

REBRANDING CAMPAIGN

2017 Winner: Emergency Nurses Association

Entry Title: Rebranding Membership: Charting a New Path from the Road to Nowhere

Project Overview/Elevator Pitch:

The membership recruitment and retention materials for the Emergency Nurses Association (ENA) had not been redesigned since 2011. Overall membership totals had plateaued at 40,000 and remained unchanged for several years. The design was not reflective of ENA's mission statement and was not reflective of the major developments in technology within both the healthcare industry and the association. In 2015, a strategic plan goal was announced to reach 50,000 members by the year 2020. This spurred an effort in 2016 to update the design of membership materials as well as the overall approach to include member engagement along with recruitment. Materials from renewal invoices, to the membership application, to new member outreach were rebranded to focus attention on ENA's mission and the benefits of being a member.

Project Goals/Objectives:

The goal of the membership materials rebranding campaign was to create a look and feel that was reflective of ENA's mission and the benefits of joining the association. Emergency nurses work in a fast-paced, high-pressure environment and they don't have a lot of time to spare for reading through pages of content. One objective of the rebrand was that a prospective member would be able to immediately recognize that ENA was an organization for them. Another objective was for the emergency nurse to be able to "see themselves in the organization" whether they have been in the field for one year or twenty, or serve in the military or work as an EMT. The final objective was to make sure that the imagery reflective of the level of excellence that ENA is striving for through practice-related photos and graphics that are modern, clean, and vibrant. The membership materials needed to communicate ENA's brand and value in a matter of seconds by the viewer.

Strategy:

The first step in the rebranding campaign was to remove all imagery of the red brick path road, which we referred to in the office as the "road to nowhere". This image was not reflective of ENA's brand or refocus on advocating for patient care and excellence in emergency nursing. The onboarding process was the first major redesign development. The application was redesigned to reflect the new brand element of the purple ribbon. The elements of the form were simplified and reorganized, which not only helped make completion of the form clearer to the user, but created efficiencies with the member services team in processes applications. To further support the mission of ENA a pre-populated suggested donation amount was added to the application. The new member welcome packet was rebranded to match the application and reduced to an email received within 24 hours of joining and a mailed letter with membership card received within 7 to 10 days of joining. The renewal process was the next major effort that was redone. This not only included a new branding, but an entirely new automated process. With these baseline membership materials updated, the team turned its energy to focus

on creating a new membership recruitment brochure, new member check-in postcard, and website updates.

Success Metrics:

After a year of implementing these changes, we hit a record high membership of 42,395 members and achieved a 4% overall growth in new members. We reduced the number of days from when a member joins to when they receive their first communication by two weeks and reduced the cost of assembling and mailing the larger membership package. The number of members renewing on or before their expiration date went from an average of 28% to an average of 38%. Retention rates went from 77% on average to 81%. Membership donations to the ENA Foundation through the join and renewal process surpassed total giving from the previous year in the two months of implementation.

Learn More:

[See old vs. new branded materials](#)

Association website

www.ena.org