of members in the chapter newsletter

- Ask all members for their email address. This is an easy, cheap and quick form of communication
- Make personal phone calls. Try to find out why a member does not renew
- Conduct a letter writing or phone call campaign for inactive members
- Offer continuing education credits for educational programs. Contact ITNS Account Administrator Muneeb Jaffry at [mjaffry@itns.org](mailto:mjaffry@itns.org).
- Offer educational grants for your membership

## **Increasing Member Participation**

- Mail or email reminders to members about upcoming meetings and other chapter events.
- Try to alternate date, time and location of meetings between transplant centers.
- Collaborate with other ITNS chapters or other nursing organizations. You will get a stronger turnout and have access to more resources.
- Personally ask each member to participate in one chapter activity or serve on a chapter committee each year.
- Provide a chapter newsletter for your membership.
- Provide chapter goals to your members. Provide contact numbers for specific goals in case the member is interested in getting involved.

## **Recognizing Members**

- Honor members with chapter awards. Seek to honor those who devote a lot of time and energy to volunteer work
- Present certificates of recognition to members for chairing or directing projects or contributing in any significant way
- Remind each member of his/her importance and value to the organization
- Never underestimate the power of a personal thank you note
- Recognize members who always contribute to fundraisers and events
- Send letters to all officers, committee chairs and committee members to thank them for serving as their term ends. If possible, include a few examples of how their efforts benefited the chapter
- Notify employers and publish member's name in chapter and international newsletter when a member has done something of value for the chapter, received an award or grant, or assumed a leadership position

## **Developing Leaders within the Chapter**

- Develop a past president's council and use it as a sounding board for chapter ideas and problems
- Nominate successful chapter leaders for international office
- Allow volunteers to work creatively to make their job a success
- Encourage current leaders to identify members who would make good successors when their term is up
- Work to transition experienced committee members into leadership positions

- Encourage officers to attend the Chapter Leader's Meeting at the Annual ITNS Symposium

## **Officer Transition**

- Hold a mandatory officer transition meeting each year
- Keep organized detailed binders for each position to pass along to the next person who assumes that role
- Develop a policy and procedure manual that details specific officer roles and duties as well as other important chapter information
- Form a past president and/or former officer committee
- Notify the chapter development chairperson of ITNS with all election results and names of new officers with effective date of change

## **Chapter Planning**

- Develop an annual program of work with goals and strategies derived from the chapter's strategic plan
- Set realistic goals for the chapter, start small and work toward larger goals
- Continually review and revise the chapter's goals and objectives
- Schedule important dates for board meetings well in advance so everyone can mark his/her calendars

## **Develop a Chapter Action Plan**

- What idea do we want to implement?
- What actions are required to accomplish it?
- Who are the people who can help us?
- Which chapter office or committee will be responsible?
- When do we want to have this accomplished?

## **Program Planning**

- Invite a distinguished lecturer to speak at a chapter program
- Make sure chapter programs follow a wide variety of topics
- Keep programs on time and stick to the agenda
- Present current interest programs for members
- Ask your local Pharmaceutical or health care representative to sponsor your programs
- Participate in planning international meetings. Invite the ITNS Annual Symposium to your city
- Use chapter members as your speakers
- Ask local merchants to donate refreshments for your meetings
- List your chapter activities on the ITNS web site: [www.itns.org](http://www.itns.org)
- Develop a chapter speaker's bureau
- Collaborate with local organizations or another ITNS chapter to pool resources

## **Increasing Visibility and Communication**

- Develop a chapter web site
- Create a listserv to send out timely announcements and reminders
- Develop a chapter newsletter
- Have an ITNS bulletin board in your nursing unit, transplant center, clinic, etc.
- Participate in Nurse's week activities and career day events
- Sponsor community events such as blood pressure screenings

## **Increasing Chapter Non-Dues Revenue**

- Hold at least one fundraiser per year
- Thank all volunteers, contributors, vendors and participants
- Hold a raffle of donated items at the conclusion of each chapter meeting
- Create chapter sales items using your chapter logo and name. (i.e. T-shirts, mugs, sweatshirts, tote bags, post-it-notes, etc.)
- Contact the ITNS home office to purchase ITNS logo items to be sold at your chapter meetings
- Always provide members with various ways they can contribute (i.e. donating auction or raffle items)
- Identify a local celebrity who can be recruited to help with a function. Not only will you raise funds, but also you might receive media exposure
- Increase educational grant funds by targeting solicitation of funds from transplant care industries
- Form and utilize a fundraising committee
- Raffle off donated centerpieces after meetings and conferences
- Consider a transplant recipient fashion show, ornament auction, bake sale or wine tasting as possible fundraising events