

Communications Templates

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Welcome to Our Chapter Letter

Under the new universal chapter membership model, you will have an increase in chapter members. It's important to reach out to them, welcome them to your chapter, and encourage them to come to meetings and get involved. Sending an email or direct mail letter is a great way to introduce yourself and your chapter and to invite them to come to your next chapter meeting.

The following text is a sample letter that you can adapt however you'd like. Feel free to personalize and customize to your chapter. You can download the text of the letter at chapter.vc.ons.org.

Dear _____,

We're so happy to welcome you to our chapter! You're already an important member of the Oncology Nursing Society (ONS), and now you're also an essential member of our local _____ ONS chapter. We couldn't be more proud and honored to have another oncology nurse join us. Networking, volunteering, and résumé building couldn't be easier when you belong to a chapter. Connect with other oncology nurses and make a difference in our neighborhood.

Since 1975, ONS has provided a professional community for oncology nurses, developed evidence-based education programs and treatment information, and advocated for patient care, all in an effort to improve quality of life and outcomes for patients with cancer and their families. Ten dollars of your ONS membership helps to support your local chapter. Take full advantage of your ONS membership and attend our next local chapter meeting or contact us for more information.

(Please feel free to add contact info, future meeting info, and any further info about your chapter to make new members feel welcome and excited to attend.)

Sincerely,

Download these templates at Chapter.VC.ons.org

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Chapter Recruitment Letter

Your chapter offers important programs and services at the local level so it is important to encourage your members to renew their ONS membership, as well as to encourage potential members to join ONS and your chapter.

You can adapt the following ONS recruitment letter in your efforts to get your nonmember colleagues to join ONS and become a member of your local chapter. Be sure to let them know that their chapter membership is already included with ONS membership and express the value of ONS membership as a whole. Let them know how ONS helps you in your efforts to provide quality cancer care.

Dear _____,

Become an essential member of the Oncology Nursing Society (ONS) community. Every oncology nurse is vital, and it's the unique knowledge and experience each of our more than 35,000 members bring to the society that allow us to be the leading resource for best practices in oncology nursing care.

While you're busy caring for your patients, we're busy caring for you. Join now to become a member of the largest international community of oncology nurses and start saving on quality CNE, books, conferences, peer-reviewed journals, certification, and so much more. Take advantage of excellent networking opportunities, including local chapter involvement and national special interest groups so that you can excel in your field.

(Please feel free to enter any info about your local chapter that you'd like.)

Since 1975, ONS has provided a professional community for oncology nurses, developed evidence-based education programs and treatment information, and advocated for patient care, all in an effort to improve quality of life and outcomes for patients with cancer and their families. ONS strives to positively affect your future because we care about you, the nursing profession, and most importantly, advancing the care of patients with cancer. Your interests and values are our own. Through comprehensive, up-to-date information, we guarantee that you'll find the resources you need with ONS.

Join today to gain access to all of the member benefits that await you. Visit www.ons.org to join online. If you have questions, please feel free to contact ONS Customer Service at 866-257-4ONS, 412-859-6100 or customer.service@ons.org. We look forward to welcoming you to our Society!

Sincerely,

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Newsletter Article/Email Announcement

Including an article in your chapter newsletter is a great way to provide detailed information on the universal chapter membership to your existing and new chapter members. The following article covers all the basics of the transition. Feel free to use all or parts of it as you see fit. You can also use the text in email communications or on your virtual community.

You can download a Word document of the article at chapters.vc.ons.org.

What the New Chapter Membership Model Means for You and Your Chapter

Effective July 1, chapter membership is now included in ONS national membership, eliminating the need for members to maintain separate national and local memberships.

Why Is This New Model Being Implemented Now?

During 2011 and 2012 a Membership Models Task Force of the ONS Board of Directors reviewed various aspects of the ONS membership experience to determine ways to continually improve that experience and to position the Society for future growth and sustainability. Their work took into consideration a significant amount of data, including member feedback derived from a number of sources. Among other key outcomes, this research revealed that members who were engaged in ONS at the local level tended to be much more engaged at the national level as well, demonstrated higher levels of overall satisfaction, and were much more likely to retain their membership for a number of years.

However, at the time, only about one-third of all ONS members belonged to their local chapter. These factors contributed to the task force recommending, and the Board approving, a new membership model whereby chapter membership is no longer an optional add-on experience but automatically included as part of ONS membership.

How Will the New Chapter Membership Model Work?

- Members already affiliated with a chapter will remain affiliated with that chapter.
- Members not yet a chapter member will be assigned to the closest chapter based on the zip code of their preferred mailing address (home or work).
- Members will have the option of changing their default chapter assignment and/or adding additional chapter memberships when they join ONS or renew their membership.
- \$10 will be added to the ONS dues amount to cover the chapter membership, and that amount will be rebated back to each member's chapter.

Why \$10?

The Task Force and the Board collected and analyzed data regarding dues from all ONS chapters and considered the financial implications of various dollar amounts. The dues amount charged by chapters varied greatly, with some chapters charging no dues, some minimal dues, and some up to \$40. The average amount charged by all chapters was about \$21, with the amount depending on what products and services each chapter offers, and whether or not the dues amount covered attendance at the chapter's dinner meetings.

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The task force and Board wanted to keep the dues amount as reasonable as possible while still providing chapters with enough revenue to maintain their current level of operations.

A financial analysis showed that, because of the large influx of new members, virtually all chapters will realize a significant increase in dues revenue, even at the \$10 amount. Keep in mind that the average chapter's membership will now triple. If your chapter currently has 50 members, and you charge \$20 for dues, your dues revenue is \$1,000 per year. With 150 members paying \$10, your dues revenue will now be \$1,500.

How Will This New Model Benefit Chapters?

- No more collecting and processing separate dues
- No more maintaining separate membership lists and reconciling that with ONS national office
- Three times as many chapter members
- Larger pool from which to recruit new chapter leaders.

How Will the New Model Benefit Members?

For existing chapter members:

- Eliminates need to maintain separate national and local memberships
- Eliminates need to pay two separate dues amounts
- In most cases will result in a decrease in chapter dues.

For new chapter members:

- Expanded opportunities for local education
- Additional networking and leadership opportunities
- The ONS membership experience close to home.