
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.

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.

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.

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: Nine things prospective members say, and how you can respond

When they say...	You can respond...
I'm going on parental leave	<ul style="list-style-type: none"> • Reduced rates of \$129.14/year (just \$10/month) are available to people who are on parental leave. • Your legal supports are still essential in case anything comes up during the time you are away from work.
I'm retiring	<ul style="list-style-type: none"> • Reduced rates of \$129.14/year (just \$10/month) are available to people who are retired. • Retired members have a unique opportunity to lead the profession by attending events and mentoring the younger generation. Staying involved keeps you young! • Many retired RNs find they still want to practice occasionally; RNAO supports you to do that.
I don't need legal protection	<ul style="list-style-type: none"> • Could you afford to pay for your legal defense for a CNO complaint or a lawsuit? Not many nurses can! • Nurses are responsible for our practice at all levels and in all settings. • You don't need to have done anything wrong to get drawn into a legal situation.
I'm already in ONA	<ul style="list-style-type: none"> • ONA members qualify for discounted RNAO fees of \$209.86/year. • Legal protections from ONA only extend to your work within the bargaining unit – if you work elsewhere, you definitely need RNAO. • RNAO offers unique professional development opportunities and learning resources.
The fees are too expensive	<ul style="list-style-type: none"> • RNAO fees are often less than people think and are much less than for comparable professional associations. • You may be eligible for discounted rates. • Paying via monthly preauthorized payments or payroll deduction makes RNAO fees easier to fit into your budget. • Savings on members-only products and conference registrations means membership often pays for itself.
RNAO is only for nurses in management	<ul style="list-style-type: none"> • 57% of members are staff nurses, while only 11% of members are in administration roles. RNAO is an association that advocates for healthy work environments for all nurses.
RNAO is only for nurses at the bedside	<ul style="list-style-type: none"> • 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.
I'll sign up (on the website, over the phone)	<ul style="list-style-type: none"> • That's great. Let's do it together so we can answer any of your questions.
I disagree with RNAO's position on a particular issue	<ul style="list-style-type: none"> • RNAO is member-driven and democratic. It's only by being involved that you can have a voice in your association's direction.

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