**Member Recruitment Guide**

The outline below is suggested plan of action for your chapter to follow when developing membership outreach programs.

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| **To do:** | **Ask yourself:**  | **Tips:** |
| Develop your goals | * What are our fiscal year growth goals?
* Is there a particular audience we are trying to reach? Clinicians? IT professionals?
* How many viable prospects are in our target market?
 | * Don’t try to hit an exact number the chances of doing so are slim to none.
* Create a goal range. A range increases the chances of success and minimizes “failure”.
* Don’t expect all prospects to join at once – multiply your goal by 10. Example: If you are looking to get 100 new members than contact 1,000 prospects: 100 x 10 = 1,000 prospects.
* Use an audience specific message.
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| What type of campaign(s) do we want to run | Do we want to run a “passive” campaign?* Advertisements in publications, websites, social media site, etc…
* Direct mail

Do we want to run an “active” campaign?* Email
* Telemarketing
 | * Don’t limit yourself one campaign “type”. Base your type on your goals and available resources.
* Test your campaign on a small subset and ask for feedback before sending to full list – know possible issues and correct before sending to the full list.
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| Determine resources | * How much time can we devote?
* Do we have a prospect list or do we need to purchase one?
* Are there resources available from HIMSS?
 | * Reach out to your members for assistance – member recruitment programs make a great ad-hoc volunteer opportunity.
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| Pre-Analysis | * What could go wrong with the campaign?
* How many new members do we need to bring in to offset the campaign cost?
* What happens if we don’t reach our goal?
* What benchmarks will we set for monitoring success? Plan for failure and success.
 | * Include a goal “buffer”, unfortunately not all volunteers will be able to complete the task.
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| On-going Analysis | * Are we getting the expected results?
 | * Watch your benchmarks and implement contingencies as necessary.
* Benchmarks - If you are 90 days into a 180 day campaign and haven’t reached half way to your goal you need to know – was this expected?
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| Post-Analysis | * What went wrong?
* What went right?
* Can we leave this campaign as a template for our successors?
 | * Remember campaigns aren’t “one size fits all”, different audiences will respond to media and at different rates.
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**Additional tips for success:**

* ***Rule of 7****:* Research shows that you have to put your message in front of a prospect an average of 7 times before they will act on it. Use discretion! If you are using telemarketing, calling someone 7 times in 7 days at dinnertime will probably not get that person to join! Use multiple media types to get to your “7”.
* ***Personalize****:* Make sure you use a person’s name and craft messaging specific to them when possible. Don’t try to recruit IT professionals with a message suited to clinicians.
* ***Ask for response****:* Provide an action item, without specific directions your prospects will not follow up.
* ***Provide an incentive****:* discounts off events, give-a-ways, etc.