

SGNA™



Regional Society Marketing Toolkit

Your Regional Toolkit

Each Regional Society is an integral part of bringing the best education, resources and collaboration to GI/endoscopy nurses and associates. SGNA is devoted to advancing the practice and fostering development of all members in our community. Put simply:

You are actively contributing to this mission of furthering the specialty of gastroenterology and endoscopy nursing.

This collection of resources is designed to help you and fellow regional leaders encourage participation in various SGNA activities, including your SGNA Regional Society. You'll find sample copy to help you promote events and membership with ease.

For additional resources, visit the Regional Society Resource **website**.

Two Elements to Market: Membership and Events

There are two main ways to encourage your colleagues to connect and be involved with the SGNA community: membership and events. While events are the “low-hanging fruit” and offer an introduction to the society, membership is still a valuable way to get people involved year-round. In the following pages we’ll outline the different approaches to each type of marketing tactic and provide value statements and key messaging that will help you reach your colleagues with each of these in mind.

Value Statements:

| Membership |
|--|
| 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. |
| With access to FREE year-round webinars, discounted educational materials from the SGNA Store, and the opportunity to earn contact hours at Annual Course, a membership with SGNA will help you to advance in your career. |
| With access to <i>Gastroenterology Nursing Journal</i> , standards & practice guidelines, and regular email communication from SGNA Headquarters, you’ll stay up to date on current trends and industry best practices. |
| We value your membership with SGNA. Without you, we would not be the thriving community of over 5,000 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. |

| Events |
|---|
| Attending this event will connect you with local GI/endoscopy nurses and associates 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. |

Sample Emails

Membership

SUBJECT:

5 Reasons to Renew Your 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 <INSERT YEAR>.

1. SGNA is committed to advancing the field of gastroenterology through its practice guidelines and position statements, and advocacy for nurses and associates through cross-functional committee participation and partnerships with regulatory agencies.
2. Members receive access to the latest news and information through *Gastroenterology Nursing Journal* and other SGNA communications.
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 publications, and CGRN certification and re-certification fees.
5. Attend — at a discounted rate — 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 5,000 GI nurses and associates. If you have any questions, please contact info@sgna.org. Otherwise, simply **renew online**.

Sample Emails

Membership

SUBJECT:

Allow Me to Introduce the Society of Gastroenterology Nurses and Associates

Meet the Society of Gastroenterology Nurses and Associates (SGNA)

Year after year the SGNA community continues to make advances in infection prevention best practices, developing education on specialty topics and advancing the practice of GI and endoscopy nursing. None of that, however, would be possible without YOU!

Our members can take advantage of:

- Connections to an engaged community of over 5,000 GI nurses and associates;
- Free and discounted education. SGNA members save up to 50% in the SGNA Store and \$150 on Annual Course registration;
- Resources that help members find their path to certification;
- Industry news and updates via the *Gastroenterology Nursing Journal* and other SGNA communications;
- And more!

Become a member today!

If you have any questions about SGNA membership, please contact info@sgna.org.

Sample Emails

Events

SUBJECT:

Gain Insight into <TOPIC> at the <TITLE OF EVENT>

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

<TITLE OF EVENT> is taking place <DATE> in <LOCATION>. It's your chance to spend <#OF DAYS or HOURS> with other GI/endoscopy nurses and associates 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!

Sample Emails

Events

SUBJECT:

Mark Your Calendar for SGNA's Annual Course

This is the Industry Event You Won't Want to Miss

The SGNA Annual Course is the best educational investment your organization will make all year. Taking place <INSERT DATE> in <INSERT LOCATION>, the Annual Course gives you the tools and knowledge-base you need to bring value to your job and patients every day. Take advantage of the opportunities available including:

- Networking with like-minded professionals;
- Education focused on relevant topics such as infection prevention, sedation and endoscopic reprocessing;
- Opportunity to earn contact hours; and
- Viewing the latest products and services in the Exhibit Hall.

Visit annualcourse.sgna.org for more details.

Social Media Posts

Membership

Calling all GI and endoscopy nursing professionals! Now is the time to join @SGNA. It is the best time to become part of our community and get the most out of your membership. Learn how by visiting <https://www.sgna.org/Join/Become-a-Member>

Share our passion, show your support. Stay a member of SGNA by joining or renewing here: <https://www.sgna.org/Join/Become-a-Member>

SGNA is committed to enhancing your career & helping you develop a supportive network of GI nurses and associates. Make sure to renew online: <https://www.sgna.org/Join/Dues-Renewal/Renew>

Calling all #GI and #endoscopy nurses and associates: SGNA connects you with others who are passionate about what you do. Resources, events & more. Join here: <https://www.sgna.org/Join/Become-a-Member>

Events

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>.

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

Network, view the latest products and services in the exhibit hall and earn contact hours when you register for SGNA'S <INSERT NUMBER> Annual Course. <https://annualcourse.sgna.org/>

Phone Script

Membership

For Membership Renewal

Hi <name>, this is <your name> calling on behalf of the SGNA <Regional Society>. I wanted to remind you to renew your S-G-N-A 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. Visit S-G-N-A dot org to renew!

For New Members

Hi <name>, this is <your name> calling on behalf of the SGNA <Regional Society>. I wanted to encourage you to become a member of The Society of Gastroenterology Nurses and Associates, S-G-N-A. S-G-N-A is a professional organization of nurses and associates dedicated to the safe and effective practice of gastroenterology and endoscopy nursing through education, research, advocacy and collaboration. When you become a member, you will be able to stay plugged into news, education, resources and information to provide the best in patient care. Visit S-G-N-A dot org to join!



Society of Gastroenterology Nurses and Associates

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