**ENA Membership Marketing Plan Template**

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.

**Create the plan:**

Take a moment and review the various objectives listed in the ***ENA Membership Marketing Plan Instructions***; determine which two of the three objectives you will focus on for the upcoming year. Complete the blanks in the form templates 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.

**Objective 1: Increase Membership Retention of [state council/chapter] in 20\_\_\_**

**Goal: Improve Retention by 1%**

**Strategy: Engage Members in Committee Projects**

**Tactics: Integrate Membership and Program Activity**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audience Segment/ Program** | **Quantity** | **Campaign****Description** | **Target Date** | **Budget- Actual Costs** | **Assigned** |
| New Members(1-5 years) | **XXX** | **Invite to participate in one-year committee project per quarter** | **XXXX** | **$XX** | **TBD** |
| Seasoned Members(5+ years) | **XXXX** | **Serve as Mentors to Newer Members** | **XXX** | **$XX** | **TBD** |
| State/chapter Officers | **XXXX** | **Identify four to six committee assignments at the local level** |  | **$XX****$XX** | **TBD** |
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|  |  |  |  |  |  |

**Objective 1: Increase Membership Retention of [state council/chapter] in 20\_\_\_**

**Goal: Improve Retention by 1%**

**Strategy: Enhance Member Communications**

**Tactics: Targeted Members Communications and Messaging**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audience Segment/ Program** | **Quantity** | **Campaign****Description** | **Target Date** | **Budget- Actual Costs** | **Assigned** |
| New Members(first year) | **XXX** | **Feature Articles in Newsletter** | **Monthly** | **$XX****$XX** | **TBD** |
| New Members(2-5 years) | **XXXX** | **Feature Articles in Newsletter** | **Monthly** | **$XX****$XX** | **TBD** |
| Seasoned Members(6+ years) | **XXXX** | **Members Outreach- Active Members Contact New Members** | **Upon Renewing** | **$XX** | **TBD** |
| State/Chapter Officers | **XXXX** | **Members Outreach- Contact Members** | **Upon Renewing** | **$XX** | **TBD** |
| New Members(1-5 years) | **XXXX** | **Invitation to manage committee activity** | **Ongoing** | **$XX** | **TBD** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Objective 1: Increase Membership Retention of [state council/chapter] in 20\_\_\_**

**Goal: Improve Retention by 1%**

**Strategy: Enhanced [state council/chapter] Visibility**

**Tactics: Participation and Attendance at Local Area Programs**

**Local- and Regional Shows**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Event** | **Dates & Locations** | **Attendance** | **ENA Staff Attending/ Volunteers** | **Action** | **Comments** |
| **Meeting** | XXX | XXX | TBD | Invite each member to contribute to meeting | TBD |
| **Committee Projects** | XXXX | XXX | TBD | Invite members who usually don’t participate to attend an orientation or serve on a committee | TBD |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Objective 2: Increase Membership Recruitment in [state council/chapter] in 20\_\_\_**

**Goal: Increase New Members by 4%**

**Strategy: Promote ENA Membership to Key Audiences**

**Tactics: Utilize Personal Outreach and Social Media for Recruitment**

**Personal Outreach and Social Media Campaigns**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audience Segment/ Program \*** | **Quantity** | **Promotion Description** | **Target Date** | **Budget-Actual Costs** | **Assigned** |
| **Students enrolled in BSN programs (email only)** | XXX | Invitation to join ENA | Week of XXX | **$XX** | **TBD** |
| **Local Trauma Centers** | XXXX | Invitation to join ENA | Week of XXX | **$XX** | **TBD** |
| **Prospect Lists** | XXXX | Member Outreach | Ongoing | **$XX** | **TBD** |
| **Former Members** | XXXX | Full year dues; credentials | Week of XXX | **$XX** | **TBD** |
| **Web Leads** | XXXX | Full years dues; New Benefit | Week of XXX | **$XX** | **TBD** |
| **Refer a Colleague Sponsor a Member Program** | XXXX | Facebook and LinkedIn | Every Week | **$XX** | **TBD** |
| **ENA Foundation Contributors**  | XXXX | Hand written thank you and invitation to join | Every Month | **$XX** | **TBD** |
| **Refer a Colleague Prospects** | XXXX | Follow-up email to all prospects who have not joined ENA | TBD | **$XX** | **TBD** |
| **Non Member Audiences*** **Local Hospitals**
* **CEN candidates**
* **Local Urgent Care Centers**
 | XXXX | Take next steps and Join | TBD | **$XX** | **TBD** |
| **Hospital Ambassador Program** | XXX | Identify one active member as each hospital to be the ENA champion at the grassroots level | Ongoing | **$XX** | **TBD** |

**Objective 2: Increase Membership Recruitment in [state council/chapter] in 20\_\_\_**

**Goal: Increase New Members by 4%**

**Strategy: Promote ENA Membership to Key Audiences**

**Tactics: Leverage Graduate Schools, Faculty and Vocational Training Programs and Contacts**

**Events and Outreach**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audience Segment/ Program \*** | **Quantity** | **Promotion Description** | **Target Date** | **Budget-Actual Costs** | **Assigned** |
| **Graduate Nursing School Open House** | XXX | Special invitation to participate in service project | Week of XXX | **$XX** | **TBD** |
| **Faculty Outreach** | XXXX | ENA orientation- Offices Meeting with Dean and Faulty | XXX | **$XX** | **TBD** |
| **RN Program at Community College Open House** | XXXX | Special invitation to participate in orientation | Quarterly | **$XX** | **TBD** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Objective 3: Member Engagement Increase Membership Engagement in [state council/chapter] in 20\_\_\_**

**Goal: Expand Member Contacts by 1 Each Quarter**

**Strategy: Member Outreach**

**Tactics: Personal Contacts, Mentoring, Invitations**

**Member Outreach**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audience Segment/ Program \*** | **Quantity** | **Promotion Description** | **Target Date** | **Budget-Actual Costs** | **Assigned** |
| **State Council ENA Members** | XXX | Special invitation to participate in local ENA Program | Week of XXX | **$XX** | **TBD** |
| **Chapter ENA Members** | XXXX | Special invitation to participate in local ENA Program | XXX | **$XX** | **TBD** |
| **State Council ENA Members** **(Rural)** | XXXX | Special invitation to participate in orientation | Quarterly | **$XX** | **TBD** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
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