

Recruitment Ideas from Sigma Theta Tau International headquarters

Student Member Recruitment

1. Make Sigma Theta Tau International visible to students before they are even eligible—promote interest early in the nursing program so membership is seen as something to strive for.
2. Show potential members that the chapter membership is diverse, consisting of more than faculty.
3. Make contact with students who initially decline membership and ask why. Reiterate the importance and significance of membership in the society and that they could join later as nurse leaders.
4. Induct some of the students as juniors, and the rest as seniors during the fall semester, so they have the remainder of the academic year to become involved.
5. Host a student orientation tea, new member coffees, brunch, pizza party, etc.
6. Design nursing collegiate recruitment displays.
7. Contact deans at colleges of nursing and other nursing leaders to find out how you could best spread the word about Sigma Theta Tau International.
8. Make recruitment speeches at orientation sessions, core course classes, conferences, open houses, workshops, forums, brown bag lunches and other events that provide recruitment opportunities.
9. Set up membership recruitment tables at orientations, job fairs, local, regional and state conferences and at other events that provide recruitment opportunities.
10. Ask current members to “sponsor” a new member by paying the first years’ induction fees.
11. Invite students to chapter programs and meetings throughout their collegiate careers. Allow them to attend events free as “guests of Sigma Theta Tau.”
12. Consider paying all, or part, of the membership fees for deserving students who might not be able to join due to financial reasons. Also, promote the Edith Anderson Membership Subsidy Fund to these students.

Nurse Leader Recruitment

13. Have a designated nurse leader officer/chair who is responsible for recruiting nurse leaders.
14. Invite non-members to meetings (co-workers or others who could be eligible). This could spark an interest. As an incentive, offer a small “prize” to those members who invite a non-member.
15. Hold at least two inductions—one in the fall and one in the spring. A potential nurse leader who expresses interest in July will not want to wait until April to be inducted. Remember, these do not have to be formal and expensive induction ceremonies.
16. Continually ask members (particularly clinicians) to nominate a co-worker for nurse leader membership.
17. Recruit nurse leaders during hospital shift changes.
18. Always include an announcement in the chapter newsletter calling for the nomination of nurse leaders.
19. Don’t underestimate “word of mouth” recruitment—relay the excitement and positiveness of meetings you attend to potential nurse leader members with whom you work.
20. Hold a brainstorming session. Think of every significant nursing leader in your school and community, and verify if he/she is a member. Sometimes, the most obvious candidates are overlooked because the chapter assumes that person has already been inducted.
21. Consider guest speakers for classes, members of other professional organizations in nursing and new faculty as sources for nurse leaders.

Recruitment Ideas from Sigma Theta Tau International headquarters

22. Send a data sheet on membership criteria to local agencies, hospitals and clinics.
23. Promote Sigma Theta Tau International during local Research Days or health fairs where a number of non-member nurses will be participating to increase awareness about the society.
24. Distribute applications and post recruitment posters anywhere a group of nurses work. Saturate the market.
25. Challenge each member to recruit at least one candidate. It is an individual and collective responsibility to sponsor and nurture members. Sigma Theta Tau International has approximately 135,000 active members and inducts approximately 20,000 members annually. It is not unreasonable to suggest *every* member should sponsor at least one eligible nurse for membership.
26. Five years post-graduation, review the names of graduates who are in leadership positions to see if they were inducted as students, and consider nurse leader nomination for those that were not.

International Nurse Leader Recruitment

27. Encourage members traveling to other countries for research conferences, field trips, etc. to seek out potential international nurse leader members.
28. Consider paying all, or a portion of, the international nurse leader membership fees.
29. Encourage members to nominate nurses who they already have an established relationship with and who live outside of the member's native country.
30. Mentor international students studying in the U.S. Invite them to meetings, induct them and provide them with information to take back to their country.
31. Form a committee focused on fostering international linkages.
32. Promote the sliding scale for fees to international members.
33. Collaborate with international organizations to find potential members. (Examples: Fullbright Scholarship, Rotary International, Healthcare vendors, charitable organizations, religious organizations, private organizations, foundations.)

General Recruitment Strategies

34. Use senior members. Take advantage of their knowledge and flexible schedule. Some of the most successful recruitment activities on record have been led by senior members.
35. Involve the core of your Sigma Theta Tau International membership. This cadre of knowledgeable volunteers can be tapped to recruit members.
36. Encourage board members to be "membership ambassadors." Provide them with recruitment brochures to distribute to prospective members.
37. Sponsor a chapter awareness day. Distribute recruitment brochures. Wear your Sigma Theta Tau International pin!
38. Hold Sigma Theta Tau events in conjunction with Nurses' Week activities when nursing awareness is high.