



TO: NERHA Board of Directors

FROM: NERHA Membership Ad Hoc Committee:
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DATE: July 7, 2020

SUBJECT: NERHA Membership Recruitment Plan – Final Recommendations

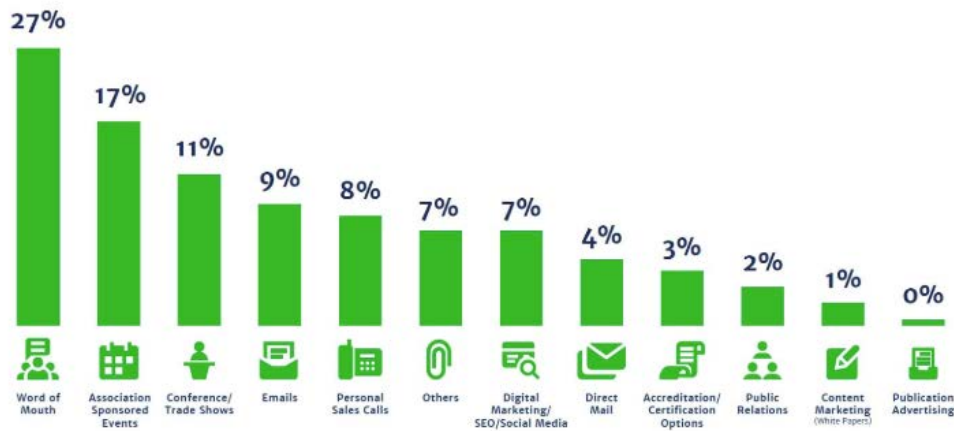
As grassroots membership association, NeRHA needs a steady pool of members to meet our goal of improving rural health. Members are at the heart of NERHA's work. We fulfill our mission when we will bring together diverse interests and provide a unified voice to promote and enhance the quality of rural health. We can only accomplish this mission because of the time and knowledge volunteered by our members.

With that perspective, our recommendations to the NERHA Board are based on the following underlining beliefs:

1. Driving membership recruitment can't be a job that is exclusive to a small number of people or the executive director only. The NeRHA's membership committee and board of directors should spearhead and engage membership-building activities and develop each member of the association as a roving ambassador.
2. NERHA should always provide value for its membership dues. In our membership recruitment efforts, we must show the value for becoming a member of this organization. NERHA membership dues are a small price to pay for having a unified voice to support rural health in our state.
3. Most professionals want to find an organization that fulfills their professional needs, solves a problem or allows them to meet a common purpose. That's where the association membership can make a difference. In today's current environment, we believe there is one compelling motivation driving a prospect to join an association – ADVOCACY. Our rural health care system is undergoing dramatic changes. Providers have become increasingly aware that the current rural safety net programs are not structured for success

in this new environment. Potential members care about professional and organizational success, and they understand the role of collective advocacy to communicate with one voice to local community leaders, state legislators, Governor’s Office and members for the state’s members of Congress. The NERHA membership campaign will focus on that “One Reason” in our recruitment efforts.

Successful Strategies for Membership Recruitment



Recommendations from the Ad Hoc Membership Committee

On July 7, 2020 the Ad Hoc Membership Committee voted and approved this report and recommends the following strategies to the NERHA Board of Directors as follows:

Recommendation - Conduct a targeted membership recruitment campaign from October 2020 to September 2021 with four key strategies:

Strategy 1 - “Members-Getting-Members” Campaign.

As noted in the survey results above —27% stating that word-of-mouth communication was their best membership recruitment tool one that provides a personal perspective is very effective in bringing new members to our association. This approach requires special incentives to existing members, such as prizes or discounts on conference fees or association dues, for each new member they get to join. The more members recruited, the greater the reward.

With a member-get-a-member campaign we will be leveraging existing member networks and relationships to reach new potential members. We will need to provide well thought out materials to current members that fully promote the value of our association as well as actually ask people to join. While we stated that this is a word-of-mouth campaign, we will really need to be activating all our marketing channels—particularly our website—for supporting materials. It’s all about activating our members, providing the tools they need, and as a result driving new member

recruitment. We will need to develop specific information for a value proposition brochure, benefits of membership brochure and recruitment talking points and tips.

Strategy 2 - NERHA Board of Directors - Member Recruitment Challenge

Challenges are a great way to engage members and draw further attention to our association's membership recruitment campaign. The goal would be to challenge each board member to recruit five new members or one organizational member.

Strategy 3 - Peer-to-Peer Campaign

People are much more likely to get involved if a friend or colleague asks them to get involved. In the membership marketing study noted above showed that many associations found direct peer-to-peer contact to be the best recruitment channel. We can use online photos, videos, or caption contests to surface some fantastic content that then can be used to promote this membership campaign.

We will identify highly influential members and leaders in rural health in Nebraska and engage them to make personal contact by phone or by email. This is a low-cost way to address potential members that may be more beneficial than some high dollar marketing campaigns.

Strategy 4 - Individual/Community Membership Recruitment Campaign on social media platforms.

Advertising on social media is a great way to branch out to potential members while still staying cost friendly. In fact, Over 50 percent of B2B marketers rank social media as a 'very' or 'somewhat' low cost ad option. Facebook lead gen ads are a low cost way to advertise. Facebook lead gen ads can be run for as little as 10\$ per ad.

As part of this strategy, we will need to review the process of joining the NERHA and make it as easy as possible, including offering prospects a mobile membership option. There are different ways to do this, from optimizing our website for mobile use, to allowing people to become a member through a mobile app. Having a mobile option can take our association's recruitment to the next level.

NERHA Staff will develop marketing materials, brochures, infographics and other tools to be used with each recruitment strategy.

Additional NERHA Membership Recruitment Campaign Details

1. Budget Request – the Ad Hoc Committee recommends that the Board of Directors budget \$2,000 to complete this campaign.

2. Targeted Hospital Organizations - the Ad Hoc Committee recommends that the Board of Directors target the following hospital organizations:

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| 1. Faith Regional Health Services – | Norfolk |
| 2. Memorial Hospital – (CEO Individual Member) | Aurora |
| 3. Jennie M Melham Memorial Medical Center – | Broken Bow |
| 4. Merrick Medical Center – | Central City |
| 5. Avera Creighton Hospital – | Creighton |
| 6. Franklin County Memorial Hospital – | Franklin |
| 7. Perkins County Health Services – | Grant |
| 8. Antelope Memorial Hospital – | Neligh |
| 9. Chase County Hospital – | Imperial |
| 10. Friend Community Healthcare – | Friend |
| 11. Johnson County Hospital – | Tecumseh |
| 12. St. Francis Memorial Hospital – | West Point |
| 13. York General Health Care Services – (CEO Individual Member) | York |
| 14. Beatrice Community Hospital & Health Center, Inc. – | Beatrice |
| 15. Morrill County Community Hospital – | Bridgeport |
| 16. Community Medical Center, Inc. – | Falls City |
| 17. Gordon Memorial Hospital District – | Gordon |
| 18. Henderson Health Care Services, Inc. – | Henderson |
| 19. Phelps Memorial Health Center – | Holdrege |
| 20. Kimball County Hospital – | Kimball |
| 21. Memorial Hospital - | Seward |
| 22. Niobrara Valley Hospital – | Lynch |
| 23. CHI Health St Mary's – | Nebraska City |
| 24. Avera St. Anthony's Hospital – | O'Neill |
| 25. CHI Health Plainview – | Plainview |
| 26. CHI Health Schuyler - | Schuyler |
| 27. Webster County Hospital – | Red Cloud |
| 28. Oakland Mercy Hospital – | Oakland |
| 29. Ogallala Community Hospital – | Ogallala |
| 30. Syracuse Area Health – | Syracuse |

3. Targeted Rural Health Clinics - the Ad Hoc Committee recommends that the Board of Directors target the following RHCs:

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| 1. ADAMS PRIMARY CARE | ADAMS |
| 2. Alegent Creighton Health | PLAINVIEW |
| 3. ALEGENT Health Memorial Hospital Schuyler | SCHUYLER |
| 4. ALEGENT HEALTH MEMORIAL HOSPITAL SCHUYLER | CLARKSON |
| 5. AMH CLEARWATER CLINIC | CLEARWATER |

6. AMH ELGIN CLINIC	ELGIN
7. AMH-TILDEN CLINIC	TILDEN
8. ARAPAHOE MEDICAL CLINIC	ARAPAHOE
9. Avera Medical Group Butte	BUTTE
10. Avera Medical Group Laflan	CREIGHTON
11. Avera Medical Group Pierce	PIERCE
12. Beatrice Community Hospital & Health Center d/b/a Beatrice Internal Medicine	BEATRICE
13. Beatrice Medical Center	BEATRICE
14. BEEMER MEDICAL CLINIC	BEEMER
15. Burgess Family Clinic-Decatur	DECATUR
16. BURWELL FAMILY PRACTICE CLINIC	BURWELL
17. CHASE COUNTY COMMUNITY HOSPITAL dba CHASE COUNTY CLINIC	IMPERIAL
18. Chi Health Clinic Howells	HOWELLS
19. CHIMNEY ROCK MEDICAL CENTER	BAYARD
20. Community Memorial Hospital Dist dba Syracuse Area Health (Weeping Water Clin)	WEEPING WATER
21. COMMUNITY PHYSICIAN'S CLINIC	WYMORE
22. COTTONWOOD RURAL HEALTH CLINIC	TEKAMAH
23. Country Clinics, PC/Cedar Rapids Medical Clinic	CEDAR RAPIDS
24. Country Clinics, PC/ST Edward Medical Clinic	SAINT EDWARD
25. Cozad Community Medical Clinic	COZAD
26. CRETE AREA MEDICAL CENTER DBA WILBER MEDICAL CLINIC	WILBER
27. Elkhorn Valley Family Medicine Pc	O' NEILL
28. EMERSON MEDICAL CLINIC	EMERSON
29. FAMILY MEDICINE	FALLS CITY
30. FCMH CAMPBELL MEDICAL CLINIC	CAMPBELL
31. FCMH HILDRETH MEDICAL CLINIC	HILDRETH
32. FCMH POOL MEDICAL CLINIC	FRANKLIN
33. FILLMORE COUNTY MEDICAL CENTER, PC.	GENEVA
34. Franciscan Care Services Inc	HOOPER
35. FRANCISCAN CARE SERVICES, INC dba DINKLAGE MEDICAL CLINIC	WEST POINT
36. FRANCISCAN CARE SERVICES, INC dba HOWELLS FAMILY PRACTICE	HOWELLS
37. FRANCISCAN CARE SERVICES, INC dba OAKLAND FAMILY PRACTICE	OAKLAND
38. FRANCISCAN CARE SERVICES, INC dba WISNER FAMILY PRACTICE	WISNER
39. Gage County Medical Clinic, Pc	BEATRICE
40. GORDON CLINIC	GORDON
41. Greater Nebraska Medical & Surgical Services - Hyannis	HYANNIS
42. Greater Sandhills Family Healthcare Pc	BASSETT
43. Greater Sandhills Family Healthcare Pc	STUART
44. Henderson Health Care Services, Inc.	SUTTON
45. Howard County Medical Center	LOUP CITY

46. HUMBOLDT FAMILY MEDICINE	HUMBOLDT
47. Jefferson Community Hlth Cntr Inc d/b/a Jefferson Comm Hlth & Life Plymouth Clin	PLYMOUTH
48. KIMBALL COUNTY HOSPITAL CLINIC	KIMBALL
49. Lexington Regional Hlth Ctr dba Lexington Regional Health Center Bertrand Clinic	BERTRAND
50. MAIN STREET MEDICAL CLINIC	RED CLOUD
51. MEMORIAL CLINIC-UTICA	UTICA
52. Mercy Medical Services dba MercyOne Ponca Family Medicine	PONCA
53. MercyOne Lyons Family Medicine Clinic	LYONS
54. Merrick Medical Center d/b/a Fullerton Medical Clinic	FULLERTON
55. MILFORD FAMILY MEDICAL Center	MILFORD
56. Ogallala Community Hospital	OGALLALA
57. ORCHARD MEDICAL CLINIC	ORCHARD
58. Phelps Memorial Health Center d/b/a Phelps Medical Group	HOLDREGE
59. Regional West Garden County d/b/a Regional West Garden County Clinic	OSHKOSH
60. RUSHVILLE CLINIC	RUSHVILLE
61. SACRED HEART HEALTH SERVICES d/b/a Avera Medical Group Hartington	HARTINGTON
62. Sacred Heart Health Services d/b/a AVERA MEDICAL Group Niobrara	NIOBRARA
63. Sacred Heart Health Services d/b/a Avera Medical Group Verdigre	VERDIGRE
64. SACRED HEART HEALTH SERVICES dba Avera Medical Group Crofton	CROFTON
65. SCRIBNER MEDICAL CLINIC	SCRIBNER
66. Sidney Regional Medical Center Walk In Clinic	SIDNEY
67. St Anthony's Hospital d/b/a Avera Medical Group O'Neill	O' NEILL
68. St Mary's Community Hospital	NEBRASKA CITY
69. SUPERIOR FAMILY MEDICAL CENTER	SUPERIOR
70. Tecumseh Family Health	TECUMSEH
71. The Beatrice Women's and Children's Clinic	BEATRICE
72. Valentine Medical Clinic, Llc	VALENTINE
73. VALLEY MEDICAL CLINIC OF BIG SPRINGS	BIG SPRINGS
74. VCHS Medical Clinic	ORD
75. Witter Family Medicine	DAVID CITY
76. WYMORE MEDICAL CLINIC	WYMORE

4. Development of Marketing Materials and Infographics - the Ad Hoc Committee recommends that the Board of Directors direct the Executive Director:

NERHA Staff will develop marketing materials, brochures, infographics and other tools to be used with each recruitment strategy. Defining our value proposition to include what is our benefit to potential members. Offer solutions and benefits to members that are compelling and emphasize benefits first, then features, value & emotional drivers.