Welcome to the SGNA Regional Society Toolkit! This collection of resources is designed to help you and fellow leaders encourage participation in various activities and offerings from your SGNA Regional Society.

As an SGNA Regional Society, you are an integral part of bringing the best education, resources and collaboration to GI/endoscopy nursing professionals. SGNA is devoted to advancing the practice and fostering professional development of all members of our community. You are actively contributing to this mission of furthering the specialty of gastroenterology and endoscopy nursing.

This toolkit includes tips, suggestions and ideas to help your regional society in the areas of marketing and communications. For additional resources, visit the Regional Society Resource website at www.sgna.org/regionaltoolkit. Make sure you are on the email list to receive quarterly updates specific for regional society leaders from SGNA Headquarters, including information to pass along to your constituents.

Any questions or comments should be directed to SGNA Headquarters.
Encouraging colleagues to join SGNA (and your regional society) can be challenging at times. Individuals who are reluctant to commit to membership often have a number of valid reasons for not joining. What this tells us, however, is that the messaging hasn’t hit the ‘sweet spot’ of resonating with that particular person. By focusing on the value of membership instead of the benefits, you have an increased likelihood of striking the right chord that helps influence someone to become a member of SGNA and stay involved throughout their career.

SGNA promotes membership year-round, with activity peaking around the following times:
- Annual membership renewal (November-January)
- Annual Course registration early bird deadline (April)
- 18-month membership renewal (June-August)

To assist with your efforts to recruit or retain membership, please consider incorporating the following resources that SGNA has compiled.

**MESSAGING PLATFORM**

The following messaging points can be used throughout any promotions or efforts executed by your regional society.

**Value Statements**
- Membership in SGNA demonstrates your passion and support for the gastroenterology and endoscopy specialty, as well as supporting the initiatives of the Society.
- When you join SGNA, you are supporting valuable initiatives for the specialty and can take advantage of our exclusive resources that will keep you updated on the latest developments and topics in the specialty.
- As a member, you are essential to SGNA’s continuing success, vitality and professional growth. Your active participation in the Society makes us stronger and helps us fulfill our commitment to you, to the profession and to the patients we are all privileged to serve.
- Your membership is what makes SGNA the premier organization for GI/endoscopy nurses and associates.
- We value your membership with SGNA. Without you, we would not be the thriving community of over 8,000 nurses and associates we are today. There are exciting things happening in our practice and Society in the months and years ahead that your membership is directly supporting.
**Recommended Tactics**

We recommend using a combination of tactics to help get messages across to your audience. Staying true to our personal and community-focused messages is important, while also keeping your SGNA Regional Society top of mind for the potential member, can be a tricky balance. Feel free to adjust your approach to what you feel will fit best with those you are trying to reach.

Our suggestion is to use the following tactics:

- Email
- Personal phone call
- Mailed letter
- Social media post (when applicable)

**Sample Schedule**

Below is a suggested schedule to help guide your various membership messages throughout the year. Print this out and post it somewhere as a reminder to keep in touch with members!

<table>
<thead>
<tr>
<th>DATE</th>
<th>RECOMMENDED TACTIC(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Telephone message – kick off the year, get involved</td>
</tr>
<tr>
<td></td>
<td>Social media post – ways to get involved/chapter event calendar</td>
</tr>
<tr>
<td>February</td>
<td>Email message – calendar events for the year</td>
</tr>
<tr>
<td></td>
<td>Social media post – photos of local events/members</td>
</tr>
<tr>
<td>March</td>
<td>Social media post – GI Nurses &amp; Associates Week</td>
</tr>
<tr>
<td>April</td>
<td>Email message – promoting Annual Course</td>
</tr>
<tr>
<td></td>
<td>Social media post – promoting Annual Course</td>
</tr>
<tr>
<td>May</td>
<td>Social media post – Annual Course happenings</td>
</tr>
<tr>
<td>June</td>
<td>Email message – retention of lapsed members</td>
</tr>
<tr>
<td></td>
<td>Social media post – benefits reminder</td>
</tr>
<tr>
<td>July</td>
<td>Email message – engagement of new members</td>
</tr>
<tr>
<td></td>
<td>Social media post – ways to get involved/chapter event calendar</td>
</tr>
<tr>
<td>August</td>
<td>Social media post – photos of local events/members</td>
</tr>
<tr>
<td>September</td>
<td>Social media post – visit our website</td>
</tr>
<tr>
<td>October</td>
<td>Email message – how to stay engaged between in-person events</td>
</tr>
<tr>
<td></td>
<td>Social media post – photos of local events/members</td>
</tr>
<tr>
<td>November</td>
<td>Email message – thank you members (Thanksgiving)</td>
</tr>
<tr>
<td></td>
<td>Social media post – thank you members (Thanksgiving)</td>
</tr>
<tr>
<td>December</td>
<td>Written letter – wrap up of successes from the year</td>
</tr>
<tr>
<td></td>
<td>Social media post – renewal reminder</td>
</tr>
</tbody>
</table>
**SAMPLE MESSAGING**

*Email Messages*

[Recommended Send Date]: February  
[Subject]: Your SGNA Membership Has Expired

[Body]

Dear <MAIL MERGE NAME or use “Member”>,

It has been brought to my attention that your SGNA membership has expired as of <DATE>. I wanted to personally encourage you to renew your membership and remain a part of our local regional society as well as the national organization.

**SGNA is committed to enhancing your career and helping you develop a network built on mutual support and providing you year-round professional resources. Make sure to renew online by <DATE> to continue receiving your member benefits through 2016, including:**

- Free publications: *Gastroenterology Nursing* Journal and *SGNA News*
- Access to the SGNA national *Career Center* and discussion forum
- Use of SGNA’s online member directory to help you network with nurses from across the country or just across town
- Marketplace discounts such as 50% off all SGNA books and DVDs
- Free online practice exam and CE offerings
- Discounts on local and national SGNA events

I have been a member of SGNA for <NUMBER> years, which has made a significant impact on my professional career. <INSERT PERSONAL STORY ABOUT SGNA EXPERIENCE HERE>

If you have any questions, please contact <NAME & EMAIL>. Otherwise, simply renew online by <DATE>.

Sincerely,

<SIGNATURE>
[Recommended Send Date]: February
[Subject]: March is Member Madness Month!

[Body]

Connect your colleagues to SGNA and then make sure they take advantage of SGNA on a local level with your Regional Society. Refer a member to SGNA and receive FREE SHIPPING on an online SGNA Marketplace order in April.

March is the month to encourage your colleagues in GI to join the SGNA team. Don't miss this opportunity to help grow our community and take advantage of the following special offers:

1. Refer a member to SGNA during March and receive free shipping on an online SGNA Marketplace order in April.
2. Grow your region! The SGNA Regional Society with the highest percentage of new members in March will get free access to an online module.
3. Be the individual who refers the most new members in March and receive free, Full Course registration to the SGNA Annual Course. Click here to view all the exciting educational offerings.

Make sure you are listed as the referral! The referral field in the online application is on page 2 under “Other Information.”

Contact SGNA Headquarters with any questions at SGNA@smithbucklin.com or 800.245.7462.

[Recommended Send Date]: April
[Subject]: Register for the SGNA Annual Course

[Body]

The SGNA Annual Course combines renowned industry leaders, focused educational sessions, hands-on training, insights from colleagues and product service highlights. SGNA gives you the tools and knowledge base to bring value to your job and patients every single day.

Take advantage of the opportunities available including:

- Networking with like-minded professionals
- Education focused on important topics such as infection prevention, sedation, emerging technologies and procedure skills
- Opportunity to earn contact hours, including GI-specific contact hours
- Viewing the latest in products and services in the Exhibit Hall

For registration details, visit www.sgna.org.
[Recommended Send Date]: June
[Subject]: Renew Your SGNA Membership Today

[Body]

Dear <MAIL MERGE NAME> or use “Member”,

We hope you’ve benefited from being part of the Society of Gastroenterology Nurses and Associates. **It has been brought to my attention that your SGNA membership has expired as of <DATE>**. I wanted to personally encourage you to renew your membership and remain a part of our local regional society as well as the national organization.

**We’re committed to enhancing your career and helping you develop a network built on mutual support.** If you **renew online** by <DATE> you will receive 18 months of membership for the price of 12! You’ll also renew your benefits, including:

- Free publications: *Gastroenterology Nursing* Journal and *SGNA News*
- Access to the SGNA national *Career Center* and discussion forum
- Use of SGNA’s online member directory to help you network with nurses from across the country or just across town
- Marketplace discounts such as 50% off all SGNA books and DVDs
- Free online practice exam and CE offerings
- Discounts on local and national SGNA events

I have been a member of SGNA for <NUMBER> years, which has made a significant impact on my professional career. I hope you are able to jump back into SGNA and experience the value that I have.

If you have any questions, please contact <NAME & EMAIL>. Otherwise, simply **renew online** by <DATE>.

Sincerely,

<SIGNATURE>
Three Ways to Get Involved with SGNA

You may already be taking advantage of SGNA resources and discounts, but are you really making the most of your membership? Here are a few ways you can get more involved while making life-long friends and enhancing your career.

1. **Introduce yourself to your local president.** A chapter president can always use someone to help with a project. When you first become involved in your SGNA region, you may even have some excellent ideas to share. Start with a few small tasks and who knows, you may decide to run for president yourself someday. Contact <LOCAL PRESIDENT NAME & EMAIL>.

2. **Attend an event.** There are opportunities to attend local and national SGNA events at a discounted rate. What better way to build relationships than with some one-on-one conversations? [Click here for upcoming events](#). Recent events include <ADD 2-3 EVENTS>.

3. **Apply for a leadership position.** Use this form if you are interested in nominating someone, or yourself, for a national elected position. If you are interested in a SGNA committee please use the [“Future Involvement” form](#). For a local position, [ADD INFO].

You can also update your volunteer preferences in the “My SGNA Profile” areas of the member center on [SGNA's website](#). You'll be emailed later in the year with additional volunteer opportunities. Thank you for your continued support and involvement in SGNA.
5 Reasons to Renew Your SGNA Membership

We hope you’ve benefited from being part of the Society of Gastroenterology Nurses and Associates. Our organization – *and profession* – thrives because of members like you! With renewal time around the corner, we wanted to remind you of a few reasons to continue your membership through 2016.

1. SGNA is committed to enhancing your career and helping you develop a network built on mutual support.
2. Members receive *Gastroenterology Nursing* Journal and *SGNA News*, two resources you can count on year-round.
3. You can tap into your SGNA network any time to ask questions, share stories and talk about your profession. Use the online member directory to help you network with nurses from across the country or just across town.
4. Members receive discounts up to 50% off on all SGNA books and DVDs, such as *Gastroenterology Nursing: A Core Curriculum*, GI Nursing Pocket Guides: Levels One and Two and the *Endoscope Cleaning and High-Level Disinfection Module*.
5. Discounts on local and national SGNA events where you can get top-notch education and make lasting connections all at once.

We hope you are able to renew your membership with SGNA and remain a part of our community of over 8,000 GI nurses and associates. If you have any questions, please contact <NAME & EMAIL>. Otherwise, simply renew online by <DATE>. 
[Recommended Send Date]: November
[Subject]: Renew Your Membership Today

[Body]

*Letter*

Dear <contact name>,

It has been brought to my attention that your SGNA membership has expired as of <DATE>. I wanted to personally encourage you to renew your membership and remain a part of our local regional society as well as the national organization. With your support as a member, SGNA is able to continue our mission and support GI nursing professionals around the world. I hope you reconsider and renew your commitment to the premier organization for our specialty.

I have been a member of SGNA for <NUMBER> years, which has made a significant impact on my professional career. <INSERT PERSONAL STORY ABOUT SGNA EXPERIENCE HERE>

There are exciting developments coming soon from SGNA as well as from <REGIONAL SOCIETY>. In addition to the exclusive discounts and benefits you receive as a member, SGNA has continued education, contact hours and training opportunities that will make a difference in your practice. Please remain part of our community by going to the SGNA website and renewing your membership today.

Sincerely,

<SIGNATURE>

*Telephone Message*

[Leaving a Message]

Hi <name>, this is <your name> calling on behalf of the SGNA <Regional Society>. I wanted to remind you to renew your SGNA membership before it officially ends next month. I hope you take a few moments to go online to the SGNA website and make your membership active for next year. When you renew, you are continuing to stay plugged into news, education, resources and information to provide the best in patient care. Stay part of our community of professionals who share your passion for the specialty and renew your membership today! Thank you.
**Social Media Posts**

**Facebook, LinkedIn, Blog or Discussion Forum:**

Calling all GI nursing professionals! Make membership in <regional society name> and SGNA your priority by joining before <DATE>. Now is the best time to become part of our community and get the most out of your membership. Learn how here: <URL>.

**140 characters for Twitter:**

Share our passion, show your support. Stay a member of SGNA by joining or renewing here: <URL>.

SGNA is committed to enhancing your career & helping you develop a supportive network of GI nurses. Make sure to renew online by <DATE>.

SGNA is committed to enhancing your career & helping you develop a supportive network of GI nurses. Make sure to renew online by <DATE>.

Calling all #GI nurses: SGNA connects you w/ others who are passionate about what you do. Resources, events & more. Join here: <URL>. 
EVENT MARKETING

There is no ‘one size fits all’ event planning for our Regional Societies, so we recommend selecting the approach that fits your local community best. Promotion of an event should feature the educational aspects: continuing education, contact hour offering and notable topic/speaker that would appeal to a potential attendee. Sometimes it is challenging to stick to the highlights, as there is a lot of information that could be of interest to your audience. Think about positioning your promotional copy to answer the question “What is in it for me?”. Instead of stating key details, proactively answer the question about why an individual should take the time to attend your event.

To assist with your efforts to encourage attendance at your next event, please consider incorporating the following resources that SGNA has compiled.

MESSAGING PLATFORM

The following messaging points can be used throughout any promotions or efforts executed by your regional society.

Value Statements
• Attending this event will connect you with local GI/endoscopy nursing professionals in our area. Network and share insights while you make valuable friends in our community who understand the unique challenges of our specialty.
• Get <##> contact hours close to home when you attend the event.
• Developed by experts in the GI specialty, get the continuing education and training you need.

RECOMMENDED TACTICS

To help disseminate information about your educational event, we have prepared a number of templates for you to use. Based on the size of the event and what is going to resonate best with constituents, please select what will be most helpful to you.

We recommend including the following tactics in your marketing efforts:
• Email
• Flyer and/or brochure
• Social media post (when applicable)
**SAMPLE MESSAGING**

**Email Messages**

[Subject]: Gain Insight into <TOPIC> at the <TITLE OF EVENT>

[Body]:

<TITLE OF EVENT> is coming to <CITY>!

<TITLE OF EVENT> is taking place <DATE> at <LOCATION>. It’s your chance to spend <# OF DAYS or HOURS> with other GI/endoscopy nursing professionals from our area. Network and share insights while you make valuable friends in our community who understand the unique challenges of our specialty.

Earn up to <#> contact hours at the event. Check out the full schedule here <URL>. Sessions include:

- <SESSION TITLE>
- <SESSION TITLE>
- <SESSION TITLE>
- and more!

To register, <ADD INSTRUCTIONS>. We hope to see you there!

**Social Media Post**

**Facebook, LinkedIn, Blog or Discussion Forum:**

Want to learn more about <TOPIC>? Need contact hours or continued training? Get all this and more on <DATE> when you join <REGIONAL SOCIETY> at <LOCATION>. Learn more about <EVENT NAME> online here: <URL>.

**140 characters for Twitter:**

Learn about <TOPIC> at the <EVENT NAME> on <DATE>. Find out more at <URL>.

*If you have any photo that represents the event or topic that will be discussed to include in a post, that would likely gain more attention on social media.*