



**On behalf of The Dermatology Nurses' Association,
we are proud to present the following Best Practice document...**

25 Ways to Get New Members for Your Chapter

Chapters provide education and engagement on a local level for dermatology nurses and are the brand ambassadors of DNA. To help leaders attract new nurses to their chapter activities and initiatives, as well as grow DNA membership, the DNA is pleased to present 25 ideas, tools and messages your chapter can utilize right away.

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Involve Your Members

1. Ask Questions – Create a Survey

- a. Use www.surveymonkey.com to create a short survey asking members questions to get to know them better. Questions could include:
 - i. What do you like about [NAME] chapter?
 - ii. What would you like to see different about [NAME] chapter?
 - iii. What is your favorite local restaurant or pub?
 - iv. What are your favorite activities outside of work?
 - v. How many employees work in your facility?
- b. After evaluating the answers to these questions, you might find that most of your members enjoy Mexican food or like to go walking. You can take these answers to set up informal meetings.
 - i. Go to a local park and walk with members.
 - ii. Hold a meet and greet at local establishments.

How do I get started?

Go to www.surveymonkey.com to sign up for a free account. Once logged in, follow the below steps to create a survey. Once you've created it, copy the link and distribute to your members via email and your Facebook Group.



Question

Question Text: Show Suggested Questions [Check Spelling](#)

Insert response from... ?

Question Type: Need help choosing a type of question? View our [question examples](#).

- Choose Question Type --
- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers)
- Comment/Essay Box
- Rating Scale
- Matrix of Choices (Only One Answer Per Row)
- Matrix of Choices (Multiple Answers per Row)
- Matrix of Drop-down Menus
- Single Textbox
- Multiple Textboxes
- Numerical Textboxes
- Descriptive Text
- Image
- Demographic Information (U.S.)
- Demographic Information (International)
- Date and/or Time

After choosing **Add Question**, this page will appear. Fill out this page and choose **Save and Add Next Question**.

Continue this process until you've added all of the questions for your survey.

2. Assign Roles to Members

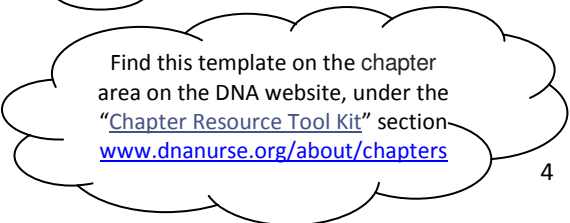
- a. Don't force a square peg in a round hole. Members can play different roles in your chapter to make things run smoothly. A member's skills will determine what role they play. You can determine their role based on the survey answers. Sample responsibilities include:
 - i. *Recruitment* – people who are good at public speaking would be good recruiters. They might be the best candidates to volunteer at local nursing schools and speak to students about becoming dermatology nurses and joining DNA.
 - ii. *Social Media* – if your survey reveals some members enjoy Facebook, Twitter and/or LinkedIn, they would be the best candidates to run the chapter's social media (i.e. *Facebook Group*, *Tweetchats*).
 - iii. *Historian* – someone who is good at note taking would make a good historian. This person can record minutes at any meetings and send your chapter's updates to DNA National each month.
- b. Assigning roles will make members feel more involved in the success of your chapter and closer to DNA as a whole, as well as, take a lot of pressure off of the president.

3. Send Chapter Updates to DNA National

Populate your DNA chapter page on www.dnanurse.org with fresh content! By filling out the following information once a month and sending it to National, your news will be updated on your chapter page and be highlighted in DNA e-communications and FOCUS. The more fresh content you provide and have on your website, the better chance new members will want to be a part of your chapter!

- i. List of chapter staff and contact information
- ii. Upcoming events/meetings
- iii. Volunteer opportunities in your community
- iv. Name of your *Facebook Group* and *Tweetchat hash tag*

Chapter Location					
List location here					
Chapter Member's Contact Information					
Name	City	State	Zip	Email	Role in Chapter
Upcoming Events/Volunteer Opportunities					
Event	Location	Date	Time	Cost	
Social Media					
Facebook Group Name					
Hash Tag for Tweetchats					



Find this template on the chapter area on the DNA website, under the "Chapter Resource Tool Kit" section www.dnanurse.org/about/chapters

Talk about Your Chapter

4. Distribute a Flyer about your DNA Chapter

Fill in five facts or more if you have them, on the pre-made flyer. You can hand this out in your facility, at chapter meetings/events or leave them for individuals to take at local businesses. Facts could include:

- i. DNA **Chapter Name** was formed in #####.
- ii. DNA **Chapter Name** is made up of ## of dermatology professionals.
- iii. DNA **Chapter Name** completed the **volunteer activity** and raised \$##.
- iv. DNA **Chapter Name** is mostly made up of **type of nurses**.
- v. DNA **Chapter Name** members enjoy **XYZ activities**.

Contact

Co-President
Leslie Plauntz, RN, BA, DNC
leslie.plauntz@sunnybrook.ca

Co-President
Lori Baldwin, RPN, CCPE,
lori.baldwin@leo-pharma.com



The **Canadian Dermatology Nurses Association (CDNA) welcomes everyone interested in the field of Dermatology to join our organization. Membership in the DNA gives automatic membership to the CDNA.**

Mission Statement

The mission of the Central Chapter is to develop and promote education and nursing leadership in dermatologic care through research, communication and enhanced professional growth.

Who We Are

The **Canadian Dermatology Nurses' Association (CDNA)** was founded on September 20, 1997 when 26 Dermatology Nurses from across Canada met at Women's College Hospital in Toronto, Ontario, Canada to form CDNA.

The number of Canadian members grew and more Canadian chapters formed. There are now three Canadian chapters: Canadian Atlantic, **Canadian East/Central** and Canadian Western.

What We Do

Every fall, the **CDNA** offers awards to DNA's Annual Convention. Details and application are available following the **CDNA Annual Dermatology Update and Meeting**. Our chapter's annual meeting is every September.

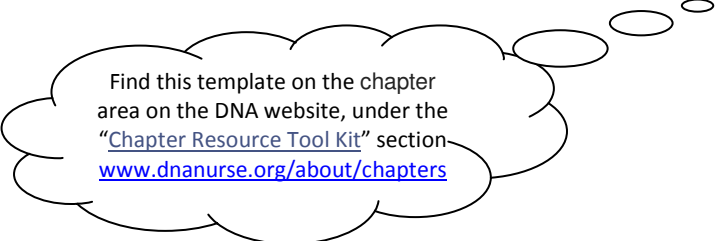
Upcoming Events

Members' Friday Dinner Symposium

Date: September 23, 2011 at 5:00 pm
Location: C103 Sunnybrook HSC, Toronto, Ontario

CDNA Annual Dermatology Update and Meeting

Date: September 24, 2011
Location: Sunnybrook Health Science Centre, Toronto Ontario



Find this template on the chapter area on the DNA website, under the "Chapter Resource Tool Kit" section
www.dnanurse.org/about/chapters

5. Place Ad in Community Papers

Place an ad in a local “clipper” magazine advertising a major event your chapter is holding. List the type of event, location, date, time, and who would benefit. Also provide a brief description of what the Dermatology Nurses’ Association is.



Find this template on the chapter area on the DNA website, under the “[Chapter Resource Tool Kit](http://www.dnanurse.org/about/chapters)” section www.dnanurse.org/about/chapters

Come out and join local dermatology professionals at the Canadian Dermatology Nurses' Association's (CDNA) Annual Dermatology Update and Meeting.

This one-day conference is for nurses to update and expand their knowledge about common skin dermatoses and procedures.

Date: September 24, 2011, 8:30 a.m. - 8:00 p.m.

Location: Sunnybrook Health Science Centre, Toronto Ontario

CDNA is a chapter of the Dermatology Nurses' Association. The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatologic care.

6. Send Updates

Once a month, send members and potential members (people who have attended past meetings and events) updates from your chapter to ensure they have current information.

- i. This can follow a template similar to DNA National or can urge them to go to your chapter’s page on the DNA website for current information.
- ii. Call the updates a fun and memorable name, such as...
 1. DNA <INSERT>Chapter Chatter
 2. DNA <INSERT> Chapter Corner
 3. DNA Capture - <INSERT>Chapter News Captured in One Spot
 4. <INSERT>Chapter Connect - Connecting DNA
<INSERT>Chapter Members

7. Recognize Current Members

Fill in the designated areas of a prewritten press release and send to media if someone in your chapter has been honored or received an award. Your member and chapter can both receive media attention.

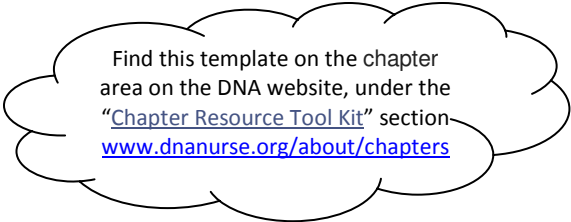
Send out your press release through free PR websites*, including:

1. 24-7PressRelease.com
2. 1888PressRelease.com
3. ClickPress.com
4. Express-Press-Release.com
5. Free-Press-Release.com
6. I-NewsWire.com
7. PR.com
8. PR9.net
9. PRBuzz.com
10. TheOpenPress.com



*Please note that these sites do not guarantee that your release will be picked up by a media outlet.

Contact: **Name**
Phone #
Email



Find this template on the chapter area on the DNA website, under the "Chapter Resource Tool Kit" section www.dnanurse.org/about/chapters

FOR IMMEDIATE RELEASE

Dermatology Nurse's Association Member **First Name Last Name Honored**
First Name Last Name honored for her work with XYZ.

CITY, STATE – Month, Day, Year – The Dermatology Nurses' Association (DNA) is a professional network of dermatology nurses throughout North America. The National Association provides members with educational tools to ensure excellence in dermatologic care. The group is made of 20 chapters throughout the United States and Canada. **Chapter Name's** member **First Name, Last Name** was honored for **his/her** work in _____.

In this paragraph, describe the award or honor the person received and why they received it.

"Add a quote from the recipient," said **First Name Last Name**.

In this paragraph, list the person's education, type of nurse and place of work.

About DNA

The Dermatology Nurses' Association (DNA) is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatologic care. Members include nurse practitioners, registered nurses, licensed practical and vocational nurses, medical assistants and others associated with dermatology nursing, who work in a variety of settings including clinics, academic institutions, private practice, public health centers, and government facilities.

Members of the DNA's Nurse Practitioner Society are afforded tools, resources and education focused on the needs of the advanced nurse practitioner. To learn more, visit <http://www.dnanurse.org/>, connect with DNA on Facebook and follow DNA on Twitter @DNAurses.

About Chapter Name

Chapter Name is a subsidiary of the Dermatology Nurses' Association. The core purpose of **Chapter Name** is to promote DNA's mission of promoting excellence in dermatologic care. Membership to the DNA gives you automatic membership to a local chapter.

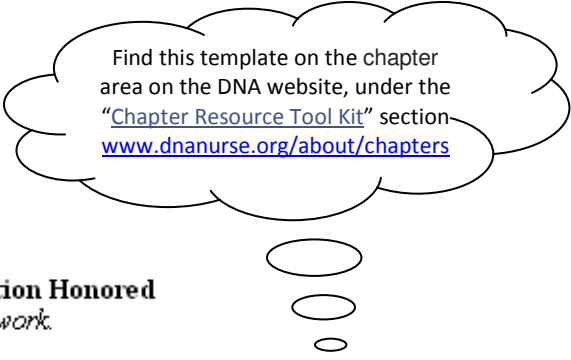
###

8. Announce Chapter Achievements

Fill in the designated areas of a prewritten press release and send to local media if your chapter has been honored or received an award. Your chapter can receive media attention by doing this.

- i. Chapter achievements could include participating in a walk together or completing skin cancer checks at local businesses in your area.
- ii. Send out your press release through free PR sites, including the ones mentioned on page 7.

Contact: **Name**
Phone #
Email



Find this template on the chapter area on the DNA website, under the “Chapter Resource Tool Kit” section www.dnanurse.org/about/chapters

FOR IMMEDIATE RELEASE

The Chapter Name Dermatology Nurse’s Association Honored
Chapter Name DNA honored for their XYZ work.

CITY, STATE – Month, Day, Year – The Dermatology Nurses’ Association (DNA) is a professional network of dermatology nurses throughout North America. The National Association provides members with educational tools to ensure excellence in dermatologic care. The group is made of 20 chapters throughout the United States and Canada. **Chapter Name** recently received an award for _____.

In this paragraph, describe the award or honor and why your chapter received it.

“Add a quote from the chapter president,” said First Name Last Name.

In this paragraph, add some facts about your chapter, including how many members, types of nurses you’re made up of and when your next meeting/event is.

About DNA

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Members of the DNA’s Nurse Practitioner Society are afforded tools, resources and education focused on the needs of the advanced nurse practitioner. To learn more, visit <http://www.dnanurse.org/>, connect with DNA on Facebook and follow DNA on Twitter @DNAurses.

About Chapter Name

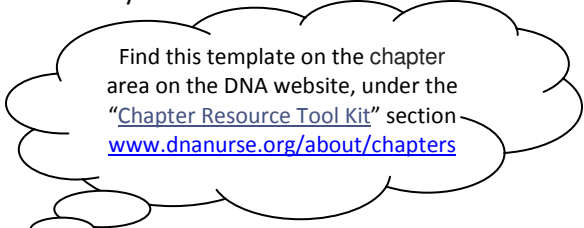
Chapter Name is a subsidiary of the Dermatology Nurses’ Association. The core purpose of **Chapter Name** is to promote DNA’s mission of promoting excellence in dermatologic care. Membership to the DNA gives you automatic membership to a local chapter.

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9. Contact Local Nursing Schools

- a. Send a prewritten letter to nursing schools local to your chapter highlighting the benefits of joining DNA and being involved with a local chapter.
 - i. Add testimonials from your chapter's members stating how DNA has benefited their professional practice.
- b. Search <http://www-nursing-careers.com/> to search nursing schools in your area.

Dear **insert Dean's name**,



Find this template on the chapter area on the DNA website, under the "Chapter Resource Tool Kit" section www.dnanurse.org/about/chapters

Passion. Leadership. Advocacy.

"I am a DNA member because I want to provide patients with the best dermatological practices."
Or add a testimonial from one of your members

The Dermatology Nurses' Association offers members education and information outside of their regular schooling, which allows them to increase their knowledge within dermatology. Top notch education opportunities and the *Journal of the Dermatology Nurses' Association* make it easy for members to do this.

This organization will give your students a competitive advantage when they reach the workforce. DNA is there to guide them as they choose where they want to be and what they want to be doing. Offers such as research grants and legislation contact information will empower students to make a change in the profession.

With healthcare constantly changing, we must stay current on trending topics we face in our day-to-day work. DNA offers materials and programs to assist your students in bettering dermatology care.

DNA has 20 chapters throughout the United States and Canada. This allows our members to network with their peers on a local level, while giving them a more intimate feel of the association. Aside from the national events and programs DNA offers, our chapter provides members with:

- **Insert events and/or programs your chapter does.**

On behalf of the **insert chapter name here**, we'd like to invite you and your students to our next annual meeting **insert date, time and location here**.

Learn more about DNA at www.dnanurse.org.

Not a member of the organization? [Join today!](#)

Sincerely,

[President Name and chapter affiliation]

10. Set Up Events at Local Nursing Schools

Contact the Dean of local nursing schools to find out when they hold career fairs and schedule a date and time to set up a table with information about DNA National and your chapter. Talk to the nursing students between their classes and give them information on how to get involved with DNA.

- i. Share how the organization has benefited your professional practice.
- ii. Work as a mentor with the students and invite them to become a DNA member so they can interact with thousands of dermatology nurses.

Dear **insert Dean's name**,

Passion. Leadership. Advocacy.

"I am a DNA member because I want to provide patients with the best dermatological practices."

Or add a testimonial from one of your members

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- **Insert events and/or programs your chapter does.**

The Dermatology Nurses' Association **Chapter Name** would like to visit your school with information about our chapter. We'd love to set up a small table in your main building for students to stop at between classes. We'll have information they can take with them to learn more about DNA **Chapter Name** and DNA National.

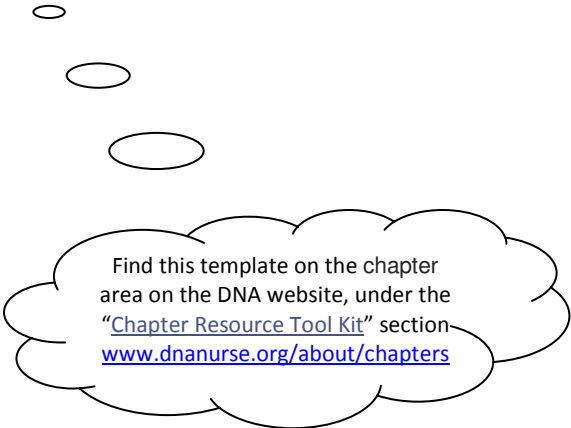
Learn more about DNA at www.dnanurse.org.

Not a member of the organization? [Join today!](#)

If you have any questions, please contact me at **contact information**.

Sincerely,

[President Name and chapter affiliation]



Find this template on the chapter area on the DNA website, under the "Chapter Resource Tool Kit" section www.dnanurse.org/about/chapters

11. Contact local dermatology offices

Send a prewritten letter to dermatology offices local to your chapter highlighting the benefits of joining DNA and being involved with a local chapter.

- i. DNA National has found offices local to your chapter (located in the Chapter Resources folder).
- ii. Add testimonials from your chapter's members stating how DNA has benefited their professional practice.
- iii. Have members distribute this letter at their facility if it is not listed in the spreadsheet DNA National has given to you.
- iv. Call local dermatology offices and ask if it's OK to fax over a notice about an upcoming chapter event or invitation to join DNA.

Dear **insert office name**,

Passion. Leadership. Advocacy.

*"I am a DNA member because I want to provide patients with the best dermatological practices."
Or add a testimonial from one of your members*

The Dermatology Nurses' Association offers members education and information outside of their regular schooling, which allows them to increase their knowledge within dermatology. Top notch education opportunities and the *Journal of the Dermatology Nurses' Association* make it easy for members to do this.

This organization will give your nurses a competitive advantage in the workforce. DNA is there to guide them as they choose where they want to be and what they want to be doing. Offers such as research grants and legislation contact information make these nurses leaders in the profession.

With healthcare constantly changing, we must stay current on trending topics we face in our day-to-day work. DNA offers materials and programs to assist your nurses in bettering dermatology care.

DNA has 20 chapters throughout the United States and Canada. This allows our members to network with their peers on a local level, while giving them a more intimate feel of the association. Aside from the national events and programs DNA offers, our chapter provides members with:

- **Insert events and/or programs your chapter does.**

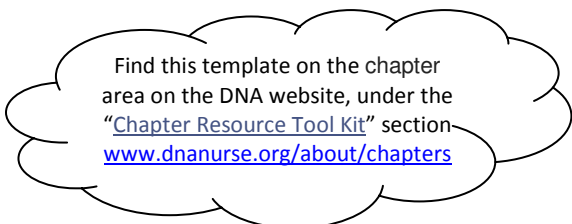
On behalf of the **insert chapter name here**, we'd like to invite you and your nurses to our next annual meeting **insert date, time and location here**.

Learn more about DNA at www.dnanurse.org.

Not a member of the organization? [Join today!](#)

Sincerely,


[President Name and chapter affiliation]



Find this template on the chapter area on the DNA website, under the "Chapter Resource Tool Kit" section www.dnanurse.org/about/chapters

12. Philanthropic Work Flyer

Volunteering with your chapter members to better your community is very appealing. Many people join associations because of the philanthropic work the members do. This ad can highlight all of the activities your chapter participates in to better your community.



dna
DERMATOLOGY NURSES' ASSOCIATION®
New Jersey

Take a look at what the Dermatology Nurses' Association New Jersey chapter has done to make a difference in your community.

Relay for Life **MELANOMA**
Walk to Cure Psoriasis
Teaching **Walk for** **WALK**
Students how **Walk with Tori for**
to be safe **Lupus Now** **Scleroderma**
in the Sun **Raised Money for**
Cancer Research

Who We Are
NJDNA is a chapter of the Dermatology Nurses' Association. The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatologic care.

Contact NJDNA@gmail.com for more information.

Find this template on the chapter area on the DNA website, under the "Chapter Resource Tool Kit" section www.dnanurse.org/about/chapters

13. Participate in a Walk

Participate in a walk related to skin care, dermatology or health care in general with your chapter members. This will not only raise money for a good cause, but you will also have the opportunity to meet other professionals/individuals who are interested in the same work.

- i. Make the walk a team effort. Hold a meeting before the walk to create matching shirts featuring DNA's logo and your chapter name.
- ii. Walks include:
 1. [Walk to Cure Psoriasis](#)
 2. [Walk Melanoma](#)
 3. [Aim at Melanoma](#)
 4. [Relay for Life](#)
 5. [Walk for Lupus Now](#)
 6. *Start your own DNA chapter walk!*



14. Teach Elementary/Middle School Aged Children About Sun Safety

Go to local schools and teach students about staying safe in the sun.

- i. This is something to add to your philanthropic flyer to show prospects your chapter is involved with the community.
- ii. Take pictures on your visit to add to your Facebook Group.



15. Visit Senior High School Classes Promoting Nursing and Sun Safety

Whether volunteering to speak at a “Career Day” or just to teach students about sun safety, explain how student’s can protect themselves from the sun.

- i. If speaking at a “Career Day” promote nursing and DNA. Encourage people interested to join DNA when they enter college. Explain the benefits of joining and how it’s helped you in your professional practice.
- ii. Take pictures on your visit to add to your Facebook Group.

16. Create a Welcome Kit

Send new members welcome kits via email. This could include the following, but is not limited to:

- i. List of chapter staff and contact information
- ii. Attach the survey you created on www.surveymonkey.com.
- iii. Calendar of upcoming events
- iv. Links to page on DNA website, Facebook Group name, unique hash tag for Tweetchats
- v. List available positions, if any

Welcome to the Dermatology Nurses’ Association – **Chapter Name!**

Chapter Contacts

Name:	Name:	Name:
Email:	Email:	Email:
Role:	Role:	Role:
Name:	Name:	Name:
Email:	Email:	Email:
Role:	Role:	Role:
Name:	Name:	Name:
Email:	Email:	Email:
Role:	Role:	Role:

New Member Survey

Please complete the following survey so we can get to know you a little better. The DNA **Chapter Name** chapter likes to plan activities around what our member’s enjoy. This will help us better plan future activities to fit your interests. - [Insert survey link here](#)

Calendar of Events

Event	Location	Date	Time	Cost
				\$
				\$
				\$
				\$
				\$

Stay Connected

DNA Chapter Site: [Insert link to your chapter’s page on the DNA site here](#)

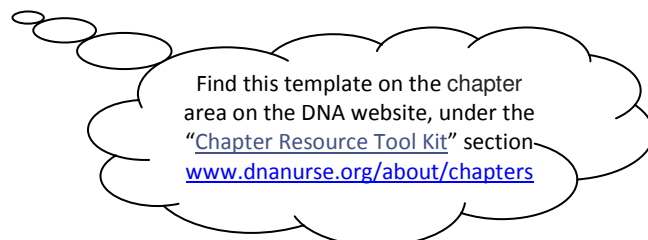
Facebook Group: [Insert your chapter’s Group Name here](#)

Tweetchat Hash Tag: [Insert your unique hash tag here](#)

DNA National Site: www.dnanurse.org

Available Positions

List any available positions in your chapter and who the new member should contact if they’re interested in taking on one of the roles.



17. Welcome New Members in a Personal Way

When sending the welcome kit via email, send a personal message to the new member welcoming them to your chapter on a note card or post card. You could also send them the welcome kit in the mail with the personalized note.

Review the information in their Member Profile and try to relate it to yourself or your current members. (i.e. Are they from a town where most of your members are from? Do you both have the same favorite restaurant?)

18. Personal Invites

Send a postcard to new members or people who have attended past events inviting them to a major upcoming event. This is another way to get the word out about your event while making it more memorable and welcoming.

19. Identify New Members at Meetings/Events

Recognize new members at your meetings and events. Allow them to introduce themselves to the group. This will make them feel welcomed and encourage them to bring their colleagues/friends to your next meeting/event.

20. Hold a Potluck Dinner

Hold a potluck dinner requiring your members to bring their favorite dish and a new prospect. A potluck dinner will create a more relaxed atmosphere for prospects, making them feel more comfortable coming to one of your events.

Offer them some flyers explaining your chapter so they can look into the association further at home.

Why not make the dinner into a theme? The Friday before Memorial Day is “Don’t Fry Day,” so why don’t you ask everyone in your chapter to bring something baked or broiled – just not fried!



21. Create a Facebook Group

- A group option is on the left hand side of your *Facebook Newsfeed*. Choose the option to *Create a Group*. You will make the Group Name your DNA Chapter Name. Add current members from your DNA local chapter and make the privacy level *Open*. Once in the group, upload your chapter's DNA logo, which DNA National will provide you with.
- After you start the group, start discussions, ask questions or share work experiences with other members. Allow other dermatology professionals in your area to join the group and discuss with you.
- Facebook Groups allow you create event pages. Use this application to create events for informal meetings or regional events your chapter hosts.

Step 1

FAVORITES

- News Feed
- Messages
- Events

GROUPS

- Create Group...

If you already belong to groups, they will be listed above the Create Group option.

Step 2

Create New Group

Group Name: [input field]

Members: Which people do you want to add to the group?
Type the names of your members in this box to add them to the group.

Privacy:

- Open** - Anyone can see the group, who's in it, and what members post.
- Closed** - Anyone can see the group and who's in it. Only members see posts.
- Secret** - Only members see the group, who's in it, and what members post.

Make sure the group is open so new members can search it.

Create **Cancel**

Notifications [gear icon]

- Chat with Group
- Create Event
- Edit Group
- Report Group
- Leave Group

Use this drop down box to manage the group. You can write a description of the group under the **Edit Group** option. This is located in the upper right-hand corner of the group page.

Dermatology Nurses' Association - Ohio

Open Group
2 Members Photos Docs

Write Post Add Photo / Video Ask Question

Write something...

Group Member Name

You can create events that only group members can see.

DNA's 30th Annual Convention
Thursday, February 16, 2012 at 8:00am
Sheraton Denver Downtown, Denver, Colorado

Like · Comment · Unfollow Post · 3 hours ago

22. Be Accessible/Engaging on Facebook – Communicate with Outside Groups

- a. Communicate with other dermatology groups on Facebook. You can get new members by sharing what your chapter is doing.
 - i. First, you must like their *Fan Page* on Facebook. Some groups include:
 1. *Dermatology Nurses' Association*
 2. *The American Academy of Dermatology*
 3. *National Psoriasis Foundation*
- b. Post things such as, volunteer work your chapter is doing, an interesting topic in dermatology related to your area, or ask a question. Make sure you announce you're from the Dermatology Nurses' Association
- c. See examples below



National Psoriasis Foundation

Non-Profit Organization · Portland, Oregon



Wall

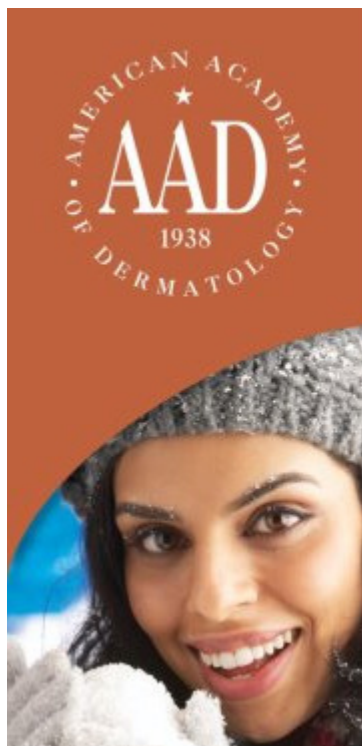
National Psoriasis Founda... · Everyone (Top Posts) ▾

Share: Post Photo

The Dermatology Nurses' Association Ohio chapter is participating in the Walk to Cure Psoriasis in Cleveland, OH! Find us, we'll have the DNA logo and our chapter name on our shirts!

This is an example of something you can share on another group's wall.

Share



American Academy of Dermatology

Non-Profit Organization



Wall

American Academy of Derma... · Everyone (Most Recent) ▾

Share: Post Photo

Write something...



Dermatology Nurses' Association

Have you attended the Dermatology Nurses' Association's Annual Convention in the past? Share your stories with new Convention attendees. <http://bit.ly/u5wFDW>

Like · Comment · December 16, 2011 at 10:36am ·

This is an example of something DNA National posted to the American Academy of Dermatology's wall.

23. Hold Tweetchats

- a. A *Tweetchat* is a chat held through Twitter. First, you must establish a unique *hash tag* to start the chat (i.e. #OhioDermatology). Promote your *hash tag* through your Facebook Group, updates to DNA National, email and your own Twitter account.
 - i. Hash tags are common topics. Incorporate *hash tags* (#) into your posts to reach other people talking about the same things as you. When you click on a hash tag, it takes you to a page showing every post with that hash tag. You might discover new people to follow if you like what they're talking about.
 1. Sample *hash tags* include: #dermatology #RNchat #skincare
 2. You don't want a common unique *hash tag*. Make it specific to your chapter.
 - ii. Hold the *Tweetchat* once a month (i.e. the third Thursday of every month at 8 p.m.).
- b. Log into www.tweetchat.com with your Twitter account. Type in the unique *hash tag* you chose for your chapter and click *Go*. In the chat, you can discuss current topics in dermatology, ask questions or just meet new people, and remember, **always** add your unique *hash tag* to every post you make.

TweetChat # RNchat

Go >> Sign In

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kdhoffman2 If you want to learn about [#mhealth](#), [#connectedhealthcare](#), [#telemedicine](#), pls read Dr. J. Kvedar on <http://t.co/Ib3iw1zJ> [#hscsm](#) [#RNchat](#) -1:13 PM Jan 23rd, 2012

WoundRounds @BettySimms Yes [#pressureulcers](#) are all about PREVENTION! [#woundcare](#) [#RNchat](#) -12:22 PM Jan 23rd, 2012

WOCNSociety @Oprah, @O Magazine featured Dr. Jeter's story of biking cross-country to raise \$\$ for WOC [#nursing](#) scholarships. Did you read it? [#RNchat](#) -11:38 AM Jan 23rd, 2012

Sign in with your Twitter Handle here.

Enter your chapter's unique hash tag here. i.e. #OhioDermatology

Notice all of the updates have the hash tag #RNchat, which is the chat we chose to follow in this picture. This is what your chapter's chat will look like; however, substitute #RNchat for your unique hash tag.

24. Promote Phototherapy Events Local to your Chapter

- a. DNA will hold the Phototherapy workshops in the following cities:
 - i. Boston, MA, June 9, 2012
 - ii. Phoenix, AZ, September 29, 2012
 - iii. Tampa, FL, December 1, 2012
- b. Promote the workshop that's closest to your chapter through email and at meetings/events.
- c. Create an event for it on your chapter's Facebook Group page.
- d. Rent a van or a small bus and go together as a chapter. Represent your chapter by wearing your chapter t-shirts.

25. Participate in DNA Nationals "Get a Member" Campaign

Use some of the above ideas to win DNA National's "Get a Member" campaign. More details to come in March. Make sure to look for contest rules and prizes in your inbox and on the chapter resource section of the website.

Questions? Contact the Marketing team at marcom@ahint.com