



## **Adapt and Thrive: The Future of AAOHN**

### **Optional Chapter Membership Structure / Bylaws Vote - Chapter Marketing Kit**

Based on member feedback, the Chapter Challenges Taskforce and the Board of Directors propose a bylaws change that would allow for an Optional Chapter Membership Structure. Use the resources below to communicate this important initiative to your chapter members.

#### **Talking Points**

##### **Membership Options Upon Approval**

Upon joining or renewing, AAOHN members would have two options:

###### **OPTION 1: National Membership Only**

Members receive all member benefits from the National association – free webinars, discount to register for the conference, *Workplace Health & Safety Journal*, and more.

*Regular Membership Dues: \$165*

###### **OPTION 2: National Membership + Chapter(s)**

Members receive all member benefits from the National association – free webinars, discount to register for the conference, *Workplace Health & Safety Journal*, and more.

Members may join all chapters in their area or pick-and-choose, such as only state, or only local.

*DUES: \$165 National + dues from each selected chapter*

*Dues are set by each chapter as they are in the current chapter model.*

*Note: The optional membership structure is applicable to all membership types (Retired, Student, Affiliate, etc.). Each member, regardless of membership type, will have the ability to choose their chapter affiliations.*

##### **Benefits of New Structure**

- **Decrease in regular membership dues from \$185 to \$165 – a \$20 savings per year!**
- Improves the join/renew process significantly
- Chapters have more flexibility in their bylaws and requirements for membership
- Allows the organization to offer a new corporate or group membership structure for additional discounts to members
- Members may take advantage of as many, or as few, chapters as they choose that fits their needs
- Decreases complexity of current model
- Simplifies the way AAOHN can market membership to grow our organization long-term

More detailed information about this change is available at: <http://aaohn.org/page/optional-chapter-structure>

## Sample Email

**Subject Line:** Your support is needed for future AAOHN growth

Dear <insert chapter name> Members:

As an AAOHN member, I want to make you aware of an important initiative that is critical to the future of AAOHN.

Based on a high volume of member feedback, the Chapter Challenges Taskforce and the Board of Directors propose a bylaws change that would allow for an Optional Chapter Membership Structure.

This new model would allow for new and renewing members the option to join the state, local, or regional chapter of their choosing, or no chapter at all, depending on their needs. By introducing this new model, there are many benefits:

- Improves the join/renew process significantly
- Chapters have more flexibility in their bylaws and requirements for membership
- Allows the organization to offer a new corporate or group membership structure
- Members may take advantage of as many, or as few, chapters as they choose that fits their needs
- Decreases complexity of current model
- Simplifies the way AAOHN can market membership to grow our organization

And, as a result, AAOHN is lowering National membership dues from \$185 to \$165 – this is based on direct feedback from our members!

Additional details about the Optional Chapter Membership Structure can be found at <http://aaohn.org/page/optional-chapter-structure>

I also encourage you to attend the live Town Hall on **Thursday, December 6 at 12:00 pm ET** for more information about this decision and the opportunity to ask questions.

Voting for the bylaws change will open on January 4 and will close on February 4. I hope you will support me in this important decision that could impact AAOHN's future growth.

Sincerely,

<insert chapter president full name>  
<insert chapter name> Chapter President

## **Social Media**

### Social Media Tips:

- Posts on social networks should generally be kept to fewer than 280 characters, including hyperlinks, hashtags, and images.
- Consider posting on social networks at high-trafficked times during the week to maximize your exposure. The optimal time to post is between 1 PM and 4 PM EST, Monday through Thursday.

### Sample Social Media Posts:

1. You spoke, we listened. With the Optional Chapter Structure, all membership categories' dues will be reduced from \$185 to \$165. Read more about the proposed changes on our website. <https://bit.ly/2OarErS>
2. Join AAOHN at our Town Hall Meeting Thursday, December 6 at 12:00 pm ET to discuss timeline, implications and Q&A regarding the Optional Chapter Structure. Visit our website for more information on the proposed changes. <https://bit.ly/2OarErS>
3. Are you a member of your local, state and regional AAOHN chapter? Good news! We are proposing two member types: National Membership Only or National Membership + Chapter(s) membership. Learn more about the Optional Chapter Structure proposal on our website. <https://bit.ly/2OarErS>
4. The Future of AAOHN is here. We are looking ahead to update our bylaws and chapter structure. Be part of the conversation by visiting our website. <https://bit.ly/2OarErS>

## **FAQ Document**

[Download this quick FAQ document](#) to review and hand out at chapter meetings.

## **PPT Slides**

[Download this short PPT slide deck](#) to present and review at chapter meetings.