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| Goal/Event | Timeline | Message/Call to Action | Target Audience | Delivery Method | Budgetary Consideration | Responsible Party |
| Quarterly Newsletter | March, June, September, December | Update Members:  -Overview of events or programs that happened in that quarter  -Member highlights or recognition  -Upcoming events, “save the date”  -Volunteer opportunities  -Other business | All active Members | Email to active members  Posted on honor society website  Posted on school of nursing website  Link posted to Facebook and Twitter | n/a  n/a  n/a  n/a | Secretary  Webmaster  Webmaster  Webmaster  \*\*Secretary is responsible for composing content and distributing to Webmaster |
| Connect with inactive members | April, September | See what you are missing!!  -Highlight past and upcoming events  -Explain member benefits  -“We miss you” | All inactive members | Email  Postal Mail | n/a  $75.00 postage and envelopes (can use copier in the SON) | Membership Involvement Committee  Counselor (copies), Secretary (mailing) |
| Promotion to nursing students | February, September | Promote the DHS to students within the SON | All nursing students | Flyers at orientation, Posters in building | $25.00 for poster printing  Flyers can be printed in SON | Membership Involvement Committee, Counselor (copies) |