

# SHS Member-Get-A-Member Recruiting Contest Toolkit

## Contest Rules

Members of the Society for Health Systems (SHS) should use the materials contained within this toolkit to assist with recruitment of new members to SHS. Beginning November 1, 2019, SHS members who recruit new members to the Society will be eligible to receive incentives for recruiting.

When an SHS member recruits, they should complete [this Google form](#) to let the Institute know who to be on the lookout for and to gain credit for the recruit. On January 6, 2020, the top recruiters from SHS will be awarded prizes:

- 1<sup>st</sup> Place – One (1) iPad® (winner can select an iPad or an iPad Mini)
- 2<sup>nd</sup> Place – One (1) \$300 Visa Gift Card
- 3<sup>rd</sup> Place – One (1) \$150 Visa Gift Card

As a special incentive for new joiners, IISE will offer free dues for SHS for the first year of membership when they join the Institute of Industrial and Systems Engineers.

## Making the Pitch

IISE and SHS are committed to helping our members advance their careers while supporting programs to benefit the entire profession. As an active IISE and SHS member, you know how valuable a role IISE and your society play in your professional life. Here are some tips on how to make that value clear to potential new members:

- Tell the story of why you are a SHS member. Why did you join? What was the driving reason for you? Did a mentor influence your decision, and if so, how and why? How does it impact your day-to-day? Make it personal.
- Offer examples of how IISE and/or SHS helps you. A positive testimonial is a great tool. Describe ways membership has helped you advance, perhaps through specific professional resources or relationships.
- Focus on your recruits' unique needs. Do they know that IISE is the world's leading community of industrial and systems engineering professionals? Do they know that SHS is a highly specialized group with all of the support of IISE but hyper-focus on the problems that impact the healthcare industry? Highlight the ways membership could help them, whether by enriching their skill sets through expansive resources such as members-only webinars, publications and online content, or expanding their professional network through a variety of opportunities at a global or local level.
- Close with clear next steps. Offer to email a link for online registration or be a resource for any additional questions.

- Follow up. Check in after a few weeks to see if they joined or have any questions. If they haven't joined, this can serve as a helpful reminder.

Please visit the [IISE MGAM Resource Center](#) for additional support, resources and frequent updates on the campaign's progress. Be sure to help us track your progress by completing the IISE Member-Get-a-Member recruiting form <https://forms.gle/5BpiGRgHLAz9ZJLa8>.

## What Now?

### **Start recruiting!**

Once someone wants to join, fill out this form: <https://forms.gle/5BpiGRgHLAz9ZJLa8>

A member of the IISE Customer Service team will reach out to your prospect and get them signed up for membership, including the free year of SHS membership.

Keep an eye on the leaderboard on [www.iise.org/MGAMResources](http://www.iise.org/MGAMResources) to see what your stand in the recruiter rankings.

That's it! Thank you for your continued support of SHS and the Institute—we would not be able to do any of this without you.

# Frequently Asked Questions

## **Why should I take part?**

The IISE Member-Get-a-Member campaign is an opportunity for you and other SHS members to work together to advance SHS and the Institute. Without an influx of new members, it is hard for the society to continue the tremendous growth we've seen over the past few years.

## **What is the incentive for someone to join?**

Anyone who joins via this content will receive free SHS dues for one calendar year.

## **How do I get started?**

- Find recruiting tips and tools within this toolkit or in the [IISE MGAM Resource Center](#) – check back often for campaign updates.
- Complete the online recruiting form (<https://forms.gle/5BpiGRgHLAz9ZJLa8>) with the names of your potential new members so we can track your progress for you.
- A member of the IISE Customer Service team will contact your potential member to get them signed up.

## **When does the recruiting campaign close?**

The formal campaign will end on January 3, 2020. Please ask your colleagues to join IISE before then so that they are included in the campaign results.

## **Who should I recruit?**

Feel free to reach out to any colleagues and friends within the industry, including young professionals who may not yet be familiar with all that IISE has to offer them. They'll be automatically assigned to SHS at no extra cost upon joining IISE.

## **What are the incentives?**

- 1<sup>st</sup> Place – One (1) iPad® (winner can select an iPad or an iPad Mini)
- 2<sup>nd</sup> Place – One (1) \$300 Visa Gift Card
- 3<sup>rd</sup> Place – One (1) \$150 Visa Gift Card

## **How do I find additional information?**

Please visit the [IISE MGAM Resource Center](#) for support, resources and frequent updates on the campaign's progress. IISE will be recognizing recruiters and offering tips on an ongoing basis there.

## Recruiting Tips

Many people will be interested in learning how IISE and SHS membership can advance their careers through essential professional development and networking. However, you may encounter some objections to membership. Here are some guidelines to help you effectively address the concerns of these potential members:

- **Listen:** While it can be frustrating to listen to negativity, especially if you view it as off base, you need the full picture before you can influence change.
- **Paraphrase:** Repeat the objection in your own words, checking for understanding. “It sounds like as a new professional, you aren’t sure membership is worth the cost for you. Do I have that right?”
- **Respond:** When you respond, remember that you are sharing good news and advancing understanding of IISE membership value. “IISE offers exceptional value to young professionals, including job search resources, professional development and the chance to build connections with more established professionals in your field, along with significant discounts on events and seminars. It also provides volunteer and leadership opportunities at conferences or within the Society for Health Systems.”
- **Anticipate specific objections and how you might address them:** Here are some suggestions:
  - *I don’t see any benefit to joining, so why pay?* “In addition to exceptional career resources and opportunities to build lasting professional relationships on a local and global level, IISE supports programs to benefit the entire profession and increase the value of your work. In terms of concrete value, some members-only benefits include free members-only webinars, *ISE* magazine, access to a private online community with over 12,000 members in our profession, and deep discounts on conferences and training.”
  - *Why would you like me to join?* “IISE as a whole and SHS’ successes are based upon our members – their experience and knowledge contribute to the diversity of networking and learning opportunities available. SHS offers fantastic professional development programs, but it all depends on bringing professionals together, and we’d like you to become a part of that community.”
  - *Will IISE meet my specific needs?* “IISE is the global association for productivity and efficiency professionals specializing in industrial engineering, healthcare, ergonomics and other related professions. IISE is where these varied fields come together to advance the industry. Wherever you fall within the profession and within your career timeline, IISE has the resources you need.”
- Visit the [IISE MGAM Resource Center](#) for additional support, resources and frequent updates. Be sure to help us track your progress by completing the IISE Member-Get-a-Member recruiting form (<https://forms.gle/5BpiGRgHLAz9ZJLa8>).

# Recruitment Social Media

## Facebook

IISE is the world's leading community of industrial and systems engineering professionals. It's also my professional home. Message me for more information on how IISE enriches my career and how it could advance your professional goals too. I'd love to talk to you about joining.

Find out why over 12,000 industrial engineers worldwide are members of IISE. Message me for more information on IISE's professional resources, and join me at the Society for Health Systems' next professional development event.

I've been an IISE member for (number) years and hope you will consider joining my professional community. With resources for students up to c-level, and programming spanning international conferences to local events, you'll find what you need at IISE. Even better, the Society for Health Systems keeps me connected to the process improvement community within healthcare. Interested in joining? Let's chat!

## Twitter

Find out why over 12,000 industrial engineers worldwide, including me, are members of @iisenet and @SHSinfo. Networking, conferences, training, jobs, knowledge sharing and more! Let's talk about getting you involved.

Are you looking for a hub of networking and knowledge sharing? The Society of Health Systems (@shsinfo) is my go-to. I'd love to tell you more about – reach out and let's talk.

Build career connections while advancing your skill set with @iisenet and @SHSinfo is one of the greatest benefits of membership. Are you involved? I'd love to invite you to our next event – [fill in event name].

## LinkedIn

IISE and SHS are my go-to sources for learning, networking and a wealth of resources for industrial engineers in the healthcare field. Have you explored the opportunities available yet? I'd love to chat about membership and how it could be beneficial to advancing your career, whether you're a new grad or an established professional. Message me! [link to: [www.iise.org/SHS](http://www.iise.org/SHS)]

Are you looking for high quality professional development? As an active IISE member, I suggest you consider joining IISE now for deep discounts on their highly regarded online and classroom training. Check out the IISE Training Center, with essential topics including Lean and Six Sigma. Message me for more information on how IISE could expand your career reach. [link to: <https://www.iise.org/TrainingCenter/>]

Are you a Lean Black Belt? Check out this great article that IISE recently published on the necessity of Black Belts to advance the healthcare field. Interested in hearing more? Reach out to me and let's talk about how membership in IISE and the Society for Health Systems is the perfect opportunity to advance your career. [link to: <https://www.iise.org/iemagazine/2019-06/html/bedgood/bedgood.html>]

## Email Copy

**Subject: Build career connections with IISE**

Dear [First name],

You've impressed me with your professionalism and expertise. As an active member of the Society for Health Systems (SHS) within the Institute of Industrial and Systems Engineers (IISE), I'd like to fill you in on all that IISE membership has to offer for you—and invite you to join us as a professional member.

IISE, the world's leading community of professionals within the diverse spectrum of industrial and systems engineering, has played a crucial role in my career. My involvement with IISE has expanded my professional network and provided opportunities for learning on so many levels – via conferences, online resources, training and local programs. More specifically SHS has provided me with a place to convene with like-minded peers involved in the healthcare space where we're able to discuss best practices, brainstorm solutions to our professional challenges, and publish findings to ensure continued growth of our field.

Some of IISE's member benefits include:

**Professional Development:** IISE will help you expand your skill set through [in-person](#) or [online seminars](#), free members-only [webinars](#) and other essential resources.

**Networking:** Membership in IISE and SHS will help you build professional relationships through events spanning international conferences to local programs. Keep in mind that as a member, you'll get deep discounts on events such as the [Healthcare Systems Process Improvement Conference](#), the premier conference for those of us working in this space.

**Support of the Profession:** IISE supports programs that benefit the whole profession, which increase the prominence of ISEs and the value of your degree, especially within the healthcare space.

If you join IISE now, I'm able to give you SHS dues free for your first year! Let me know if you're interested and I'll pass along the details for how to join.

Sincerely,  
[Name, Title]