
NBNA 50 by 50

AWARDS MEMBERSHIP RETENTION AND GROWTH CAMPAIGN

Theme: Each One, Reach One, Teach One, Help One

Policy: This campaign is a retention plus growth strategy meaning that we want to retain current 2020 members and recruited an additional 50 members for 2021.

Dr. Marcia Lowe, Membership Chair

***Recruit at least one member to receive the
"I Recruited a Nurse for NBNA"
ribbon at the Dallas, Texas conference***

Prize Qualifications and Categories

Individual Licensed Member – (Minimum 15)

*First and Second Prizes will be awarded to any member recruiting the highest number of **NEW PAID** licensed members – minimum of 15*

To qualify for this award, the **RECRUITER's** name needs to be placed on the May 15th membership roster submitted to National by email to:
elazenby@nbna.org before, but no later than Saturday, May 15th.

First Place Winner

- One free NBNA membership (National dues only) for 2022
- One complimentary conference registration for NBNA 2022 – Chicago, IL
- Two nights complimentary Hotel stay for one at the 2022 NBNA Conference – Chicago, IL
- A Tablet
- One "I RECRUITED A NURSE for NBNA" ribbon

Second Place Winner

- One free NBNA membership (National dues only) for 2022
- One complimentary conference registration for NBNA 2022 – Chicago, IL
- One "I RECRUITED A NURSE for NBNA" ribbon

2021 NEW Lifetime Members - (Minimum 10)

First and Second Prizes will be awarded to any member recruiting the highest number of FULLY PAID New Lifetime Members – minimum of 10 (excluding members currently in partial payment status)

To qualify for this award, the **member's** name needs to be placed on the membership roster. The completed Membership Roster is to be emailed to elazenby@nbna.org before, but no later than Saturday, May 15th.

First Place Winner

- One free NBNA membership (National dues only) for 2022
- One complimentary conference registration for NBNA 2022 – Chicago, IL
- A Certificate for dinner for two in the Host Hotel's Restaurant
- A Tablet
- One "I RECRUITED A NURSE for NBNA" ribbon

Second Place Winner

- One free NBNA membership (National dues only) for 2022
- One complimentary conference registration for NBNA 2022 – Chicago, IL
- A Certificate for dinner for two in the Host Hotel's Restaurant
- One "I RECRUITED A NURSE for NBNA" ribbon

Student Unlicensed Member – (Minimum 15)

(A student is defined as an unlicensed provider)

*First and Second Prizes will be awarded to any member recruiting the highest number of **NEW PAID** Student Members – minimum of 15*

To qualify for this award, the **RECRUITER's** name should be listed on the membership roster. The completed Membership Roster is to be emailed to elazenby@nbna.org before, but no later than Saturday, May 15th.

First Place Winner

- One free NBNA membership (National dues only) for 2022
- An IPOD to enjoy your favorite tunes
- One "I RECRUITED A NURSE for NBNA" ribbon

Second Place Winner

- One free NBNA membership (National dues only) for 2022
- One "I RECRUITED A NURSE for NBNA" ribbon

NBNA Chapter Membership Awards

All Chapters who recruit at least **5** new members will be recognized at the NBNA conference!!!

Chapter Awards

One winner in each chapter category!

- Grand chapter (120 plus members)
- Large chapter (80 - 119 members)
- Mid-Size chapter (40 - 79 members)
- Small chapter (8 - 39 Members)

- **Membership Retention. Highest percentage of membership retention**, to receive this award the chapters must email their 2020-2021 Membership Roster and applications to elazenby@nbna.org. Mail a hard copy of the membership roster with the membership payment to the National office, post marked before but no later than Sunday, January 31, 2021 to qualify for the retention award. If paying by credit card, call (240) 460-6893 before 5:00 pm on Friday, January 29th. (Eastern Time) to qualify. The 2020-2021 roster will be compared to the chapter's 2020 June 15th Roster.

To qualify for the next six (6) categories the 2020-2021 Membership Roster must be completed and emailed to elazenby@nbna.org. If paying by credit card, payment is due on Friday, May 15th, no later than 5:00 pm ET. If submitting payment by check the envelope must be post-marked and received at the National office no later than Saturday, May 15, 2021.

- **Highest number of New 2021 Lifetime Members.** *When submitting your final Membership Campaign Roster in May to National, please **list** in the body of your email or on a separate attachment the name(s) of your 2021 NEW LIFETIME MEMBER(s) and their recruiter(s).* Also make sure they are on your membership roster with their payment amount, when you submit your Membership Campaign Roster to National. This will help to ensure every lifetime member is accounted for and acknowledged at the conference.
- **Highest Number of Members** (new and existing members who are in good standing with National and their local chapter by the May 2021 Campaign deadline.)
- **Growth in Chapter Membership** - Highest percentage of *growth in chapter membership*, (from July 2020 - May 15, 2021).
- **Highest Number of Students** - The chapter in each category with the highest number of Student Members. (from July 2020 - May 15, 2021).
- **Highest Number of LPNs/LVNs** - The chapter with the highest number of LPNs/LVNs Members. (from July 2020 - May 15, 2021).
- **Highest Number of Males** - The chapter with the highest number of Male Members. (from July 2020 - May 15, 2021). Please indicate male members in the appropriate column on the membership roster.

All winners must use the award in the year that has been specified, there are no exceptions.

Email all membership rosters to elazenby@nbna.org

Mail payment and a hard copy of the membership roster to:
Estella A. Lazenby, NBNA, Membership Services Manager
8630 Fenton Street, Suite #910, Silver Spring, MD 20910

Any questions, please call Estella (240) 460-6893

*Thank you
and stay safe!!*