

Affiliate Connections

Wednesday, October 8, 2014

Christy Levine, Affiliate Relations Manager
ACNM's Membership Department



This Month's Agenda

- 1) Announcements from National Office
- 2) Membership Recruitment and Retention
- 3) Affiliate Competition
- 4) Open forum/Questions



Announcements

- **Cara Kinzelman**, Manager of State Government Affairs is back from maternity leave!
- Please contact her with any state issues: ckinzelman@acnm.org or 240-485-1841



Cara Kinzelman is back from maternity leave.

The first week in October is National Midwifery Week!

Get ready to revel: National Midwifery Week is October 5-11! We're taking the opportunity to spread the word about midwives to even more women using the messages in the [Our Moment of Truth](#) campaign. We believe everyone has the right to know how much #MidwivesMakeADifference to women and families!

Again this year, we have developed a Daily Action Plan, complete with artwork that you can download, to share through social media. Each action of the day is geared toward creating a new understanding of midwife-led care and the importance of normal, healthy birth.

don't forget to use the official hashtag #NMW14 whenever you post or repost on social media.

Announcements

- **October 5-11: National Midwifery Week #NMW14**
 - Planning kit and ideas available on ACNM Website
 - Participate in the daily action plans
 - Participate through Social Media



The first week in October is National Midwifery Week!

Get ready to revel: National Midwifery Week is October 5-11! We're taking the opportunity to spread the word about midwives to even more women using the messages in the [Our Moment of Truth](#) campaign. We believe everyone has the right to know how much #MidwivesMakeADifference to women and families!

Again this year, we have developed a Daily Action Plan, complete with artwork that you can download, to share through social media. Each action of the day is geared toward creating a new understanding of midwife-led care and the importance of normal, healthy birth.

don't forget to use the official hashtag #NMW14 whenever you post or repost on social media.

Announcements

- **ACNM's new video about Midwifery**
- **Launch of ACNM's *Healthy Birth Initiative***

- Tools to promote physiologic birth to consumers, clinicians, and other maternity care stakeholders
- Materials available on www.midwife.org



ACNM is excited to announce the launch of a new video about midwives and the care you provide, aimed at educating the public. Our hope is that all members, affiliates, practices will share this video either on websites or through social media!

ACNM's Healthy Birth Initiative aims to maximize women's opportunity to have a healthy birth using their own natural physiology while avoiding unnecessary procedures that may interfere with that process. The initiative takes a 3-pronged approach, equipping women, maternity care providers, and quality managers, hospital policymakers, and payers with the tools to inspire better care, better health, and lower costs.

Membership Recruitment and Retention



Imagine an Affiliate...

- **With the resources to hire a lobbyist, PR, web designers**
- **With members to compose multiple committees**
- **With Leadership succession in place**
- **With meetings so robust, bigger spaces are required**



Imagine a National Office...

- **With the resources to buy ads to promote midwifery**
- **Formal leadership training for all interested members**
- **With a pot of money to help offset the cost of lobbyists for affiliates**
- **With an 'extra' Cara to help states strategize and achieve their legislative goals**



Expanding OMOT -

How can this become our reality?

MEMBERS!



Members?

- An increase in total membership increases the revenue for the affiliates and for the national office
- More resources, more members...

Imagine the possibilities



How do we get there?

- According to AMCB there are 11,486 CNM/CMs
- ACNM has 5771 members
- 5716 CNMs/CMs = POTENTIAL MEMBERS



This is the reality. We have a lot of room to grow within our association.

Whose Job?

- **Recruiting and retaining members is EVERYONE'S job!**
 - Not just Affiliate
 - Not just National Office
- **Cohesive effort to attract new members and bring back former members**



It is everyone's job to recruit members. It is not just the national office nor the affiliate's job to recruit members.

We need a cohesive effort, working together, to increase our membership, by recruiting new members and bringing old members back.

Recruitment and Retention Toolkit

- **Designed to give you exactly what is needed to implement a recruitment and retention campaign**
- **Living documents**
- **Looking for input**



And while it is everyone's job to recruit and retain members, it is also our job at the national office, to make sure you have the tools and resources necessary to help you reach your goals.! In that effort, we have developed a Member Recruitment and Retention Tool kit.

This Affiliate Connections is to introduce the Tool Kit to you all but also ask for input! These will be living documents that will be updated as needed, but I want to make sure these are useful documents. As we go through the tool kit, or as you think about this later, what is missing? What could be added to make it easier at the affiliate level?

Recruitment and Retention Toolkit

- **Welcome letter to new members (from Affiliate)**
- **Presentation aimed at potential student members**
- **Presentation aimed at potential active members**
- **Quarterly, receive a lapsed member report**
 - Lapsed member letter
 - Lapsed member script
 - Lapsed member survey



We heard a while ago, don't teach me to fish, give me the fish. This makes a lot of sense to me. As midwives, you already have a full career and we can't expect you to then also be full-time affiliate leaders. This tool kit is designed to "be the fish", with minor modifications to the materials to include affiliate-specific information.

Implement a Welcome Plan

- **Use the Affiliate Portal to identify new members**
- **Send a welcome letter/packet to new members**
 - Include upcoming events
 - Include ways to become involved
- **Announce new members in Affiliate Communications**

Create a true membership experience



AMERICAN COLLEGE
of NURSE-MIDWIVES
With women, for a lifetime®

After having spent so much time and effort getting Members to join the organization, it just makes good sense to do everything possible to make sure that they renew their Membership annually.

There are many different ways the affiliate can implement a welcome plan – and you have to decide what works best for your affiliate.

The affiliate portal is the best tool to identify who new members are. As leaders you can run membership reports by member-type, by enrollment date, etc.

Once a member joins ACNM, they are added to the affiliate list serve and also show up in the Membership reports on the Affiliate portal. The National Office sends welcome letters and new member packets monthly to each member. It would be great if the affiliate could also follow up with a welcome.

Do we need more training on the affiliate portal?

Prospective Member Presentations

- **Created to show the value of membership in ACNM**
- **Focuses on unique benefits**
 - Specific student-member benefits
 - Specific examples of benefits for active (all?) members
- **Need to know the value of the affiliate**



Part of the recruitment process includes knowing your value. The two different presentations have been created with different audiences in mind. The prospective Student presentation focuses on why a student would want to join – the reduced membership fees and meeting rates; the scholarship opportunities; the first step in their professional career.

The prospective Active member presentation includes more specifics of benefits and a “did you know” format. Most midwives know that ‘advocacy’ is a benefit, but what does that mean exactly? Perspective members need to see the value in ACNM and the affiliate before they join.

Each presentation has blank slides with suggested titles for affiliates to include information. These presentations are also ‘editable’ so you can determine what information is included.

What is the value in the affiliate? What can they hope to gain at the affiliate level? This information needs to be clearly communicated to prospective members.

Lapsed Member Reports

- **Will be sent quarterly from national office**
- **Listing of members that recently lapsed**
- **Reach out with a letter or phone call**
 - Why have they lapsed?
 - Did they know they lapsed?
- **Inform lapsed members how to reinstate membership**



A Lapsed member report is not currently available on the Affiliate Portal, but something we are hoping to add. In the interim, I will send each affiliate a lapsed member report, quarterly. It is our hope that the affiliate will reach out to the lapsed members. The national office first sends out dues notices four months before the member's expiration date and for two months after. Hearing from the affiliate would provide a stronger message – the lapsed member may know the person calling them (or at least heard of them) and it is more personal. The affiliate representative will also have more specific information about what is happening in their state and how they can get involved.

Reaching out to lapsed members could even be something done for an hour before an affiliate meeting – the leaders with their phone making a few calls each. In the matter of less than an hour, the affiliate could have contacted all of the lapsed members and brought some back!

What ACNM does

- **Proactively sends perspective member packets to midwifery education programs**
- **AMCB newly certified midwives who are NOT members are invited to join ACNM**
- **Sends welcome packets to new members**



ACNM knows it also has a stake in recruiting new members. We proactively send out perspective member packets to the midwifery programs for the students beginning their journey. We also receive a list of newly certified midwives from AMCB. We cross-reference this list our database and invite those that are not members to join.

Unfortunately, we do not have access to the entire AMCB certification list.

Once a new member joins, ACNM sends a welcome letter via email and follows it up with a New Member Welcome Packet, which includes the latest Quickening, information about the Healthy Birth Initiative; Information about Our Moment of Truth campaign

What the affiliates can do

- Ask members for known- nonmember contact information
- Contact the state licensing board for possible membership leads
- Follow up with provider list from ACNM*
- Invite nonmembers to affiliate events, but always have an application ready!
- Recognize practices/hospitals that have 100% membership



There are many things the affiliate can do, and it depends on resources and commitment!

New Opportunity

- **ACNM recently received provider databases**
 - Medicaid provider list
 - NPI List
- **Lists have been sorted, de-duplicated, run against our membership database**
- **Able to identify 1200 CNMs/CMs who are not members**



Recently downloaded all of the Medicaid providers and all of providers with the National Provider Identifier list. After sorting, de-duping and culling the list, we have about 1200 names of CNMs/CMs that we will contact with membership information and then share this information with the affiliates. It is our hope that with the multiple touch – points with information about national and state activities, these practicing CNMs/CMs will be inspired to join ACNM.

So they joined – now what?!

- **Get them involved**
- **Find out about them**
 - Ask their interests
 - Listen to the answers
- **Match their skills/talents with affiliate needs**
- **Follow up with new members**
 - Are they receiving emails; are they on the list serve
 - Do they have questions about ACNM/Affiliate



Once you have done the work, and they join, now what? Now is the time to get them involved. Ask them their passions; their skills; their talents. Ask what sort of time they have to commit. Listen to their answers.

But this does not only apply to new members – this is true of ALL MEMBERS!

Retention: Not just new members - ALL MEMEBERS

- Engage and involve members in affiliate activities
- Recognize milestones for all members in affiliate communications
- Appreciate all members and what they bring to the profession and the affiliate
- Easier to retain members than recruit a new ones!



Like recruiting, retention is everyone's job. And these efforts need to be made towards all member, not just the new ones!

Engage the members in the activities – don't rely on the same people to do the same jobs. Ask for volunteers, include new people

Recognize milestones – this could be the opening of a new practice, local award or long tenure

Appreciate all members – publicly thank those that volunteered or attended a meeting; publicly acknowledge an out-going board member's time

Consider following Ginger's lead of randomly calling a few affiliate members and check- in with them. Through the course of your conversation, find out what ACNM/Affiliate can do for them but also, **what they can do for the affiliate!**

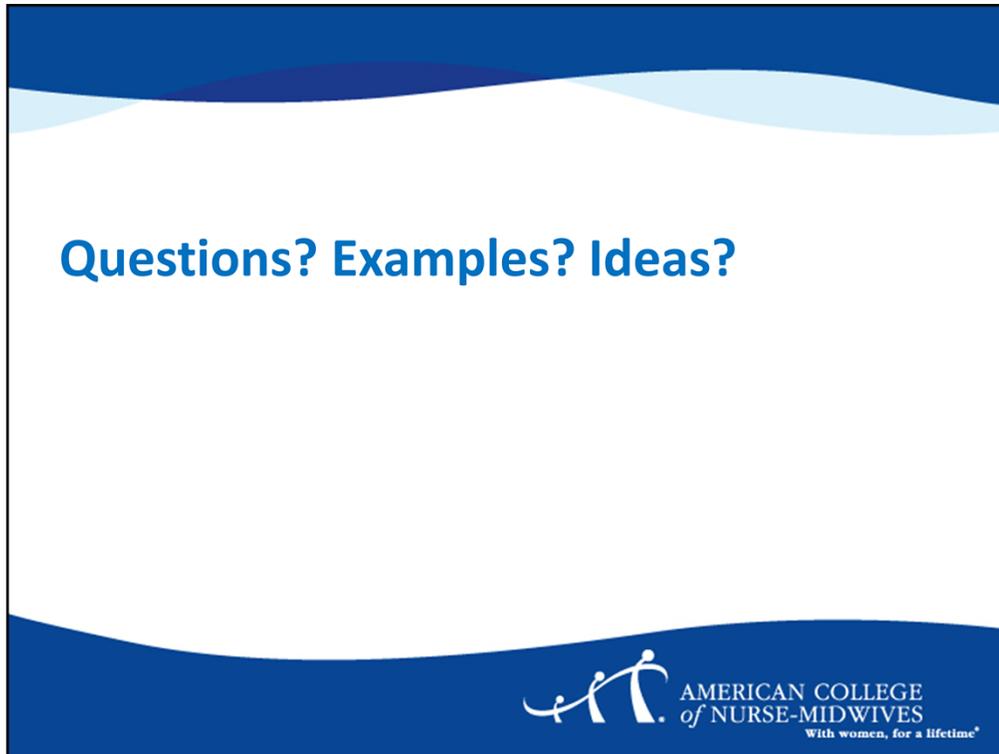
Affiliate Competition

- Lets make this interesting
- Quarterly receive Affiliate membership numbers and AMCB numbers
- Percentage of increase will be tracked
- Annually, the affiliate with the greatest increase will be recognized at the Annual Meeting and....



Now lets have some fun!

We are starting an Affiliate Competition! Who can increase their percentages the most?! Quarterly I will send out a report with the affiliate numbers and the AMCB numbers, tracking an increase over time.



Are there any questions? Do any affiliate leaders have examples they would like share of a successful committee? Are there any ideas?