

Membership Drive/Campaign 2009 Proposal
Theresa Meinen and Terry Miller Chairs
January 22, 2009 Board Meeting

Proposal:

Launch membership campaign Phase I at the NRCC conference in April. The goal to increase membership in AARC/WSRC to 50% of the state licensed Respiratory Care Practitioners. Run the campaign based on a theme around a Peak Flowmeter and colored zones throughout the year and next ending at the 2011 Wisconsin Convention.

Campaign Theme: Name is TBD

Don't BLOW your chance to Grow
Reach your Personal Best...
Strength in Numbers
Have you PEAK'd ?

Peak Flow Meter – State Wide monitor (setup smaller versions for departments, programs, districts...)

Red Zone current membership of the state 700 – 900

Yellow Zone 901-1200

Green Zone 1201-1400

Customize the zones to monitor the department and district progress.

Promotion:

Website and Poster based

Utilize AARC material, Discount Coupon information, ...

Peakflow meter scale on the web for the progress of the entire state.

Department and School Level:

Have departments and the schools register their department program with current membership level. Setup Peak Flow Meter scale on line to show progress in growth and a goal of 80% increase. Monitor growth on website by a link showing their own department. Allows everyone to click on other programs and departments to view their progress as well. Winners receive free advertising on the web for a year. Programs and departments will also receive posters and fliers with membership information to monitor progress on paper in their department.

District Level

Place on the web by district their growth. Peak Flow Meter visual. Competition where the district with the largest overall increase in % to receive a party at the campaign close. Seek sponsor for event. (Respironics – Personal Best PFM ??)

Membership Campaign – 2009-2011 continued...

Individual Level

Contest in member recruitment. Complete an online form downloadable where they can recruit a member. The NEW member sends in the form with their application to us and we put

their name in a pool to win free registration to the convention and motel? More members recruited the better your chance to win.

Student Essay

Start an essay contest for students to end at this years convention. *Why being a member of the AARC is important for my professional development in Respiratory Care.* Have essays featured at the April WSRC booth.

2009 Convention

Focus the WSRC booth on the rollout of the campaign. Essays posted. Web site available. Department/Program director packages of the campaign material available to handout. Consider buttons of PFM's or other giveaways. Banner with the theme....

Campaign Needs:

We need a Committee to help with implementation and further direction. Membership Champions from individual districts and hospital/programs to provide input and help with planning and communication...

Initial Timeline:

1/22/09	Get Board input and approval/support
2/4/09	Terry initiate work on web design with Kathie Mead Theresa start on poster design and sponsor contact Get essay contest rules and promotion emails sent out to schools
3/1/09	Go to print on posters Finalize website design – Web page for the campaign, Dept and district links for PFM monitor
4/1/09	Posters and paper materials ready for convention rollout Convention display materials in place

Convention - Rollout campaign

Advertise the discount—coupon for joining through us

Kathie Mead – Terry Website
Print – posters signs

February --- Kathie artwork meters Feb 4 1:00

Rollout – at the booth --- Slogan --- buttons

Handouts for dept heads and schools director
Website program at the booth up and running