



THE GERONTOLOGICAL
NURSING ASSOCIATION
ONTARIO

Membership Chair

Role and Responsibilities

October, 2015

Roles and Responsibilities of Provincial Membership Chair and Administrative Support for Membership Process

- The membership *process* is coordinated by Lydia Saleh - GNAO administrative support.
- The Provincial Membership Chair/Co-Chairs has/have responsibility for monitoring membership numbers
- Provide quarterly membership reports, lists, and interim membership information as requested.
- Provide assistance with ideas/activities/planning to energize membership involvement
- Provide promotional and informational materials in assistance of recruitment, retention and marketing activities.
- Provide master letters – letter of welcome, lapsed members, etc.
- Facilitate communication by sharing information between chapters
- Liaise with chapter membership chairs as needed.
- Respond to membership questions/concerns/issues as required.

Role and Responsibilities of Chapter Membership Chair

- Maintain membership list for your chapter, including new, renewing and lapsed members (membership list sent quarterly by provincial administrative assistant)
- Maintain mailing/emailing list for your chapter (labels sent electronically quarterly and as requested)
- Notify GNAO Administrative Support of educational events for posting on GNAO website
- Inform chapter executive of membership status (membership report sent quarterly)
- Respond to any requests for additional information regarding chapter membership
- Follow up with Provincial Membership Chair regarding any membership issues
- Contact lapsed members to encourage them to rejoin your chapter
- Contact and/or send letter of welcome to new members to your chapter
- Co-ordinate new member recruitment and marketing efforts with executives of your Chapter
- Collaborate with the Chapter Executive in creation of educational events, promotional materials, an communication to membership

Provincial Membership Process

Mid- to late September – send renewal reminders to current Direct GNAO members only (not RNAO). Mailing includes Membership Renewal letter & GNA brochure.

Mid- to late October - request for RNAO final update for current membership year so that 4th quarter report can be prepared.

November/December – request and receive RNAO’s update for new membership year*

November/December – also process Direct GNAO cheques received (bulk of Direct GNAO renewals received at that time). Send welcome postcard to new and renewing members

December/January – process above RNAO update for new membership year. Also process any subsequent RNAO updates received during December & January

January/February – print membership cards, send to printers for cutting, then send welcome packages to all new/renewed members (Direct GNAO & RNAO). (Package includes membership card, Standards & back issue of Perspectives for new members, Provincial Board Members list, Chapter Pres. & Membership Chair Info.).

January 31st – send 1st quarter report, chapter summary report, membership lists & labels, lapsed members list to all membership chairs (sent via email)

February/March – send lapsed member renewal notice (mail merge “We miss you...” letter) to all lapsed members - Direct GNAO and RNAO. The Chapter President & Membership Chair list is included in this mailing for contact information.

April 30th - send 2nd quarter report, membership lists & labels, lapsed members list (and labels if requested) to all membership chairs (sent via email)

June – RPNAO annual registration date

July 31st - send 3rd quarter report, membership lists & labels, lapsed members list (and labels if requested) to all membership chairs as well as membership report from the RPNAO (sent via email)

Oct. 31st - send 4th quarter report, membership lists & labels, lapsed members list (and labels if requested) to all membership chairs – continue to update RPNAO membership list (sent via email)

*There are typically 6 main RNAO updates received over the year: Nov., Dec., Jan. (beginning of month), Jan. (end of month), Mar., and May. Updates have to be requested each time – they are not sent automatically by RNAO. GNAO receives RPNAO membership reports in August/Sept (full year) and Jan/Feb. (1/2 year)

Chapter Membership Process

January 31st - Review membership and lapsed members list (RNAO, Direct) – RPNAO 1/2 year membership date - determine local chapter membership initiatives

February – Send letters of welcome to new members (see sample – include newsletter or other chapter notice of events)

March – Send lapsed members letter

April - Review membership and lapsed members list – determine if lapsed members have now renewed

July– RPNAO annual membership registration date

July-Oct – continue to monitor membership reports (RNAO, RPNAO, and Direct) and evaluate success of membership initiatives