AORN

Recruitment Rewards – Recruiter Suggestions

In addition to bringing new ideas and enthusiasm, new members are who keep AORN vision a reality - the indispensable resource for evidence-based practice and education that establishes the standards of excellence in the delivery of perioperative nursing care. Brush up on your networking skills and use the following suggestions to introduce fellow colleagues to the benefits of AORN membership!

1. If someone tells you that membership dues are too expensive, tell them that an association membership is a professional investment in themselves and their career as a perioperative professional.

2. Membership provides invaluable networking and educational opportunities.

3. Know AORN's vision, mission, and core values. Be able to answer general membership questions and become familiar with the AORN web site.

4. Share your enthusiasm and excitement about AORN – it is contagious!

5. Invite colleagues to your local chapter meetings or a community project that your chapter is involved in. Connect them with other chapter members. As a follow-up, be sure to send an email or hand-written note thanking them for attending the meeting, even if they don't join. Maintain contact; things change and you never know when opportunity may knock again.

6. Make a list of specific AORN benefits that are important to you and why. Tell them what benefits you have given back, i.e. opportunities to serve in the community and the profession, receiving satisfaction and fulfillment by contributing of yourself, etc.

7. Offer to give an overview about AORN at your workplace to recruit new members.

8. Be involved with your chapter's recruitment and retention efforts; it isn't only the chapter president's responsibility – it's everyone's! Offer to make personal calls to those whose membership has recently lapsed.

9. Recruiting new members brings growth; the voice of AORN becomes stronger as we increase in size.

10. Keep your eye on talented younger people as these up-and-coming leaders may guide AORN years from now. Educate them on AORN and its online media used to communicate and enhance our value to its members.

11. Visit local nursing schools or sponsor a student nurse. Encourage them to pursue a career in the perioperative field. Let them know AORN has a student membership for individuals pursuing education leading to eligibility to sit for the registered nurse licensing exam.

12. Conduct a membership drive within your local chapter. As a special incentive, have the chapter pay a portion of the membership dues during the recruitment campaign. Encourage participation by offering incentives/rewards for top recruiters.