

FUTURE OF NURSING™

Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



Building widespread support and engagement in your state

Several Action Coalitions have established membership structures individual giving programs to generate support and/or engagement throughout their state. The forms that these programs have taken vary significantly, and what works for one Action Coalition might not work as well for another.

This guide provides an overview of some approaches that Action Coalitions have taken to building their membership and/or creating a broad-based individual giving program. It provides potential advantages that each structure might offer an Action Coalition, as well as other considerations.

Membership and broad-based giving are considered together here because they both serve the goal of building widespread support for your Action Coalition. However, they can be structured quite differently and require different resources, so this guide is intended to help you determine which approach might be best for your Action Coalition.

Membership Structures

Structure	Description	Considerations
“Coalition Building” Membership Model	<p>Organizations join at no cost through a simple application and are recognized as members and supporters of the Action Coalition.</p> <p>Members are engaged through efforts such as welcome emails, engagement in regional activity and member calls to action.</p>	<p>This model can build a groundswell of visibility for your Action Coalition.</p> <p>This model can be an effective way to build credibility for your Action Coalition with the “endorsement” of prominent members.</p> <p>Because organizations have not had to pay to become members, they may be more receptive to requests for philanthropic support once they have become engaged.</p> <p>Because the barrier to entry is low, membership may grow quickly and managing the engagement of members can become challenging.</p>
“Benefits-Oriented” Membership Model (for organizations)	<p>Institutions are invited to join the Action Coalition at one of several membership levels, with corresponding benefits.</p>	<p>Benefits-oriented membership can be an effective way to build substantial monetary support from institutions that believe in your Action Coalition. While it does not</p>

	<p>Benefits might include discounts or free admission to the Action Coalition’s programs, recognition on materials, representation on committees or other similar benefits.</p> <p>Membership levels may also be scaled based on the type and size of institution, with the highest rates for large health systems and lower rates for small schools of nursing or nursing associations.</p> <p>Price points will depend on the size of your Action Coalition, but one Action Coalition that has had great success with this model uses a range of fees from just under \$200 for small organizations at the lowest tier of benefits to nearly \$60,000 for large health care providers at the top tier level. Another offers a more set range of tiers between \$1,000 and \$10,000+ with tiered benefits.</p>	<p>represent “philanthropy” per se, it can be an enticing way to appeal to organizations.</p> <p>Because members have often made a significant investment in joining the Action Coalition, it can be difficult to convince them to invest philanthropic dollars in your work as well. Thus, true philanthropic dollars will often have to come from other sources, such as foundations and corporations that are not part of the typical membership base.</p> <p>The benefits of membership, which often offer ways for members to take part in your ongoing activities, can help build engagement in your Action Coalition’s work, advancing your mission and building their commitment to your success.</p>
<p>Individual Membership Model</p>	<p>Individuals who support the Action Coalition’s work are invited to join as members for a set fee. For their membership, they receive regular electronic updates on the Action Coalition’s progress and news. Supporters can also make a contribution on top of membership.</p> <p>One Action Coalition employing this individual membership model offers membership at \$50 with a \$25 reduced rate for nurses.</p>	<p>A relatively low fee helps build monetary support and visibility without providing a significant barrier to entry, and a discount for nurses is mission-appropriate.</p> <p>This operates similarly to a broad-based individual giving program that requests a specific amount. Members who join of their own accord may well be viable prospects for larger philanthropic gifts and can be considered closely for their level of commitment and giving potential.</p> <p>Regular communication is an effective way to keep supporters engaged, and there are opportunities to consider what other benefits might be extended to members, such as reduced fees for attending programs or recognition online or in</p>

publications.

Even though members can contribute on top of their membership amount, the set fee may limit the monetary support of some individuals with the capacity and inclination to give more.

Individual Giving

Structure	Description	Considerations
“Culture of Caring, Culture of Health” appeals	The Action Coalition sends an email or mail appeal asking for the respondent to honor, recognize or thank a specific nurse through their gift. A list of recognized nurses is published based on responses, or the Action Coalition may use an event to recognize a group of nominated nurses.	<p>This is a mission-appropriate way to seek support for the Action Coalition, whether asking nurses to recognize a fellow colleague or sending to other individuals who have an appreciation for nurses.</p> <p>The resulting list of nurses can serve as its own fundraising appeal as well, so consider providing a response mechanism (reply envelope or link to donate online) for recipients to make a gift, creating a snowball effect.</p> <p>Note that the American Nurses Association has an “honor a nurse” fundraising program, so, to avoid confusion with that program, CCNA recommends not using the same “honor a nurse” terminology. Instead, consider incorporating terminology that incorporates aspects of the “culture of health,” placing more emphasis on consumers and communities rather than just on nurses.</p>
“Give 5” appeals	Several Action Coalitions use mail and/or email appeal messaging that encourages supporters to give in increments of \$5, whether \$5 or \$500.	<p>“Give 5” branding tends to put more emphasis on the money than on the impact of a donor’s support. While upper-level gifts are typically provided as examples of amounts, it can send the inadvertent message that a \$5 gift is all that is being requested, dampening the amount that a donor might give.</p> <p>Instead, consider messaging that highlights the impact your Action Coalition has had in your state and the role that donors play in that. You might provide examples of what different levels of support can help accomplish, but the emphasis should be on impact rather than on specific dollar amounts.</p>
On-the-spot appeals	Some Action Coalitions have had success	Attendees at such events have self-selected as being interested in your work and what your Action

raising funds at summits, workshops and other mission-focused events by encouraging attendees to make a gift.

Coalition has to offer, so they make an excellent prospect base.

Be sure when employing this technique to include gift envelopes that provide a space for the donor to write his/her name and contact information. This will allow you to thank donors for their support and record their information for future appeals. Any “on-the-spot” donors who make a sizable first-time gift should be carefully considered for higher giving potential and more personal cultivation.

Also, consider using online registration for these events (as well as fundraising events) so that you can capture attendees’ information for future communications and appeals.