



Summer/Fall 2012

Re: Promoting RNAO and NSO at Nursing School Events

Dear RNAO Leader,

**IMPORTANT:
Please read this letter**

Thank you for taking the time to promote the Registered Nurses' Association of Ontario (RNAO) and the Nursing Students of Ontario (NSO) at a nursing school event.

Today's nursing students are the future of both the profession and the professional association – RNAO. The importance of RNAO embracing nursing students as early as possible cannot be overstated.

You will receive student application forms and a supply of Student Welcome Packages.

Please note that your applications forms may mention the “two months free offer”. Membership for **students who are not currently members** will begin as early as September 1, 2012 and last until October 31, 2013. Membership for **renewing students** will start November 1, 2012 (the regular start of the membership year).

Please distribute application forms and any other materials to students after your presentation (if you are doing one), or display at your RNAO booth or table (if you are staffing one).

IMPORTANT – The Student Membership Welcome Package

These folders are the actual Student Membership Welcome Packages that students receive upon joining RNAO and **should not be given to students for free.**

Each folder contains the following items:

- ✓ Letter from NSO
- ✓ Letter from RNAO
- ✓ Best Practice Guidelines CD
- ✓ Copy of the *Registered Nurse Journal*
- ✓ Membership benefits guide
- ✓ Interest group brochure
- ✓ Silver “NS” (nursing student) pin

Providing the Student Membership Welcome Package to students who submit an application form with payment at a nursing school event has been a helpful recruitment strategy. Students don't have to wait several weeks for the Welcome Package to arrive via Canada Post.

Working with the Student Membership Welcome Packages:

- 1) Please promote the Welcome Packages to students at presentations and booths.
- 2) To receive a Welcome Package, a student must fill out the student application form and submit it to you with the student fee of \$20. Cheques or providing a credit card number on the form are the best payment methods. You can also accept cash payments; we can work out the details of providing Home Office with cash payments after your event.
- 3) Let students know that they will receive their RNAO membership card and receipt in the mail in a few weeks.
- 4) Please keep track of which students received a Welcome Package at your event (either mark it on the application form or create a separate list). It's important that Home Office know which students have already received the Welcome Package so they are not sent a second one in the mail.
- 5) Following your event, please submit student application forms and cheques to:
RNAO, 158 Pearl St, Toronto ON, M5H 1L3, Attn: David McChesney.
- 6) Following your event, please store the Student Membership Welcome Packages in a secure location. You are welcome to keep them for future events. Should you want to return the Packages (and other promotional materials), please let me know and I will make arrangements.
- 7) **Under no circumstances should a student receive a Student Membership Welcome Package without submitting a completed application form and payment of \$20.**
- 8) Have fun at your event. Nursing students have always demonstrated a strong interest in RNAO and its activities.

If you have questions, concerns or comments, please contact me:

David McChesney
Project Coordinator – Membership & Services, RNAO
416-408-5619 or 1-800-268-7199 ext. 201
dmchesney@RNAO.ca

Thanks again for your efforts and commitment.

All the best,

David