**ENA Membership Marketing Plan Instructions**

Membership Development Campaigns need to have a written plan of action. Whether this is for recruitment, retention or engagement, defining the program with specific actions, dates and assignments will assure a greater level of success. Each objective reflects a specific aspect of membership development: retention, recruitment and engagement. For each objective there is a goal; goals should be established on an annual basis and monitored quarterly.

**Mapping out your plan:**

1. Establish key metrics
2. Consider membership segments
3. Identify motivations for joining ENA
4. Develop a list or way to identify future members
5. **How to establish key membership metrics:**

**Renewal Rate**

* Renewal Rate measures the number of members kept over a given period of time—usually during a fiscal or calendar year.
* Total Number of Members Today (minus 12 months of new members) / Total Number of Members in Previous Year
* Example: (1,300 – 130)/1400 = 84% Renewal Rate

**Average Tenure**

* Average Tenure measures how long on average a member stays with the organization.
* Reciprocal of Renewal Rate: 1-Renewal Rate or, 1 - .84 = .16
* Example: Divide Reciprocal into 1, or 1/.10 = an Average Tenure of 6.25 years

**Example of How to Determine the Renewal Rate for State Council ENA Members**

2015 (Total Members; Less 2015 New Members) Divided by 2016 Total Members

Renewal Rate: (1,481 – 260) / 1,531 = 80%

Average Tenure: 1/.20 = 5 years

1. **How to Segment Membership:**

You can segment the renewal rate by membership segments. For example, new members, those with less than 5 years of membership have a lower renewal rate than members for six or more years.

**Segment Membership by:**

* Age
* Years as an ED
* Urban Setting
* Suburban Setting
* Rural Setting

By looking at the membership through different perspectives, you are able to have a clearer understanding of who to target and where to begin. In addition to segmenting the current membership, it is important to identify the nonmembers in your area. Begin the process by looking at the membership roster and determining who is a current member in your specific region. Match that list against the ER nurses in your hospital. That will help in determining who to target.

1. **Identifying the “why” of joining ENA:**

ENA members join and renew for a variety of reasons.

**Primary reasons for joining are:**

1. Journal of Emergency Nursing (JEN)
2. Clinical Practice Guidelines
3. Free online CE

**Primary Reasons for Remaining a Member of ENA**

1. Staying Up-to-date professionally
2. Professional Development/Personal Growth

**Opportunities to Increase the Value It Delivers to Membership**

1. Online Education
2. Discounts
3. Resources and Reference Guides
4. Local / Regional Programs
5. **Developing potential members:**

* Look at former members who are still working in the emergency department or another emergency setting as a source of new members.
* Prepare a message or script to use that sounds like you but communicates what the ENA is about more effectively.
* Follow-up any outreach with a personalize note or email message. Always keep the communication open.
* Talk to your colleagues about ENA and ask them to engage and join.

**Create the plan:**

Now you are ready to complete the plan. Take a moment and review the various objectives; determine which two of the three objectives you will focus on for the upcoming year. Next complete the ***ENA Membership Marketing Plan Template*** located in the ENA Brand Center and share them with your fellow colleagues. Suggested goals have been established for each objective within the templates. These are modest goals to start. Based on the results or the current metrics of your organization, they can be adjusted.