



# 2022 50 State Membership Recruitment Plan

# Membership Committee Priorities

Having determined the “50 State Membership Strategy” as a committee priority, we have outlined some of the ways in which NACHC’s Membership and Marketing department will conduct outreach to non-members, as well as how the Membership Committee can support and amplify these efforts.

## Help Us Determine Other Priorities:

While the 50 State Membership Strategy is a top priority for our committee, we would also like to get your feedback on other priorities discussed during the last Committee Meeting, including updating the dues structure, growing partnerships with HBCUs, identifying new member benefits, and more.

[Click here](#) to access the survey.

# 2022 50 State Membership Recruitment Plan

## ***EVENTS:***

- Gain support from Interim CEO and Chair of the Board
- With the return to in-person events, NACHC staff will resume attending State and Regional PCA meetings and coordinate resources and quiet time with PCA leaders
- NACHC will provide a free conference registration to PCAs to promote NACHC conferences and recruit new members
- During the PCA Luncheon at CHI, the Membership Committee will introduce the 50 State Strategy to PCA Leaders
- During the PCA/HCCN Conference, Colorado Community Health Network and Membership Committee will present 50 State Strategy to PCA Leaders and encourage PCAs to create their own Colorado Model for 100% state membership

# 2022 50 State Membership Recruitment Plan

## ***SURVEYS & REPORTS:***

- NACHC staff will share feedback reports after each PCA event (policy/state updates and membership leads)
- Coordinate quarterly reports with PCAs to share strategies and innovations between PCAs and NACHC
- NACHC will conduct a national member/non-member survey in September 2022

## ***MARKETING MATERIALS:***

- NACHC will distribute UPDATED Organizational Membership brochures, videos and marketing materials to all non-members and share with Membership Committee
- NACHC will create new marketing materials to support the 50 State Membership Strategy to be shared with Membership Committee and PCAs
- NACHC will be launching a series of webinars titled “Get to Know NACHC” which will provide members and non-members an opportunity to hear from different divisions within NACHC

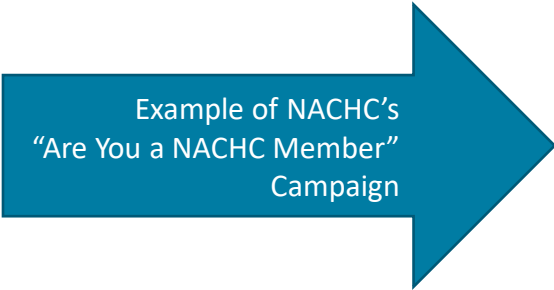
## ***MEMBERSHIP SUPPORT:***

- The Membership Department will introduce new trainings and member benefit overviews to PCAs and Health Centers
- All NACHC Committee Members will be updated on the “Are You a NACHC Member Campaign,” which is a campaign designed to help recruit members
- **Bi-monthly Membership Committee Conference Calls (7/22-9/22-11/22)**

# Membership Committee Participation

The goal for the Membership Committee is to make an introduction to NACHC as you meet and connect with other health centers. Committee members are not expected to “sell” membership, as that is the role of NACHC’s Membership & Marketing Department.

Your participation is optional, but appreciated.



Example of NACHC’s  
“Are You a NACHC Member”  
Campaign

[www.nachc.org](http://www.nachc.org)



Are You A  
NACHC  
Member?



NATIONAL ASSOCIATION OF  
Community Health Centers®

## CAMPAIGN OBJECTIVE

The **Are You A NACHC Member** campaign is a chance to leverage your interactions with other health centers in support of NACHC Organizational Membership recruitment and retention efforts.

## HOW IT WORKS

As you interact with other health centers, use this opportunity to ask them,

### “Are you a NACHC Member?”

- If the answer is **“YES”**, thank them for their membership and commitment
- If the answer is **“NO”**, simply forward their contact information to the membership team.
- If they do not know, simply forward their contact information to the membership team for follow-up.

## HOW NACHC WILL SUPPORT YOU:

NACHC's Membership Department will provide Member/Non-Member lists to the Committee.

If you have a question about the status of membership for a health center, please reach out to the Membership Department.

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## CONTACT THE MEMBERSHIP TEAM FOR MORE INFORMATION

[MEMBERSHIP@NACHC.ORG](mailto:MEMBERSHIP@NACHC.ORG)





# Membership Staff Outreach

## Prospect Calls & Meetings!



## Job Board & Salary Survey Benefits Notice!

**NACHC's Annual Health Center Salary & Benefits Survey**

Deadline to complete the survey: March 1, 2022

**DON'T MISS YOUR OPPORTUNITY TO GET A FREE COPY OF THE 2022-2023 NACHC SALARY & BENEFITS REPORT**

Greetings!

We would like to remind you of a key member benefit available to NACHC Organizational Members like you! We recently opened the 2022-2023 NACHC Annual Health Center Salary & Benefits Survey for your participation. NACHC Organizational Members that participate receive a free copy of the report, which is the single most comprehensive source of information on the compensation and benefits practices of community-based health centers nationwide. Now in its 26th edition, this report is an essential tool for health centers to use, along with comparative data from other areas of the health care industry, in establishing reasonable and competitive staff compensation and benefits packages.

The deadline to complete the survey is March 1, 2022. Your participation in this survey is extremely helpful in collecting necessary comprehensive data for this report, and we thank you in advance for participating in this year's survey!

Please confirm your survey participation by sending an email to Rosanne Zabka at [rzabka@hcheinc.com](mailto:rzabka@hcheinc.com). Once your participation is confirmed, she will then email the survey to you. Reach out to Rosanne with any questions.

Reminder of Job Board and Salary & Benefits Survey to Non-Members

## New CEO Welcome!

Congratulations on being named CEO of Southwest CARE Center! [334031]

Daryl Northrop  
To: 'madams@southwestcare.com'

Dear Mr. Adams,

Congratulations on becoming the new CEO of Southwest CARE Center! As the new CEO, you are entrusted with providing effective leadership; while confronting the daily challenges of directing a community health center including staff development, grant applications, financial management, board relations, and staying abreast of legislative issues that directly impact the future of your center. **Please don't hesitate to utilize NACHC as a resource to support your professional transition and assist your health center in navigating today's complex and constantly changing health care environment.**

For nearly 50 years, NACHC has been dedicated to supporting health center operations and growth by not only continuing our strong tradition of successful advocacy; but also providing education, training and technical assistance. Moving forward, health centers will have a major role in the transformation of health care delivery; and NACHC is dedicated to advancing the best practices, technologies and workforce resources that will help reshape America's health system.

Created by and for America's health centers, NACHC has adapted to the changing needs of its members for over three decades – helping them to grow, develop and thrive as high-quality, cost-effective health care providers in America's underserved communities. Membership with NACHC links you to a wealth of [timely, effective resources](#), [Executive Coaching Services for Health Center Leadership](#), [NACHC Leadership Trainings](#), [Graduate Network](#), [member benefits](#); and connects you with a network of nearly 1400 community-based health centers across the country. NACHC membership entitles you, your staff and board members to take advantage of all our valuable member benefits, services, and group purchasing programs. **Please take a moment to review the many benefits of NACHC membership, including access to a full staff of professionals available to provide you with additional support.**

Be sure to visit these sites up-to-date information and resources:

[NACHC's COVID-19 Resource Page](#): NACHC has curated FAQs relevant to health centers. Responses may include links to additional resources or the best-gathered information from subject matter experts.

[The NACHC Online Library COVID19 page](#): Check back for frequent updates! These resources are constantly evolving as circumstances change.

## New Member Orientations!

Can be done in a group by partnering with the PCAs!



## Email. Email. Email!

Congratulations on your American Rescue Plan Award!

NACHC Membership <membership@nachc.org>  
To: Michelle Shiel

- [The CHC Store](#): Your first stop for all your PPE, health center branded apparel, giveaway items, hand sanitizer, and more. **NACHC Members receive 5% cash-back order!**

In addition to the resources listed above, [Organizational Membership](#) in NACHC entitles you, your staff and board members to take full advantage of all our valuable member benefits, services, and group purchasing programs at a discounted rate or at times, no cost at all. **Engagement in NACHC are vital to sustaining and ensuring that our members have a strong health policy. We encourage you to make the commitment to NACHC membership already made.**

With your support, and that of others who join NACHC as members, we can continue to preserve, and expand the mission of community health centers. **Join our NACHC Team-Up discount on your first year's annual dues!** If you have any questions, please contact us by replying to this email or contact us at [membership@nachc.org](mailto:membership@nachc.org).

Again, congratulations on your American Rescue Plan Award!

**Our Strength is Our Unity!**

Sincerely,  
The NACHC Membership Team

**Become a Member Today!**

JOIN BY JUNE 30, 2021 TO RECEIVE A 20% DISCOUNT ON YOUR ANNUAL MEMBERSHIP DUES

Award Grantee Congrats + Dues Discount CTA

Contacting Non-Member Conference & Training Attendees

**MEMBERSHIP DUES**

Dear Health Center Leaders,

The mission of NACHC is dedicated to supporting and growing the Community Health Center (CHCs) and Look-A-Likes (LALs) not only through our strong tradition of successful advocacy; but also providing [Training](#), and [Technical Assistance](#). Moving forward, health centers will have a major role in the transformation of health care delivery; and NACHC is dedicated to advancing the best practices, technologies, and workforce resources that will help reshape America's health system.

For nearly 50 years, NACHC has been dedicated to supporting health center operations and growth by not only continuing our strong tradition of successful advocacy; but also providing education, training and technical assistance. Moving forward, health centers will have a major role in the transformation of health care delivery; and NACHC is dedicated to advancing the best practices, technologies and workforce resources that will help reshape America's health system.

Created by and for America's health centers, NACHC has adapted to the changing needs of its members for over three decades – helping them to grow, develop and thrive as high-quality, cost-effective health care providers in America's underserved communities. We invite you, your staff, and board members to take advantage of all our valuable trainings, resources, services, and more.

Membership with NACHC links you to a wealth of [timely, effective resources](#) – including [Look-A-Like Learning Collaboratives!](#), [Executive Coaching Services for Health Center Leadership](#), [NACHC Leadership Trainings](#), [Graduate Network](#), [member benefits](#); and connects you with a network of colleagues from over 1400 community-based health centers across the country.

- [The CHC Store](#): Your first stop for all your PPE, health center branded apparel, signage, giveaway items, hand-sanitizer, and more!

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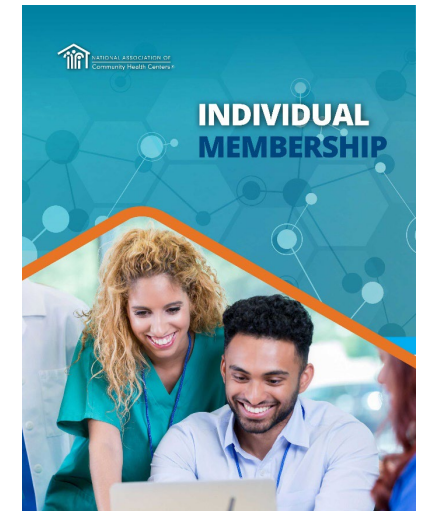
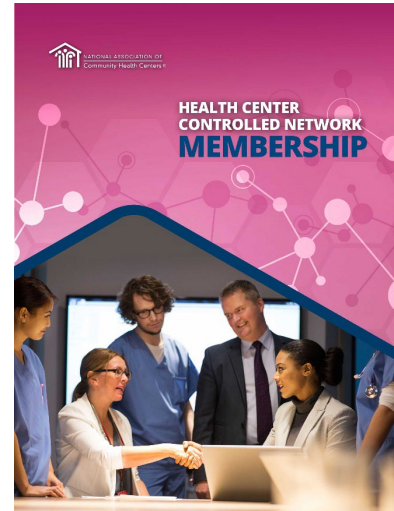
**UPCOMING: NACHC Webinar for Health Center Program Look-A-Likes "Building Your Grants Management Infrastructure (& Drawing Down Your ECT Funds)"**  
Thursday, March 25, 2021 | 1:00 – 2:30 PM ET. [Registration is Free!](#)

[NACHC's COVID-19 Resource Page](#): NACHC has curated FAQs relevant to health centers. Responses may include links to additional resources or the best-gathered information from subject matter experts.

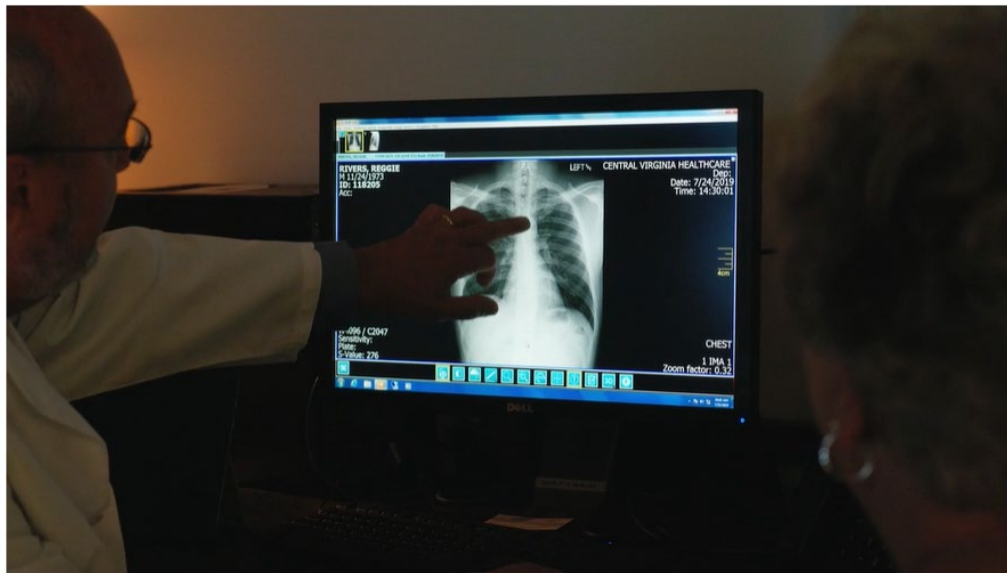
# Membership Committee Resources



# Membership Marketing Resources



# Membership Marketing Videos



**Value of Community Health Centers**

<https://vimeo.com/391525131/9bfe1bf081>



**Value of NACHC Membership**

<https://vimeo.com/366408444/60eda55546>

# 2022 Marketing Campaign “Get to Know NACHC”

As we head into the **2022-2023 Membership Year**, NACHC is creating an ongoing process to introduce NACHC Division resources and benefits to health centers, partners, advocates, and stakeholders.

Webinars will be marketed towards members, potential members, public health leaders, PCAs, HCCNs, Board Members and other stakeholders and associations. NACHC will share and engage the Membership Committee to encourage your amplification of these webinars.

## Market Strategies:

1. Webinar will be one of several marketing channels utilized to promote NACHC Division resources
2. Create evergreen content providing an overview of NACHC divisions and main areas of work
3. Showcase the value of NACHC staff and how their work supports Health Centers
4. Use testimonials from the field illustrating the value of NACHC
5. Produce multimedia content distributed through multiple channels: email, blog, social media, live events

## Divisions to be Featured:

- Training & Technical Assistance
- Clinical Affairs Division
- Public Health Priorities
- Policy & Research
- SVP Roundtable Wrap Up

# THANK YOU!

# QUESTIONS?

Email [membership@nachc.org](mailto:membership@nachc.org) for any other questions or comments.