



Association Membership Recruiting New Members

MEMBERSHIP RECRUITMENT: Encouraging New Students to Join

By FNSA Membership Committee

With well over 4,000 members, Florida has one of the largest membership counts in the nation. These numbers are all thanks to the hard work and dedication of every one of Florida's student nursing associations. It is the passion, and leadership of student members all across the state that allow us to grow in numbers and spread the camaraderie of nursing.

As an organization centered on the professional development of nursing students, being a part of a student nursing association has a plethora of benefits to pre-nursing and nursing students. It is important to highlight and spread these positive attributes to potential new members to grow together as a community. In this newsletter, you will find helpful tips and new ideas to help you in recruiting new members to join your organization.



Abbygail Lapinski

*Region 3 Director &
Membership Committee Chair*
FNSA.region3@gmail.com

Recruitment Events

Your organization is unique in the positive benefits it offers to students at your institution. Highlighting these qualities to potential new members is integral to encouraging membership. Hosting recruitment events or incorporating recruitment into events held at your institution are an engaging and exciting ways to spread your organization's message. Some ideas for recruitment events are as follows:

- Host an ice cream social or movie night for all students
- Host a large-scale community health event (i.e., beach cleanup)
- Present or set up a booth at orientation
- Invite alumni to speak about their experiences following nursing school and the impact of being a part of a professional organization

Meetings with Purpose

Meetings are powerful as they offer the opportunity to gather all members of your organization at one time. In this time, it is essential to cover important organization matters such as upcoming events, elections, etc. Alongside organization business, these meetings provide the perfect opportunity to hold workshops or sessions that provide a substantial benefit to current members and appeal to potential new members. Fostering personal and professional growth at meetings can increase engagement and emphasize the value of your organization. Examples of ideas to consider:

- Speakers (i.e., alumni, faculty, leaders in the field, nurses of different specialties)
- Tips for improving your resume
- Mock interviews
- NCLEX Trivia

Recognition

Members are the foundation of an organization. The time and dedication they put into an organization is indispensable and deserves recognition. Providing awards for members' commitment at all levels is impactful in demonstrating their value and providing a physical representation of their hard work. Some example of awards to consider include:

- Certificates
- Graduation cords or sash
- Letters of Recommendation
- Scholarships

Highlighting what Matters

Being a member of one's local student nursing association, FNSA, and NSNA can be a prominent part of a student's journey to becoming a nurse. When recruiting new members, highlight why investing time and money into being a member is a good decision benefiting their professional career. As an organization, highlight key aspects of your organization that define your mission such as leadership opportunities, networking, membership events, involvement in community health, and membership awards.

Moreover, including how being a member of FNSA and NSNA provides additional benefits through expanding their opportunities and network. Benefits of FNSA and NSNA membership can be found on their respective websites fnsa.net, and nsna.org.

Reaching your Audience

There are many ways to reach potential new members and share the positive impact of being a member of a student nursing association. As mentioned earlier, recruitment events are just one of these ways. Another way is through various forms of media. Utilizing different platforms and information sources allows you to reach a broader audience and connect through multiple channels. Some examples to consider are:

- Creating and distributing flyers or brochures
- Mass emails or texts to potential members
- Creating social media pages for your organization
- Developing a webpage

Questions or Comments?

Do you have any questions? Are you interested in hearing more recruitment tips? Would you like to share your favorite recruitment tips? Email me today!

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Region 3 Director and Membership Committee Cahir
fnsa.region3@gmail.com