



Registered Nurses' Association of Ontario
L'Association des infirmières et infirmiers
autorisés de l'Ontario

MEMBERSHIP ENO MANUAL

JANUARY 2014



Table of Contents

Welcomepg 3

Why the Executive Network Structure.....pg 4

Your Roles and Responsibilities as Membership ENO.....pgs 4-5

Roles and responsibilities of Membership & Services

“Home Office Network Resource”pg 5

RNAO CALENDAR for Membership ENOs.....pg 8

The Six Secrets of Successful Recruiters.....pg 9

Speaking out like a successful recruiter:

Nine things prospective members say and how you can respond.....pgs 10-11

Myths & Realities of Member Recruitment.....pgs 12-13

Membership Lists.....pg 14

Services Available to Chapters/Regions with Chapter/Interest Groups.....pg 15

Request Form for Home Office Services.....pg 16

Membership Sample Documentspg 17

WELCOME

As an Executive Network Officer for Membership & Services, you help represent and grow your group at the provincial level and provide information and connections to your own members.

We look forward to working with you and hope that you will find your involvement on your executive and as a leader of RNAO a fulfilling and rewarding experience.

This manual is provided as a guide to assist you in orienting yourself to your role. We look forward to hearing your suggestions for future editions, as well as including your innovations and success stories.

Warmest Regards,

A handwritten signature in blue ink that reads "Carrie Edwards". The signature is written in a cursive, flowing style.

Carrie Edwards
Membership & Services Co-ordinator
Registered Nurses' Association of Ontario (RNAO)
158 Pearl Street, Toronto, Ontario, M5H 1L3
Direct: 416-408-5620 or 1-800-268-7199 x222
cedwards@RNAO.ca

Why the Executive Network Structure

The goal of the executive network structure is to create a unified structure for chapter and interest group executives that mirrors, as much as possible, the departments of RNAO Home Office.

These roles are:

- President or Chair
- Policy and Political Action
- Membership and Services
- Communications and Public Relations
- Finance
- Social Media
- Workplace Liaison
- Student Representation

The goals of this structure are:

- To enhance the support and mentorship opportunities for members by channeling expertise from home office, in a targeted way, to the various networks.
- Improve the flow of information to and from home office about current and emerging issues around the Province.
- To grow new leaders through ongoing activities and to assist in relieving the demands of leadership too often concentrated on the Chair/President.
- To spread the Chapter, Region without Chapters and Interest Group workload and responsibility in a manageable way this should allow for a higher level of activity and membership involvement.

Your Roles and Responsibilities as Membership & Services ENO

- Membership engagement. Please request updated membership lists for all mailings/contact information; Carrie Edwards the Membership & Services Co-ordinator, 416-408-5620 or at cedwards@RNAO.ca
- Contact new members to welcome them to your group
- Contact lapsed membership to encourage them to rejoin RNAO

- Nominate members for RNAO Recognition Awards
- Send a copy of all minutes and newsletters to Carries Scott cedwards@RNAO.ca and Daniel Lau dlau@rnao.org.

The Membership and Services Department provides services to members on issues regarding their membership and membership benefits and services. The department is responsible for all membership marketing, processes all memberships, responds to inquires about membership, addresses particular problems and concerns with individual membership, and provides your group with membership information, materials and support on a regular and on-demand basis. The department also administers member benefit programs including Recognition Awards, Recruitment Awards, and affinity savings program.

Roles and Responsibilities of Membership and Services “Home Office Network Resource”

- Provide membership lists and interim membership information as requested.
- Provide assistance with ideas/activities/planning to energize membership involvement.
- Provide promotional and informational materials to assist recruitment and retention activities.
- Editorial support in creating membership welcome letters or letters to lapsed members.
- Assist Regions/Region without Chapters/ interest Groups with mailings, and keeping minutes and newsletters for archives.
- Advice and counsel with issues regarding terms of reference changes or interpretations and new interest group information.
- Facilitate communication by sharing information between members and Interest Group and Chapter executives.
- Respond to membership questions/concerns/issues as required.

RNAO Home Office Contact Information:
 Carrie Edwards
 Membership & Services Co-ordinator
 Registered Nurses' Association of Ontario (RNAO)
 158 Pearl Street, Toronto, Ontario, M5H 1L3
 Direct: 416-408-5620 or 1-800-268-7199 x222
 Fax: 416-599-1926
 Email: cedwards@RNAO.ca

TO HELP YOU SORT OUT WHEN TO DO WHAT!

RNAO ANNUAL CALENDAR

January

- Phone calls to encourage lapsed members to renew

February

- Attend RNAO's Day at Queen's Park and Assembly meeting (as applicable)
- Attend Interest Group Chairs/Chapter President meeting (as applicable)

March

- Register for annual General Meeting NOW!! (as applicable)
- (Interest Groups only) Check that membership numbers for RNs exceed 250 to be eligible/maintain group discount eligibility for members
- Review RNAO ENDS Progress Report (part of Assembly meeting package)

April

- Attend RNAO Annual General Meeting (as applicable)
- New executive members are selected
- (Regions without Chapters only) Regions without Chapters must select Assembly Representatives by end of April – Bylaw 5.09(2)

May

- (Chapters only) New Executive members begin term of office
- Nursing Week activities (this occurs the week of May 12 – Florence Nightingale's birthday)

June

- (Interest Groups only) Confirm fees for next membership year with Home Office
- Promote \$50.00 membership fee

July

- Work with your local or specialty executive to set a calendar of events for the coming year (we recommend a minimum of 2 membership activities per year)
- (Chapters only) Receive Quarter Century and Member Emeritus notices – plan for recognition at your upcoming meeting
- Promote \$50.00 membership fee
- Help with preparing of annual budget

August

- Groups will submit calendar of events to Home Office to facilitate marketing and synergize efforts
- Launching of recruitment and retention efforts, continuing until October could include:
 - Targeted Mailings
 - Nursing School presentations (Sept/Oct)
 - E-mails
 - Phone calls and personal contact
 - Postcards
 - Brochures/flyers
- Promote Two Months Free membership fee

September

- Help Develop Chapters/Regions without Chapters and Interest Groups' Strategic Plan
- Promote Two Months Free membership fee

October

- Help plan for Recognition Awards nominations
- End of RNAO's Fiscal year

November

- Membership New Year November 1st

- Send Welcome letter and event information to new and renewing members

December

- Request updated membership lists from Home Office
- Follow up on lapsed members with:
 - Phone calls
 - Personal Contacts
 - Postcards
 - Letters
 - Emails

Ongoing Activities

- Proudly represent RNAO
- Recruit colleagues and students to become members or associates
- Contact new members and follow up on lapsed members
- Please inform Home Office of any membership suggestions or complaints
- Please inform Home Office of any errors or updates to membership lists
- Please send a copy of meeting minutes to the Director of membership and Services at Home Office
- Please send a copy of all newsletters, notices and flyers to the Director of membership and Services at Home Office
- Please keep RNAO informed of issues in your local/specialty area
- Be proud of the work you are doing on behalf of your local members – it does not go unnoticed
- Contact Home Office staff (Carrie Edwards) for assistance, support, and ideas at any time

The Six Secrets of Successful Recruiters

We all want RNAO to grow our profession's voice by encouraging RNs and nursing students to join RNAO. Those who have a track record of getting people to join RNAO have a few things in common that you too you can use to recruit new members and get valuable recruitment rewards. Here are the six secrets of successful RNAO recruiters:

Know

Know your colleagues' needs, and what RNAO benefits (legal support, professional development, knowledge, camaraderie, political action, financial savings...) are most relevant to them. Think about sharing what led **you** to join RNAO and get involved. By knowing your audience and knowing RNAO, you'll be able to assist them to get the most from their association. Keep abreast of special offers such as promotions for new grads or two months free at the beginning of the membership year, to share with colleagues.

Ask

Don't be embarrassed to actually ask "why haven't you joined RNAO? What would make you join? Do you want to do it today?" New members often come on board because someone took the time to ask them.

Listen

Listen to what your colleagues have to say about RNAO. Sometimes there are misperceptions about RNAO that you can clarify – for example that it is only for nurses at the bedside, or that the fees are very high. Many new members get involved because a caring colleague has taken the time to hear their concerns and explain what RNAO can do for them. See the reverse for some common things people say about RNAO.

Tell

RNAO has lots of different reasons to get involved. Look for opportunities to speak about these at in-services, orientations, in the cafeteria, on bulletin boards or on intranet sites – speak out for nursing by talking up RNAO whenever you get a chance.

Do

Helping a friend or a colleague complete the application form and submitting it for them means it gets done. It's just not enough to leave someone with a vague promise to visit the site or call. Nurses are busy and sometimes forget. Recruiting new members can often mean helping them to actually fill out an application and submitting it for them, or if that's not possible, following up to ask if they've had a chance to sign up.

Get Help

Use the Home Office resources available to you – ask for help recruiting others by signing up as a Workplace Liaison, or get in touch with your membership executive network officer or student liaison. Home office has resources and staff for every occasion that will assist you in reaching out to potential members – get in touch at 1-800-268-7199 with your questions and ideas today.

Speaking out like a successful recruiter: 9 things prospective members say, and how you can respond

When they say...	You can respond...
Explain to me about the Professional Liability Protection (PLP)	The assistance available to RNAO members from the Canadian Nurses Protective Society (CNPS) satisfies the requirements in the CNO's proposed bylaws amendment. RNAO members are eligible for CNPS assistance as an automatic benefit of membership at no additional cost. So, if one is an RNAO member, s/he satisfies this requirement.
I'm going on parental leave	<p>Reduced rates of \$87.83/year + \$62.09 CNA <i>fee optional</i> total \$149.49 (HST included) are available to people who are on parental leave.</p> <p>Your legal supports are still essential in case anything comes up during the time you are away from work.</p>
I'm retiring	<p>Reduced rates of \$87.83/year + \$62.09 CNA <i>fee optional</i> total \$149.49 (HST included) are available to people who are retired.</p> <p>Retired members have a unique opportunity to lead the profession by attending events and mentoring the younger generation. Staying involved keeps you young!</p> <p>Many retired RNs find they still want to practice occasionally; RNAO supports you to do that.</p>
Do I need the Legal Assistance Program (LAP)?	<p>Could you afford to pay for your legal defense for a CNO complaint or a lawsuit? Not many nurses can!</p> <p>Nurses are responsible for our practice at all levels and in all settings.</p> <p>You don't need to have done anything wrong to get drawn into a legal situation.</p> <p>Cost is \$64.57/year (HST included)</p>
I'm already in ONA	<p>ONA members qualify for discounted RNAO fees of \$175.00/year + \$62.09 CNA <i>fee optional</i> total \$ 237.09(HST included).</p> <p>Legal protections from ONA only extend to your work within the bargaining unit – if you work</p>

When they say...	You can respond...
	<p>elsewhere, you definitely need RNAO.</p> <p>RNAO offers unique professional development</p>
<p>The fees are too expensive</p>	<p>RNAO fees are often less than people think and are much less than for comparable professional associations.</p> <p>You may be eligible for discounted rates.</p> <p>Paying via monthly preauthorized payments or payroll deduction makes RNAO fees easier to fit into your budget.</p> <p>Savings on members-only products and conference registrations means membership often pays for itself.</p>
<p>RNAO is only for nurses in management</p>	<p>Over 55% of members are staff nurses, while only about 10% of members are in administration roles. RNAO is an association that advocates for healthy work environments for all nurses.</p>
<p>RNAO is only for nurses at the bedside</p>	<p>RNAO's professional development, networking and advocacy resources are essential to being an effective nurse leader and moving your career in the direction you choose.</p>
<p>I'll sign up (on the website, over the phone)</p>	<p>That's great. Let's do it together so we can answer any of your questions.</p>
<p>I disagree with RNAO's position on a particular issue</p>	<p>RNAO is member-driven and democratic. It's only by being involved that you can have a voice in your association's direction.</p>

For more details, contact the membership department at RNAO at 1-800-268-7199 or check out your Leadership or Workplace Liaison manual

THE MYTHS & REALITIES OF MEMBER RECRUITMENT AND RETENTION

THE MYTHS & REALITIES OF MEMBER RECRUITMENT AND RETENTION

<i>Myths</i>	<i>Realities</i>
The membership department handles retention	Although the membership department may develop and spearhead member services, strategic retention is everybody's job, volunteers as well as staff.
Retention equals renewal	Renewal is only the last step in the long process of retention. Members pay their dues again (and again) if they are satisfied and feel they have received value throughout the year.
Recruitment and retention get equal resources	Many associations give the lion's share of resources (time and money) to recruiting new members. Recruitment shows short-term payback, while retention is a long-term strategy that requires hard work. In the long term, however, <u>emphasizing</u> retention is the wisest investment your association can make.
There are always more new members to recruit	When you lose a member, you must recruit two in order to show growth. When you retain a member, however, growth occurs with every new recruit. Most associations have a limited pool of prospects that is often narrowly defined. Money is much better spent on keeping the members you have rather than locating possible new recruits, some of whom will never join no matter what you do.

<i>Myths</i>	<i>Realities</i>
Our members will renew no matter what we do	Associations can no longer depend upon inertia to ensure high retention rates. Members continually evaluate the value of their membership. As they look to reduce expenditures and simplify their lives, many are picking and choosing among several memberships. To be among the memberships renewed and not dropped, associations must 'deliver the goods'.
All members are the same	Members are neither identical nor interchangeable. There are many different reasons for joining and retaining membership. Maximizing retention requires segmenting and targeting products, services and efforts to meet individual member needs.
Just send a new member a kit	The kit is just one part of the special handling of new members. Paying <u>special attention</u> to new members can convert them into lifetime members.
Retention begins the moment a member joins	Retention is tied to how a member was recruited; it starts with the first contact, even before joining.

Adapted with permission from:

Farber Sirkin, A. and McDermott, M.P. (1995)
Keeping Members: CEO Strategies for 21st Century Success

MEMBERSHIP LISTS

HOW TO GET MEMBERSHIP LISTS?

Membership lists for Chapters/Regions and interest groups are available **on-demand** from the membership department in electronic format, on paper or printed mailing labels. To help us serve you better, please provide **five (5) business days notice** to avoid delays. For membership list of your Chapter/Region/Interest Group, please contact Carrie Edwards, Membership & Services Coordinator, at 416-599-1925 ext. 222 or at cedwards@RNAO.ca

TYPES OF MEMBERSHIP LISTS

Membership lists will provide you with a lot of information about the member. Some of this information is in code, a sample of the membership list and lists of the codes and interest group acronyms follow.

HOW ARE THE LISTS MAINTAINED?

Membership information comes from a variety of sources: the membership application form, change of address cards, telephone calls from members and from Chapters/Regions and Interest Groups. We try to keep our database as up-to-date as possible, but sometimes we don't receive the information in a timely manner.

If you come across incorrect information, or if you have questions about information provided by the membership lists, please let us know by contacting Carrie Edwards, Membership & Services Coordinator, at 416-599-1925 ext. 222 or at cedwards@RNAO.ca this will assist us in keeping our membership information as current as possible.

As always, we look forward to any feedback you have regarding the lists. The lists are as accurate as the information provided to us and we want to work with you to improve their accuracy. Please call your Home Office Network Resource Director of Membership & Services, Daniel Lau, at 416-599-1925 or 1-800-268-7199, ext. 218 or dlau@rnao.org; or Carrie Edwards, Membership & Services Coordinator, at 416-599-1925 ext. 222 or at cedwards@RNAO.ca if you have questions, comments or concerns.

SERVICES AVAILABLE TO CHAPTERS/REGIONS WITHOUT CHAPTER/INTEREST GROUPS

Chapters and Interest Groups can use the services of RNAO home office to assist with mailings and printing of newsletters. Chapters and Interest Groups will be charged for materials and home office labour time according to the following rates:

PRICE LIST OF CHAPTER & INTEREST GROUP SERVICES & SUPPLIES

Updated January 2011 (Subject to change)

	UNIT PRICE
Copywriting, Editing & Design	\$25 per hour
Photocopying	
Black -One Sided	3¢
Black - Two Sided	6¢
Colour-One Sided	6¢
Colour-Two Sided	12¢
Supplies & Mailing	
Letterhead	12¢
Paper – White & Coloured	5¢
Paper – 11” x 17”	10¢
Cover Stock – White & Coloured	10¢
Envelopes - Letter size	15¢
-Kraft 9” x 12”	25¢
-Kraft 10” x 13”	25¢
Stuffing & Collating	\$20 per hour
Labels - Free	Free
Electronic list	Free
Chapter/Interest Group Discount of Total	15%
Associated Groups Discount of Total	10%
Affiliated Groups Discount of Total	5%

REQUEST FOR PROVINCIAL OFFICE SERVICES

Chapter/Interest Group:

Ordered by:

Address and Telephone #:

Send to (if different from above address):

Choose service required:

- Material to be printed Special instructions:
- Computer Labels/Lists Specifics:
- Envelopes Specifics
- Letterhead Specifics

Other:

Please allow 1 to 2 weeks for the processing of your order depending on its extensiveness. Invoices will be forwarded to the Treasurer of your group.

Email, send or fax request to:

Carrie Edwards, Membership & Services Co-ordinator
Registered Nurses' Association of Ontario (RNAO)
158 Pearl Street, Toronto, Ontario, M5H 1L3
Fax: 416-599-1926 or cedwards@RNAO.ca