

# BEST PRACTICES

## FOR INCREASING YOUR HOSA MEMBERSHIP

The success of HOSA begins with our local chapter's membership. Below are some of the best practices of our most successful local HOSA chapters. We hope you will find these 10 best practices helpful in creating a stronger HOSA chapter in your school.



Chapters with membership increases have exceptional chapter advisors. Chapter advisors should take full advantage of LC Advisor Academies, attend workshops conducted by outstanding chapters that share their Plan of Work, attend WLA; encourage qualified officers to run for state and national office; network with outstanding chapter advisors.

Chapters with membership increases are led by an energized, self-motivated officer team. Send chapter officers to SLC and ILC training sessions and the Washington Leadership Academy.

Members support what they help create! Chapter members should be actively involved in developing and finalizing the Plan of Work for the year if the goal is to secure the commitment of each chapter member to a successful Plan of Work.

Chapters should have an aggressive fundraising campaign that generates sufficient resources to implement the plan of work. Funding is crucial to a successful chapter especially when members are not capable of financing the plan of work. The quality of the fundraising projects are critical to maintaining pride and enthusiasm among chapter members. Involve the program's advisory committee in helping identify worthy fundraising projects.

Chapters with membership increases operate within well-organized and well-led state associations. Chapter leaders mirror the leadership at the state level.

Engaged alumni can positively impact chapter membership if the chapter advisor and officers take advantage of the alumni's knowledge and experience to recruit members, prepare for the fall and spring conferences, and assist with the ILC. The most effective chapter adviser knows how best to integrate alumni members into the local chapter to gain the greatest advantage of the alumni members.

Everyone in the chapter receives meeting information and the agenda. When a member does not attend the meeting, follow-up includes contacting each absentee member and explaining what they missed and how much they were missed. Plans should be made to pick up the absentee chapter member to ensure their attendance at the next meeting.

Membership increases when each member is enthusiastic about the opportunities available to them as a member of the organization—local, state and international levels.

Eliminate surprises and grow your organization. When there are no surprises in the organization and everyone knows what is expected of them, members are confident and others want to be part of their organization.

Members are drawn to an organization with a positive vision of the future. The chapter advisor and/or the chapter officers are expected to communicate a vision of the chapter that captures the imagination of the membership and the core members in turn must be able to share the vision with others with whom they come in contact. The more that are able to articulate the vision, the more members that will be drawn to the organization. The opposite is also true—no vision, no future, no members!