**New Member Engagement - An overview for regional leaders**

Presented by Sophie Huckabay, SGNA Membership Coordinator

Attended by 16 regional leaders

* SGNA Developed 4 contact points for new members to increase engagement
	+ Month 1: New Member Pin Mailing
		- Amped up this mailing by creating a designed postcard to mount the pin and including additional promotional postcards
		- Message: *You are a resource*
	+ Month 2: Networking Email
		- Includes designed “[Networking Guide](http://www.sgna.org/Portals/0/Member-Center/New%20Members/SGNA_NetworkingPathway_FINAL.pdf)”
		- Message: *You are connected*
			* This is where the regions can have a big impact!!
	+ Month 3: Education Email
		- Discusses educational resources and information outlets
		- Message: *You are in the know*
	+ Month 7: Magnet Mailing
		- Designed magnet
		- Message: *You are SGNA*
* Why focus so much on new members?
	+ Statistically less likely to renew
		- New members are less invested in the organization and are likely not aware of the wealth of resources and benefits of SGNA membership
	+ Awareness is critical!
		- It’s our job to make sure they are aware of these resources and benefits and feel invested in the association
	+ Studies show that increasing touch points in first 3 months increases likelihood of renewing
		- Let’s make sure new members know they are joining a supportive network of GI nurses and associates!
* Regional Role
	+ Welcome your new members to the region
		- Email, phone call, letter or all three!
	+ Reach out to new members in month 2 of their membership
		- Contact members with a join date 2 months previous
		- Ex/ in September contact members with join date in July
	+ Messaging:
		- Connect members with local peers
		- Promote regional events
		- Invite to volunteer
* Pulling Regional Roster
	+ Only the region president has access to regional rosters online
	+ Login to [www.sgna.org](http://www.sgna.org)
	+ Hover mouse over “Regions” and select “Regional Reports”
	+ You will see your region name, click “Submit”
	+ Will see list displayed
		- Print your list
		- Print 5160 mailing labels
		- Export to Excel
			* This is what you will use for your welcome emails, you can sort your excel list by join date to target your second month members
* Membership Communication and Outreach Tools
	+ “Regional Officers” page
		- Regional Marketing Toolkit
		- New Member 2nd Month template
	+ New Members
		- Set up computer or iPad at national event for members to join
		- *DO NOT* use the old paper membership applications (Our dues have increased)
			* If you need a paper application for your event contact SGNA and we can send you a custom form for your region
* Tools and Resourced for New Members
	+ New Member Resources Center: [www.sgna.org/NewMembers](http://www.sgna.org/NewMembers)
		- Website overview video
		- Easy guide to discounts and resources
* Special Interest Groups
	+ Network with peers and find volunteer opportunities
* Discussion Forums
	+ Post questions and lend expertise

Question & Answer

Q: Will this power point be available on the website and can we use/share the slides

A: Yes! It is on the “Regional Officers” page

Q: What is the best way to give membership away that the region is paying for?

A: There are two ways that are equally good, it just depends if you want the responsibility of mailing items in to be the on the region or the new member.

* More regional responsibility: Have the member fill out a paper application (if you have not requested one yet shoot me an email (shuckabay@smithbucklin.com and I can send it over). Mail in the application with a check cut from the region.
* More member responsibility: Purchase a gift certificate from SGNA before the event. Give the gift certificate to the new member. They will need to join online and choose the “Send me an invoice” option on the payment page. They can then print this invoice and mail it in with their gift certificate.

Q: Can regions buy the “Month 7” magnets to give away at conferences?

A: We may have extra magnets, stay tuned!

Q: Can headquarters email regions their list of new members?

A: No, the regional rosters can be pulled from the SGNA website.

Q: Are there other ways to get members other than giving away free memberships?

A: National SGNA has seen a lot of success with member referrals. Instead of giving a new member their first year free you can consider giving a free year of membership or another prize to an existing member who refers a certain number of new members. One to one referrals is a powerful way to get new members in the door as these members are more likely to be engaged with the association. SGNA HQ can pull you a list of member referrals upon request.

Q: Can only the current president pull the regional roster from the website?

A: Yes.

Q: When will access to the roster be switched to the new regional president?

A: We make this update in January. If you have mid-year elections or other special circumstances, email us and we can switch access to the new president.

Q: Has overall membership increased or decreased this year?

A: Membership has decreased slightly. This is mostly due to members retiring. Our overall numbers last year were bolstered by an influx of new members around the CRE epidemic. We did not convert as many of these new members to renewing members as we would have liked, which is a big driver behind this campaign.

Q: Can headquarters pull a list of certified nurses for our region?

A: Yes, you can email the main SGNA inbox for this (sgna@smithbucklin.com).

Q: (J. Rangel, Heartland Region) Have regions experienced an increase or decrease in attendance?

A: (P. Nero, Pennsylvania Region) Saw attendance decrease and is looking to partner with another conference to increase numbers.

Q: How do we respond to conference attendees who don’t want to join because they can attend the conference as non-members?

A: You could consider increasing the non-member fee to attend, though you certainly don’t want to deter those people from attending at all. It is important to recognize that not every attendee is going to use SGNA member benefits, so don’t get discouraged if attendees don’t join and focus your energy on those that will become engaged members!

Q: Is anyone finding success with social media?

A: National SGNA certainly is. Setting up a Facebook page is quick and easy and certainly couldn’t hurt. If you’re not seeing followers pick up try piggy backing on SGNA’s page ([www.facebook.com/SGNAOnline](http://www.facebook.com/SGNAOnline)) and Ellie’s page ([www.facebook.com/SGNAEllie](http://www.facebook.com/SGNAEllie)) by liking these page, sharing posts and posting your own questions or comments.

Ideas from Regions

Heartland Region is individually reaching out to all current members and conference attendees. At their board meeting they will split up this list to send personal emails.

Many regions raffle off memberships and give away memberships at their conference. In the Central Florida region they give away free membership on the condition that the new members provide service at their next regional conference. This increases engagement with the new member.

Heartland region gives scholarships for membership, Annual Course attendance and education.

Rewarding members who refer new members is great way to increase one to one referrals. These new members are more likely to be engaged.

Partnering with other regions may be a way to increase conference attendance, though this will not be feasible for all regions.