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# NBNA

## AWARDS MEMBERSHIP RETENTION AND GROWTH CAMPAIGN

### Theme: Recruiting, Retaining and Engaging Members

This campaign is about retention and growth for your chapter. The purpose is to retain your current members from **the June 15, 2023** membership roster and recruit as many members as possible to increase the chapter's membership and to have your chapter advance to the next chapter category.

**Dr. Marcia Lowe, Membership Chair**

**Recruit at least one member to receive the "I Recruited a Nurse for NBNA" ribbon and to have your name placed on the membership roster to qualify for the prizes below.**

### Prize Qualifications and Categories

To qualify for each prize the **RECRUITER's** name needs to be placed on the membership roster and email to [elazenby@nbna.org](mailto:elazenby@nbna.org) by May 15<sup>th</sup>.

#### **2024 NEW Lifetime Members - (Minimum 10 recruited)**

*First and Second Prizes will be awarded to any member recruiting the highest number of FULLY PAID New Lifetime Members for 2024.  
(Excluding members currently in partial payment status)*

#### **First Place Winner**

- One complimentary NBNA membership (National dues only) for 2025
- One complimentary conference registration for NBNA 2025, Dallas, TX
- Two nights complimentary Hotel stay for one at the 2025 NBNA Conference – Hilton Anatole Dallas, Dallas, TX
- \$500.00 Gift Card
- One "I RECRUITED A NURSE for NBNA" ribbon.

#### **Second Place Winner**

- One complimentary NBNA membership (National dues only) for 2025
- One complimentary conference registration for NBNA 2025, Dallas, TX
- \$300.00 Gift Card
- One "I RECRUITED A NURSE for NBNA" ribbon.

### **Individual Licensed Member – (Minimum 15 recruited)**

*First and Second Prizes will be awarded to any member recruiting the highest number of **NEW PAID** licensed members.*

#### **First Place Winner**

- One complimentary NBNA membership (National dues only) for 2025
- One complimentary conference registration for NBNA 2025, Dallas, TX
- \$200.00 Gift Card
- One "I RECRUITED A NURSE for NBNA" ribbon.

#### **Second Place Winner**

- One complimentary NBNA membership (National dues only) for 2025
- One complimentary conference registration for NBNA 2025, Dallas, TX
- One "I RECRUITED A NURSE for NBNA" ribbon.

### **Student Unlicensed Member – (Minimum 15 recruited)**

(A student is defined as an **unlicensed** provider)

*First and Second Prizes will be awarded to any member recruiting the highest number of **NEW PAID** Student Members.*

#### **First Place Winner**

- One complimentary NBNA conference registration for NBNA 2025, Dallas, TX
- \$100.00 Gift Card
- One "I RECRUITED A NURSE for NBNA" ribbon.

#### **Second Place Winner**

- One complimentary NBNA Conference Registration for NBNA 2025, Dallas, TX
- One "I RECRUITED A NURSE for NBNA" ribbon.

## NBNA Chapter Membership Awards

Chapters who recruit at least **5** new members will be recognized at the NBNA conference!!!

### Chapter Awards

#### One winner in each chapter category!

- Grand chapter (120 plus members)
- Large chapter (80 - 119 members)
- Mid-Size chapter (40 - 79 members)
- Small chapter (8 - 39 Members)

- **Membership Retention. Highest percentage of membership retention.** To receive this award the chapters must email their 2023-2024 Membership Roster to [elazenby@nbna.org](mailto:elazenby@nbna.org). Mail a hard copy of the membership roster with the membership payment to the National office, post marked before but no later than Wednesday, January 31, 2024, to qualify for the retention award. If paying by credit card, call (301) 589-3200 before 5:00 pm (EST) by January 27th. to qualify. The 2023-2024 roster will be compared to the chapter's 2023 June 15<sup>th</sup> Roster that was received for credentialing.

To qualify for the next six (6) categories the 2023-2024 Membership Roster must be completed and emailed to [elazenby@nbna.org](mailto:elazenby@nbna.org). **PAYMENT METHOD:** paying by credit card or check, payment is due by Friday, May 13<sup>th</sup> 5:00 pm Eastern Time.

- **Highest number of New 2023 Lifetime Members in a chapter.** When submitting your final Membership Campaign Roster in May to National, please **list** in the body of your email or on a separate attachment the name(s) of your **2024 NEW LIFETIME MEMBER(s)** and their recruiter(s). Also make sure they are on your membership roster with their payment amount when you submit your Membership Campaign Roster to National. This will help to ensure every lifetime member is accounted for and acknowledged at the conference.
- **Highest Number of Members** (new and existing members who are in good standing with National and their local chapter (from *June 16, 2023 - May 15, 2024*).
- **Growth in Chapter Membership** - Highest percentage of growth in chapter membership, (from *June 16, 2023 - May 15, 2024*).
- **Highest Number of Students** - The chapter in each category with the highest number of Student Members, (from *June 16, 2023 - May 15, 2024*).
- **Highest Number of LPNs/LVNs** - The chapter with the highest number of LPNs/LVNs Members, (from *June 16, 2023 - May 15, 2024*).
- **Highest Number of Males** - The chapter with the highest number of Male Members, (from *June 16, 2023 - May 15, 2024*). Please indicate male members in the appropriate column on the membership roster.

***All prize winners must use their winnings in the year that has been specified, there are no exceptions.***

***Email all membership rosters to [elazenby@nbna.org](mailto:elazenby@nbna.org)***

***Mail payment and a hard copy of the membership roster to:  
Estella A. Lazenby, NBNA, Membership Services Manager  
8630 Fenton Street, Suite #910, Silver Spring, MD 20910***

***Any questions, please call Estella (301) 589-3200***

***Thank You  
and stay safe!!!***