**Recruitment and Retention Tips**

*Listed in no particular order:*

* Communication
  + Create a retention strategy.
  + Repetition of consistent messages moves people from awareness to action – use multiple communications (and methods when possible) to promote your events and membership.
  + Respect your members email preferences – be sure to remove opt-outs from your lists and spread your communications over a period of time, don’t send multiple emails on the same day!
  + Use direct call campaigns to reach prospective members and capture renewals.
    - Example - A list of 100 prospects/members split between 10 volunteers (e.g., Board or members) = small time commitment with potential for large gain.
  + Advertise your chapter in local publications and newspapers.
  + Get involved with local, state and federal government and “advertise” your advocacy efforts – people will join and support a good cause.
  + Utilize prospect lists to recruit new members in your vicinity.
  + Build recruitment campaigns around the essentials of – who, what, why, and how.
    - Who – determining your target market is key
    - What – what does a member get for their dues?
    - Why – tell them why those benefits will be a benefit to them
    - How – Email? Direct mail? Are they working? If not, then redirect your resources to a new approach.
  + Survey your past members to discover why they are no longer with your chapter. If you are able to, make changes based on this feedback. Follow-up! Make sure expired members know that changes have been made.
* Events
  + Clearly define the dates and times of your events; advertise early and often.
  + Plan your events for the same month year after year – provides consistency to your members and allows them to plan for it.
  + Don’t be afraid to change the timing of your events based on feedback from your members – ask them, don’t just assume the time you selected is the best fit for your members.
  + Attend non-HIMSS healthcare events - create chapter business cards to distribute to potential members.
* Benefits & Engagement
  + Use incentives to recruit and retain.
    - Examples –registration discounts, complimentary events, drawings for items such as an iPad or Amazon Kindle, or partner with local businesses to give away their products or services.
  + Coordinate a community volunteer day – gets your members networking in-person and receive community recognition for your chapter by contributing to a local cause.
  + Create ad-hoc opportunities for short-term and virtual volunteering, research shows that short-term commitments are often overlooked but are often preferred over longer-term commitments. Examples include:
    - Being a mentor, coach, or tutor
    - “Partnering” long-term members with new members – creates networking and builds familiarity and trust
    - Speaking at an event or participating in expert panel or report
    - Moderating discussion groups on social media
    - Recruiting members
    - Fundraising
    - Testifying or presenting on behalf of the association to legislative or regulatory body