



**Oncology Nursing
Society**

Recruitment Event Toolkit

Engaging Local Nurses

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Links to Additional Toolkit Resources

- [Chapter Event Flyer](#)
- [Chapter Community Website Handbook](#)
- [ONS Member Information](#)



Success Metric: Recruitment Event

This toolkit provides information on the *Recruitment Event* success metric. **To complete this metric, your chapter must host or participate in a member recruitment event.**

What is a Recruitment Event?

A recruitment event is an opportunity for chapters to engage with local nurses who may not be involved with ONS. These events can take various forms, such as open houses or informational sessions, and aim to showcase the benefits of joining ONS, including member benefits, chapter offerings, and professional development opportunities.

Event Examples

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. Examples include:

- ☐ **Networking Brunch:** Host a casual brunch where potential members can meet current members and learn about the chapter’s initiatives.
- ☐ **Wellness Workshop:** Offer yoga, meditation, or stress-management sessions to attract new members interested in self-care.
- ☐ **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.
- ☐ **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.

- ❑ **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.

Event Logistics

Venue

Begin by considering the size of your expected audience and the nature of the activities planned—whether you need breakout rooms for small group discussions, audiovisual capabilities for presentations, or ample space for informal mingling. Accessibility should also be a consideration - look for venues that are centrally located and easy to reach by public transportation, if applicable.

Once you have determined your requirements, reach out to potential venues early, as popular locations tend to book quickly—especially around holidays or local events. Request detailed information about rental fees, available dates, included amenities, and any restrictions that might apply. Don't hesitate to negotiate rates or inquire about discounts for nonprofit organizations (ONS chapters are 501(c) nonprofits and may qualify for discounts in certain situations). If necessary, chapters are able to utilize ONS's [Certificate of Insurance](#) for event liability coverage.

Example Program Content

While the content of your event may differ, the program content should be tailored to attract, engage, and motivate professional nurses to become active members of your chapter. An example outline of a more traditional recruiting event outline is provided below.

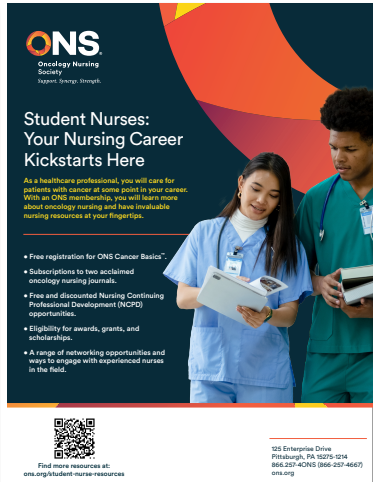
- Begin the event with a welcoming address led by chapter leaders, emphasizing the pivotal role of oncology nursing in today's healthcare landscape and introducing ONS.
- Highlight the advantages of ONS membership for established professionals—such as advanced educational resources, career advancement opportunities, access to cutting-edge research, advocacy initiatives, and a vibrant network of peers. By showcasing success stories and the tangible benefits of belonging to a robust professional community, you can inspire attendees to consider the many ways ONS membership can elevate their practice and professional fulfillment.
- After the introduction, facilitate workshops or panel discussions featuring seasoned oncology nurses, clinical experts, and healthcare leaders. These sessions might explore timely topics like technological innovations in oncology nursing, leadership in multidisciplinary care teams, evidence-based practice, and strategies for navigating the evolving healthcare environment. Panelists can share expertise on managing complex patient cases, implementing new protocols, and advancing quality care, as well as their own journeys within ONS.

ONCOLOGY NURSING SOCIETY

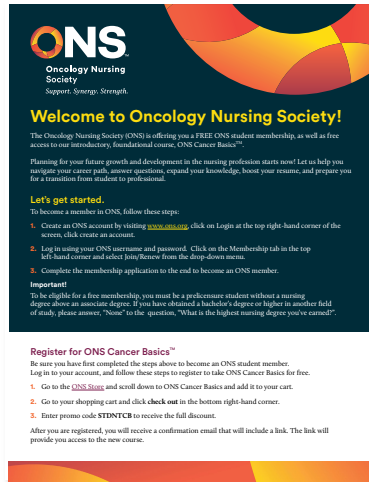
- Conclude the event with a networking session, offering roundtable forums or informal Q&A opportunities for nurses to connect, share experiences, and discuss professional challenges and aspirations.

Promotional Materials

ONS has a variety of promotional materials geared towards non-members at various stages in their career; your chapters is welcome to print these resources to have available.



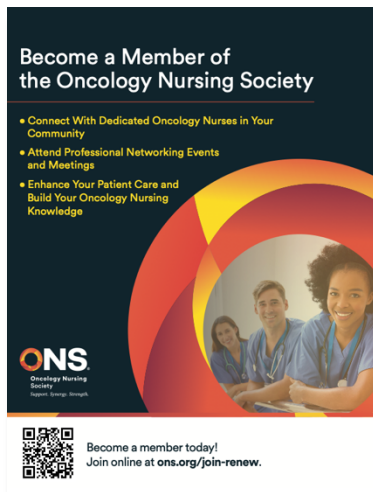
Student Nursing Flyer



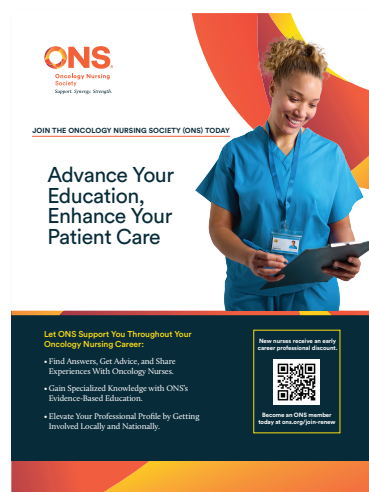
Student Member Instructions

A "Membership Form" from the Oncology Nursing Society. It includes sections for "Personal Information", "Business Address", "Payment Information", and "Optional Chapter Membership". The form has checkboxes for various membership categories and a table for selecting a membership category. It also includes a "Four Easy Ways to Join" section at the bottom.

Membership Application



Membership Flyer



Early Career Professional Flyer

Event Checklist

- ☐ Hold initial organizing meeting (identify planning team, check discuss venue options, identify possible dates, etc.).
- ☐ Schedule regular meetings of the planning team (at least 2-3 months prior to event).
- ☐ Design the overall event plan and budget, which can include:
 - Any venue costs
 - Handouts, fliers, folders, etc.
 - Signage
- ☐ Select and confirm venue.
- ☐ Share a “Save the Date/Event Invitation” with your chapter members and encourage them to bring a non-member friend or colleague to the event.
- ☐ Open volunteer registration using the Event function on your chapter site. See the [Chapter Website Handbook](#) for more information.
- ☐ Post event information and volunteer link on your chapter site and any chapter social media pages.
- ☐ Distribute flyers and other promotional materials in local institutions.
- ☐ Send reminders to chapter members and neighboring chapters to solicit participation.
- ☐ Assemble educational materials for attendees (if applicable).
- ☐ Confirm logistics with venue.

Event Registration

Because the event is open to non-members, considerations may need to be made when collecting event RSVPs/Registrations. If opening an online registration via the chapter site, make sure the Event Type is listed as **“Open to Non-Members.”**

See the [Chapter Website Handbook](#) for more information on creating a digital event registration.

Event Follow-Up

Following the event, your chapter should actively engage with nurses who expressed interest in joining or learning more about the organization. This can be achieved by organizing follow-up meetings or informational sessions tailored to their needs. Providing additional materials, such as brochures, membership benefits outlines, or access to a mentorship program, can further solidify their interest. Establishing a structured communication plan, such as sending periodic updates about upcoming events and opportunities, helps maintain the momentum and keeps the organization at the forefront of their minds.

Sample Communications

Email to Non-Member Nursing Colleagues

Subject: Invitation to Professional Event for Oncology Nurses

Dear [Name],

I wanted to personally invite you to consider joining our local chapter of the Oncology Nursing Society (ONS). As someone who has seen firsthand the value that ONS membership brings, I can attest that membership is a wonderful resource for your professional growth.

On [Date], our chapter will be hosting an event, “[Event Name]” - it would be a fantastic opportunity for you to experience the benefits of ONS firsthand. The event is open to non-members, and I’d love for you to join us—whether you’re simply curious, looking for new networking opportunities, or interested in expanding your knowledge in oncology nursing. You can register to attend here: [Registration Link].

ONS offers so much, from mentorship programs and educational resources to access to courses and journals. My involvement has made a real difference in my career, and I’d be happy to share more about my own experiences if you’re interested.

I encourage you to attend the event and see what ONS is all about. If you have any questions or would like to discuss the benefits of membership in more detail, please feel free to reach out to me directly. I’m more than happy to chat or meet up for coffee to talk about what our local chapter can offer.

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



Metric Completion Checklist

To consider this metric completed, your chapter must have hosted a recruitment event during the calendar year. To confirm completion of this metric please complete the following checklist.

- ☐ Plan an event which has the primary goal of recruiting members.
- ☐ Invite non-members to the event.
- ☐ Host the event, taking note of how many non-members attended and how many ultimately joined ONS.
- ☐ Report the event information, attendance, and membership totals on your next [Quarterly Report](#).

Is there something we could add to this toolkit to improve it?
[Let us know here.](#)