

Board Member Report

Membership Chair

Name: Shannon White

Board Meeting Date: June 21, 2025

Chapter Membership

As of June 18, 2025, we have a total of **385** active Ohio NAPNAP members.

Role & Responsibilities

1. Membership Recruitment

- Develop and implement strategies to attract new members.
 - “Enroll a Friend” discount code or incentive (e.g., \$25 gift card) for those current members that bring another person on either at conference or after (*could I instruct them to send “proof of purchase” picture to the membership chair email?).
- Collaborate with schools, clinics, and healthcare organizations to promote membership.
- Represent NAPNAP at recruitment events, conferences, and student gatherings.
 - Photo Booth with props holding Ohio NAPNAP stuff and we can take pictures (*would we need a picture release for this?)

2. Membership Retention

- Welcome new members and help integrate them into the chapter.
 - NAPNAP email up and running.
 - I am receiving the email responses from the email – How do I send emails out?
 - Monthly member reports being sent out and plan to email and welcome new/renewing members listed on that report.
- Regularly communicate with current members to ensure satisfaction and engagement.
 - Membership survey coming out – deadline for completion = Monday, September 8, 2025 @ 5 p.m. ET.
 - Will follow up with Daniela Weitzman after to get survey results.
- Identify and reach out to lapsed members to encourage renewal.
 - Have not been doing this – but would like to monitor lapsed list and reach out to most current.

3. Member Engagement

- Highlight member achievements and milestones (e.g., certifications, awards) in newsletters or social media.
 - Call for nominations: <https://ohionapnap.org/awards/>