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**Reminder:**

In order for headquarters to provide you with up-to-date membership contact information and to renew your chapter's members, it is essential for headquarters to have current mail and e-mail addresses for all members.

Please encourage your members to contact headquarters at [memserv@stti.iupui.edu](mailto:memserv@stti.iupui.edu) 888.634.7575 (US/Canada) +1.317.634.8171 with their new contact information.

**Membership News for Chapter Leaders**

**Welcome**

Hello Honor Society of Nursing, Sigma Theta Tau International chapter leaders!

Membership retention can be impacted by your efforts to keep your chapter's members engaged and connected. How will you keep them engaged and connected to your chapter and to each other?

In this issue of *Membership News*, you will learn about the membership life cycle as well as ideas and tools available for engaging your chapter's members. As you

read this issue, think about how you will apply the information to your chapter's membership retention efforts. You may supplement your ideas with best practices provided at [www.nursingsociety.org/chapters/bp\\_main.html](http://www.nursingsociety.org/chapters/bp_main.html) or by requesting ideas from peers at [chapterleaders@lists.stti.iupui.edu](mailto:chapterleaders@lists.stti.iupui.edu).

If you have questions about membership retention, please contact headquarters at [memserv@stti.iupui.edu](mailto:memserv@stti.iupui.edu), 888.634.7575 (U.S./Canada) or +1.317.634.8171.

**New Member Service Available**

View the honor society's Web site in different languages

In an effort to help our chapter leaders and members who speak languages other than English, the Honor Society of Nursing, Sigma Theta Tau International Web site and online resources can be read in six additional languages: Chinese, French, German, Korean, Portuguese and Spanish.

To view the Web site in one of these languages, follow these simple steps:

- Go to [www.nursingsociety.org](http://www.nursingsociety.org)

- At the top of the page, click on your preferred language

The translations are made possible through the Google Translation service. Please note the Google Translator does not provide a perfect translation of all text and we invite you and your chapter's members to provide feedback for improvement. To provide feedback, please e-mail your comment or suggestion to [translations@stti.iupui.edu](mailto:translations@stti.iupui.edu).



# Training Tip

## How to engage members throughout their membership life cycle

(Reprinted from Chapter Leader Emphaiss, September 2005)

Did you know that in 2005 only 48 percent of inductees renewed their membership after their first year?

This startling trend, if it continues, could have a tremendous impact on your chapter, the organization at large and eventually the nursing profession. The members of your chapter—and others worldwide—are the heart and soul of the Honor Society of Nursing, Sigma Theta Tau International. Research conducted by the honor society has identified an evaluation, or life cycle, of honor society membership. Knowing the membership life cycle may help you identify ways to build a long-term relationship with your members and establish a strong community within your chapter.

The first step in the life cycle is identifying potential members and inviting them to join the honor society. When people

are unaware of the honor society, they are more likely to decline membership. This is why communication prior to the induction ceremony is important.

Many chapters have found success in teaching new students about honor society opportunities during new student orientations and other student organization meetings. Publicity in and around the nursing school, hospitals and community centers is also a great way to increase awareness of your chapter and the honor society.

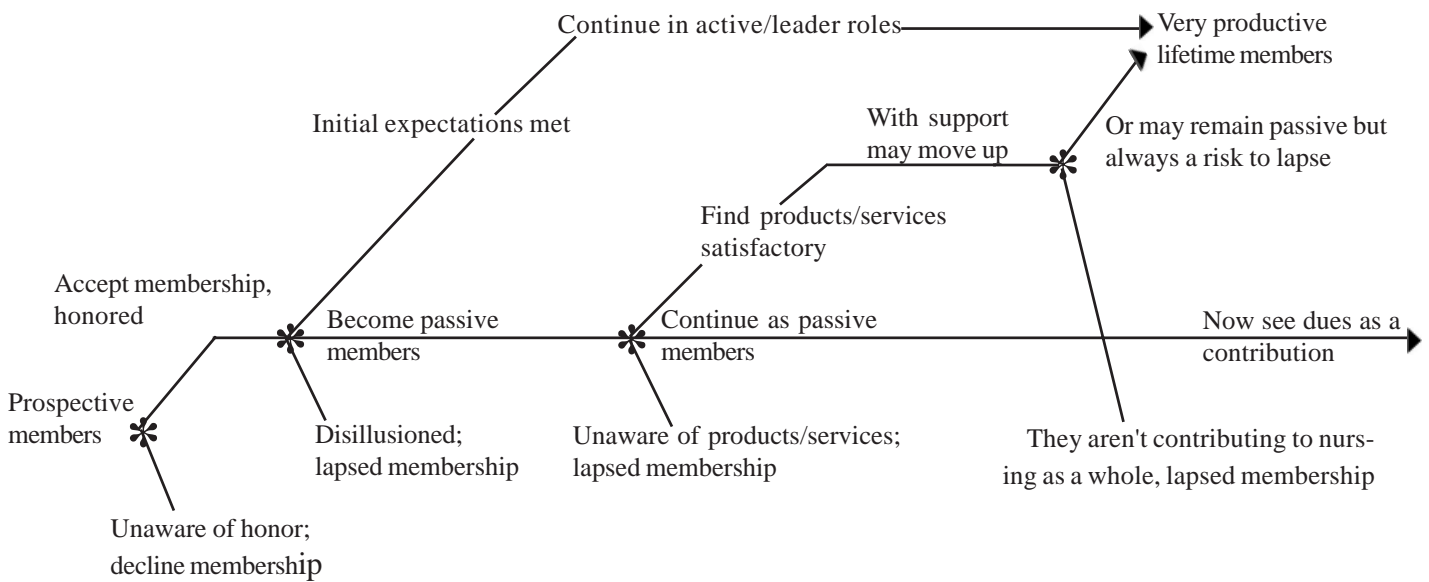
When individuals accept membership, they begin a journey that could be a very rich and satisfying relationship with your chapter and the nursing community worldwide. Newly inducted members often have set expectations; when these expectations are met, the members are more likely to renew when asked. If their expectations are not met, they may become passive or check-

book members, which means they see their dues as a contribution. Consider asking new members about their expectations, and then help them make the most of their membership by developing ways your chapter can meet their expectations. A quick survey to new members can easily identify their needs—there are even sample surveys online for your use.

At different points in members' life cycles, they may become unaware, disengaged or dissatisfied with their honor society experiences. Research shows us that the more engaged people are in an organization and the more support they have, the more likely they are to continue renewing their membership. This is the reason communication with members after induction is critical. Any time you have

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### The Evolution of Membership



Source: 2002 SMARI Research

\* = Critical transition points

## Training Tip

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the opportunity to meet members' needs or expectations, you influence perceptions about the honor society in a positive way. The tools listed below may be used to engage prospective and new members, and can be found on the honor society's Web site at [www.nursingsociety.org/chapters](http://www.nursingsociety.org/chapters).

### Prospective Members

- Prospective-Member Orientation Script and Slideshow
- Pre-Invitation Letters

### New Members

- New-Member Orientation Script and Slideshow
- New-Member Survey
- Sample Induction Announcement to Employer
- Sample Induction Media Releases
- Sample New-Member Welcome Letter
- VIP Profile Invitation

## Funding Membership

Does your chapter have a prospective or current member who needs assistance paying membership fees, and your chapter does not have the funds to help?

Consider completing and submitting an Edith Anderson Membership Subsidy Fund application on behalf of the member. Through the fund, the honor society is able to underwrite up to 75 percent of the honor society's annual membership fee, and all subsidies are confidential.

Details and an application are available at [www.nursingsociety.org/chapters/subsidy.html](http://www.nursingsociety.org/chapters/subsidy.html). To learn more about the fund and special funding available for members living in states affected by Hurricane Katrina—Louisiana, Mississippi and Alabama—contact us at 888.634.7575 (US/Canada), +1.317.634.8171 or [memserv@stti.iupui.edu](mailto:memserv@stti.iupui.edu).

# Engaging Retired Members

Recognizing that Baby Boomer nurses, who represent a large and growing segment of members, will reach retirement in the next few years, the honor society has implemented two ways to keep them connected.

### *Always a Nurse*

*Always a Nurse* is an e-newsletter that speaks to the needs of retiring and retired members with content including:

- latest trends, issues and research in nursing;
- book reviews;
- travel and volunteer opportunities;
- financial advice from a panel of experts;
- stories by nurse members enjoying an active retirement; and
- what is happening at Sigma Theta Tau International.

Members may find the newsletter at [www.nursingsociety.org/membership](http://www.nursingsociety.org/membership).

### Educational Vacation

Because travel is one of the most popular activities to be planned by members during retirement, the honor society has chartered a special trip through Elderhostel specifically for members and their families, friends and colleagues. This trip is in the planning stages and registrations open in February.

Trip features include:

- Spend five days “island hopping” to learn about the rich history and ecology of three barrier islands while staying in

comfortable and relaxing accommodations.

- Visit Georgia's historic Golden Isles of St. Simon, Jekyll and Sapelo.
- A field trip by boat to Sapelo Island to experience the local Gullah-Geechee culture and Hog Hammock community dating back to the early 1500s.
- On Jekyll Island tour lavish “cottages” of early millionaires.
- Visit battle sites, old slave quarters, evocative churches, seaside villages and Lighthouse Museum on St. Simons Island
- Enjoy nature walks along the Intracoastal Waterway, an entertaining presentation about coastal birds and a sea turtle encounter.

**Now that you've learned some ways the honor society is engaging retired members, what can your chapter do?**

Consider the following ideas for engaging retired members through your chapter:

- Profile a retired member in your chapter's newsletter.
- Invite retired members to serve on task forces or planning committees.
- Plan a daytime retired-member social event.
- Conduct a survey of retired-members programming interests and needs.
- Develop a mentoring program in which a retired member mentors a new member.

**Do you have questions about membership?**

**E-mail [memserv@stti.iupui.edu](mailto:memserv@stti.iupui.edu)**

**Call 888.634.7575 (U.S./Canada) or**