



**Oncology Nursing
Society**

Membership Growth Toolkit

Growing Your ONS Chapter

Table of Contents

Success Metric: Membership Growth3

Determining Membership Totals3

Calculating Growth Percentage4

Member Recruitment Strategies5

 Events5

 Promotional Materials.....6

 Local Networking6

Sample Recruitment Emails7

 For Lapsed Former Members7

 For Non-Member Colleagues.....7

 For Nursing Students8

Metric Completion Checklist9

Links to Additional Toolkit Resources

- [Chapter Flyer Template](#)
- [Chapter Community Website Handbook](#)
- [Printable Materials](#)



Success Metric: Membership Growth

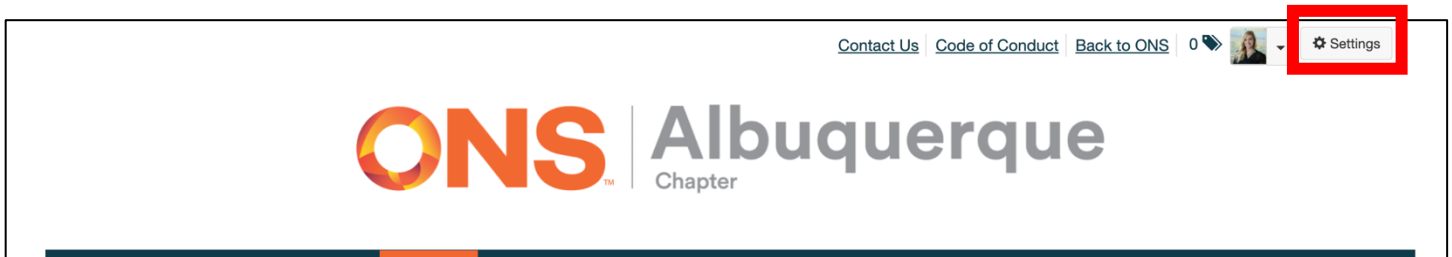
This toolkit provides information on the *Membership Growth* success metric. To complete this metric, your chapter must achieve a 5% growth during the calendar year.

Determining Membership Totals

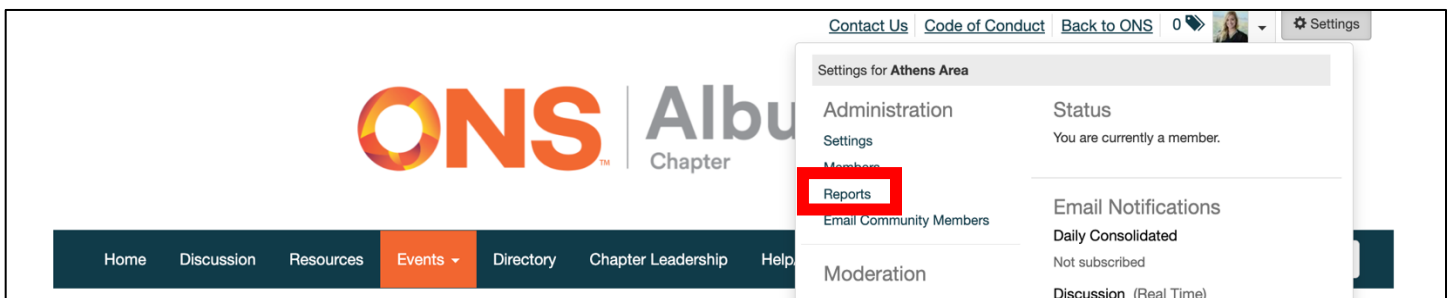
The chapter's membership total is calculated each year as of January 1. To confirm the exact membership total, please contact chapters@ons.org.

Chapters can create a membership report at any point using the following steps. Please note that some members may appear as **non-members** on these reports; these are former members who have expired within the past 30 days and are currently in their grace period to renew.

1. Ensure you are logged in as a [Chapter Admin](#) click on the **Settings** button in the top right corner.



2. Click on **Reports** on the dropdown menu that appears.



3. This will bring up a listing of available reports. the two most commonly used are **Current Community Members** (a listing of your current and recently expired members), and **Community Members Joined and Left** (allows you to enter a date range and see who has joined or left your chapter during that timeframe). Click **View Report** next to the report you'd like to access.

Community Reports

All Discussions Answer Activity

Provides aggregate data for the community's answer activity. This includes the percentage of discussions answered, not answered, the average time to response, and average time to answer.

[View Report](#)

Answered Discussion Activity

This report provides metrics on posts that have best answers, who posts discussions, and who provides the best answer.

[View Report](#)

Community Member Emails

Provides details for emails sent to members of the community including date sent, email title, email body, and number of emails sent.

[View Report](#)

Community Members Joined and Left

Provides details of community members who joined or left the community between the selected date range.

[View Report](#)

Current Community Members

Provides the name, integration ID, email address, date added to the community, date agreed to terms, date of last login and member status of current members in the community.

[View Report](#)

4. To export your report, click on the **Export Report** button and select your preferred format (Word, Excel, etc.)

1 of 1 Find | Next [Export Report](#)

Athens Area - current community members

Only active records may have current community memberships. The term "active" refers to user records that are not "disabled" (or "pending email confirmation").

	Name	Company Name	Email Address	Member Status	User Status
1	Shannon Holzer	Oncology Nursing Society	sholzer@ons.org	Member	Active

Calculating Growth Percentage

Knowing the number of members in the chapter is aiming for can be useful in recruitment efforts. To calculate 5% growth, simply take the chapter's January 1 total and multiply by 1.05. For example, if you have 100 members on January 1: $100 \text{ members} \times 1.05 = 105 \text{ members}$.

If you need help determining your 5% growth goal number, please contact chapters@ons.org.

Member Recruitment Strategies

Events

In general, non-members are more likely to attend an event that has a fun or educational element; consider hosting a “flashier” event to draw in these potential members initially, such as the following:

- **Networking brunch:** Host a casual brunch where potential members can meet current members and learn about the chapter’s initiatives.
- **Trivia night:** Organize a fun trivia competition with prizes, focusing on topics relevant to the chapter’s interests.
- **Wellness workshop:** Offer yoga, meditation, or stress-management sessions to attract new members interested in self-care.
- **Community volunteering day:** Plan a group volunteering event, such as a beach cleanup or charity fundraiser, to showcase the chapter’s commitment to social causes.
- **Coffee chat:** Arrange informal coffee meetups with chapter leaders to discuss membership benefits in a relaxed setting.
- **Open house:** Invite potential members to tour the chapter facilities and hear testimonials from current members.
- **Skill-building workshops:** Host sessions on resume writing, leadership development, or public speaking to appeal to professionals and students.
- **Game night:** Organize board games, card games, or virtual game tournaments to create a lively and engaging environment.
- **Outdoor picnic:** Plan a picnic in a local park, offering food, games, and an opportunity to bond with existing members.
- **Seasonal celebrations:** Host themed events like Halloween parties, holiday gatherings, or summer barbecues to bring people together.

- **Educational seminars:** Organize talks or panels on relevant topics, inviting experts to speak while highlighting your chapter's role.
- **Karaoke night:** Set up a lighthearted karaoke event where attendees can bond over their favorite songs.
- **Local events:** Reserve a box at a local baseball game or get tickets on a local river cruise; have each member bring a non-member to network and learn more about the chapter.

Promotional Materials

ONS has a variety of promotional materials geared towards non-members at various stages in their career; chapters are welcome to print these resources and make them available to non-members.

You can access current printable promotional items on the [Printable Materials](#) tab of the Chapter Leaders Community.

Local Networking

Oftentimes members won't come to your chapter; your chapter needs to find them. Consider promoting membership in the following locations:

- Hospitals and healthcare facilities
- Academic institutions offering nursing programs (student nurses)
- Local community events or health fairs
- Online nursing forums and social media groups
- Professional nursing conferences and seminars
- Colleagues and peers within existing nursing networks
- Public outreach through promotional flyers and materials

In addition, consider reaching out to members who may have formerly been a part of your chapter, but may have fallen off your membership roster. The [report function](#) on your chapter website allows you to create the **Community Members Joined and Left** report, which displays contact information for members who may have left your chapter over the past few years.

Recruitment Email Templates

For Lapsed Former Members

Subject: We Miss You at [Chapter Name]!

Dear [Recipient's Name],

We hope this message finds you well. You are valued former member of [Chapter Name], and your presence is missed in our local community of oncology nurses. While we understand life can get busy, we wanted to take a moment to invite you back and reconnect with us.

[Chapter Name] continues to thrive, offering exciting opportunities for personal growth, networking, and professional development. Throughout our various offerings we are building a vibrant community of passionate individuals dedicated to making a difference.

We would love for you to be part of the upcoming events we have planned, including **[list one or two engaging upcoming events or initiatives]**. Your attendance would be a wonderful addition to our discussions and activities.

Rejoining is simple; just visit www.ons.org/membership-application or reach out to help@ons.org for assistance.

Let's continue to make an impact together. We hope to see you soon!

Warm regards,
[Your Full Name]
[Your Position]
[Chapter Name]
[Contact Information]

For Non-Member Colleagues

Subject: How [Chapter Name] Can Help You!

Dear [Recipient's Name],

[Chapter Name] is a dynamic community dedicated to empowering nursing professionals like you with opportunities for personal growth, networking, and professional development. By joining our



ONCOLOGY NURSING SOCIETY

vibrant network, you can connect with passionate individuals striving to make a meaningful impact in the field of oncology nursing.

We're excited to invite you to explore what we have to offer through our upcoming events and initiatives, such as **[list one or two engaging upcoming events or initiatives]**. These gatherings provide a fantastic chance to engage in enriching discussions, gain valuable insights, and expand your professional network.

Becoming a member is easy! Simply visit <https://www.ons.org/membership-application> to learn more, or feel free to contact help@ons.org for any assistance. We would love to welcome you to our growing community and support your journey in oncology nursing.

Let's work together to make a difference. We hope you'll join us soon!

Warm regards,

[Your Full Name]

[Your Position]

[Chapter Name]

[Contact Information]

For Nursing Students

Subject: Free Student Membership to the Oncology Nursing Society

Dear **[Recipient's Name]**,

[Chapter Name] is here to support nursing students like you as you embark on your exciting journey into the world of oncology nursing. As an ONS student member, you'll gain access to invaluable resources, including educational tools, mentorship opportunities, and a supportive community dedicated to fostering your professional growth. ONS student membership is free and includes a membership to **[Chapter Name]**!

Joining our chapter provides a unique chance to connect with experienced oncology nurses, attend local events tailored to your interests, and broaden your understanding of this impactful field. Whether it's through insightful workshops, networking opportunities, or access to cutting-edge research, ONS membership equips you to thrive in your studies and beyond.

We're thrilled to invite you to explore all these benefits and more through our upcoming events, such as **[mention specific initiatives or events]**. These events are designed to inspire, inform, and help you build lasting relationships in the nursing field.



Becoming a student member is simple, and free! Visit www.ons.org/membership-application to learn more, or reach out to help@ons.org for any assistance. We would be delighted to welcome you into our growing community and help you achieve your aspirations in oncology nursing.

Let's pave the way for a brighter future in healthcare—together. We look forward to having you join us soon.

Warm regards,
[Your Full Name]
[Your Position]
[Chapter Name]
[Contact Information]

Metric Completion Checklist

To consider this metric completed, your chapter must have achieved a 5% growth during the calendar year. To confirm completion of this metric please complete the following checklist.

- ☐ Determine chapter membership number as of January 1.
- ☐ Determine the current chapter membership number at any point prior to December 31.
- ☐ Confirm current membership number is at least 5% greater than the January 1 membership number.
- ☐ Report both sets membership numbers and confirm completion of this metric on your next [Quarterly Report](#).