



## MEMBERSHIP RECRUITMENT

Member Auxiliaries are the reason the British Columbia Association of Healthcare Auxiliaries exist and are crucial to the continuation of the Association. The BCAHA Constitution clearly defines our **Purposes:**

1. *To strengthen hospital and healthcare auxiliaries within the Province of British Columbia through education, information and support.*
2. *To provide opportunities for the exchange of ideas among hospital and healthcare auxiliaries/organizations and their members.*
3. *To promote auxiliary programs and services that best contribute to patient comfort in hospitals and healthcare facilities.*
4. *To create awareness of the value of hospital and healthcare auxiliaries by the people of the Province of British Columbia.*
5. *To work in co-operation with other like-minded organizations in the attainment of the foregoing purposes.*

Therefore it is essential to have a strategy for recruitment and a plan for retention of Member Auxiliaries to keep them actively involved. Once an Auxiliary is recruited, it is important to ensure the Provincial Association provides ongoing benefits to membership.

## **Recruitment Strategy**

1. Set goals and targets.
  - Decide a target number for how many existing auxiliaries you want to recruit and where you will find them.
  - Set a date for when you anticipate achieving the goal.
  - Calculate or estimate costs of recruitment.
  
2. Determine the message to be communicated to potential members.
  - Why should an auxiliary join BCAHA? Unless this question can be answered logically and positively, sighting specific benefits, you will not be able to persuade an auxiliary to join BCAHA.
  - What are we offering? Potential members will expect value from membership such as gaining knowledge, learning new skills, meeting new people, broadening their network and expanding their horizon.
  - Cite the advantages of speakers, presentations and workshops relative to auxiliary activities available to all attendees at area and provincial conferences that are not usually available to individual auxiliary meetings.
  - Don't overdo the ask. Prospective members want the nuts and bolts of our Association.
  
3. Identify where potential new members can be found.
  - Commence with a review of Member Auxiliaries that have withdrawn from BCAHA in years past and develop a list of contacts.
  - Can existing Member Auxiliaries identify health care facilities served by an auxiliary that have not previously belonged to BCAHA?
  - Contact paid Health Authority Directors of Volunteers to determine if their facility is served by an auxiliary and if not, point out the benefits of establishing one. (Offer to provide BCAHA's guideline on How to Form an Auxiliary)
  - Consider other organizations or sectors that are supportive of the purposes of a healthcare auxiliary and develop a contact list.
  - Advertise that BCAHA is looking for new Member Auxiliaries.
  
4. Recruitment methods.
  - Set up a team (4 or 5) of knowledgeable and persuasive people to develop the plan and implement it. No one person can do it alone.

Target key people along with someone that has influence over others and can popularize our Association.

Invite a prospect to an informal meeting to discuss possibilities. Suggest prospect attend a meeting of an existing Auxiliary or an Area Meeting.

Ensure the team can provide resources like pamphlets, newsletter, and application for membership form, telephone numbers and or e-mail contacts. If necessary create a brochure specifically for prospective members.

Maintain communication between recruitment team and prospective member(s).

## 5. Retention of Members

As stated in point 3 above, Member Auxiliaries expect value from membership such as gaining knowledge, learning new skills, meeting new people, broadening their network and expanding their horizon.

Survey the membership to find out what their needs are and develop plans to address those needs. Include topics and engage speakers/presenters at conference. to respond to those needs.

Build upon opportunities for Member Auxiliaries to learn new skills and get education on topics that interest them.

Emphasize Member Auxiliaries are part of the Association and their concerns matter to BCAHA.

Organize social events (receptions) that provide networking opportunities and add to their social life experience at Conference.

Thank Member Auxiliaries and praise them for work done.

## 6. Monitor Outcomes.

Monitor effectiveness of plan and revise as needed.

Plan to document timelines, milestones and outcomes.

Monitor and document task completion.

Track participant withdrawals and reasons for withdrawal.

Create a member exit survey to determine reasons why an Auxiliary would withdraw from BCAHA (or cease to exist.) Such a survey will provide information for Board of Directors of BCAHA. When you know why members leave, you can work toward addressing the issues.