

1. Ask

Ask the people that you feel will benefit from an AWHONN membership. Begin the conversation by asking if they are aware of the association and what it provides. Tailor your message to your subject. For instance, if you are talking to a novice nurse, stress how AWHONN resources like JOGNN and Nursing for Women's Health will help them build their skills and knowledge base.

2. Be Enthusiastic.

Tell potential new members how AWHONN benefits you. Relating this positive experience in personal terms builds trust and connects the person to your experiences, and motivates them to join.

3. Know the AWHONN Products and Services.

From free professional publications, convention discounts and clinical updates to the online career center and networking opportunities, point out that the value of the many benefits they receive as AWHONN members far exceeds the actual cost of membership.

4. Personally provide them with important information about how to join.

Give them an application (make sure your AWHONN member number is on it so you get credit!), AWHONN's web address (www.awhonn.org) and headquarters contact numbers.

Customer Service: 1.800.673.8499 or customerservice@awhonn.org.

5. Follow up.

Check with prospective members and see if they've mailed in their applications or joined online. Offer to mail their application in for them if they haven't already.

6. Encourage Involvement.

Remind your recruits that they get the maximum return on their investment by participating in AWHONN events, programs and meetings. Reinforce that networking with fellow colleagues allows them to gain fresh ideas they can apply in their work and see how others are dealing with common challenges and opportunities. Let them know about the many CNE opportunities AWHONN has to offer.

7. Send an e-mail or handwritten note thanking them for considering AWHONN membership.

Express appreciation for their support of AWHONN. Let them know their support will go towards promoting the health of women and newborns.

8. Conduct a Live Demonstration.

Bring your new or potential recruit(s) to a chapter or section meeting so they can see first-hand the personal and professional network they'll have access to as an AWHONN member.

9. Remember to tell your prospective member to list your name and member ID# as the referral so you can receive your reward(s).