



AT A GLANCE

The National Association of School Nurses (NASN) is committed to optimizing student health and learning by advancing the practice of school nursing. NASN has more than 16,000 members and 50 affiliate school nurse organizations.

AMS:  **impexium**

HIGHLIGHT:

NASN used an automation rule to invite lapsed members to rejoin and saw a **32% conversion rate.**



Sometimes People Just Need to be Invited

The National Association of School Nurses (NASN) wanted a better way to increase membership sign-ups and renewals. Like other associations, it had to reach segments of its audience with different messages, which often required manual tasks and was hard to track successfully. NASN wanted to approach nonmembers and members differently; among nonmembers, it wanted to differentiate between those with a previous membership history and those who were brand new, a level of segmentation made easier with automation.

“Before this, we were doing it all manually. Someone was querying the members and pushing out the messages, so this was a big time-saver for us.”

- Sharon Conley, Web-Based Technology Director, NASN



▶ WHAT ARE AUTOMATION RULES?

Higher Logic's automation rules allow you to create segments from your online community members based on certain actions they have taken or categories they fall into, and you can trigger an email to go to each segment. This means you're sending more personalized content directly to applicable members without having to dig through your data and do it yourself.

NASN's online community SchoolNurseNet, powered by Higher Logic, gives staff easy access to the member base. The main section of the community is members-only, but it also has a section open to nonmembers, where they can see a limited amount of content and engage in some discussions. The nonmember portion of the community allows NASN to reach a wider audience of people who could potentially become members, so staff created a series of automated campaigns for both. We spoke with Sharon Conley, Web-Based Technology Director at NASN, to learn more about NASN's successes using online community and automation rules.

Using Automation Rules

NASN wanted to put these two halves of the online community to work to reach its goal of increased membership. Staff ran a series of campaigns using automation rules to target these segments with personalized messages.

For nonmembers, NASN focused on a message about joining the association. For members, NASN ran member engagement campaigns to reach disengaged members and encourage lapsed members to rejoin. For both groups, NASN used its online community data to segment and personalize messages about membership to improve results.

DID YOU KNOW?

Higher Logic's online community platform comes with several **pre-established automation rules** already set up for you. You can always use these automation rules or add new ones like NASN did!



About NASN's Community

NASN started its online community, SchoolNurseNet, in 2013, and leaves a section of their community public-facing for prospective members.

→ PROBLEM/GOAL: Increase Membership

NASN wanted to boost its membership, but staff didn't have time to do a lot of manual work.

→ SOLUTION: Use Automation Rules

NASN used automation rules in its online community to attract new members and engage lapsed members.

→ BENEFITS: Grow Efficiently

By using Higher Logic's automation rules tool in the online community, NASN increased membership and revenue, all while saving staff time.



01 CAMPAIGN

WE DON'T WANT TO LOSE YOU.

For the first automation rule, NASN staff established a message that went to any members immediately after they let their dues lapse. NASN saw the **highest results for this one-send campaign**; it resulted in a **32 percent conversion rate**.

02 CAMPAIGN

LOOKS LIKE YOU'RE ENJOYING OUR COMMUNITY...

NASN staff set up their second automation rule to go out to anyone who had never been a member but had logged in to SchoolNurseNet in the last six months. Staff reached 3,550 people through this campaign, of whom 276 became members. From one email alone, they achieved a **7.8 percent* conversion rate**.

"I'm pretty amazed, because these people have never been members before, and the message is basic - the value proposition is simple. It didn't take any time to put together."

- Sharon Conley, NASN

03 CAMPAIGN

IF YOU LIKE OUR COMMUNITY, TRY MEMBERSHIP.

The message reached 2,158 recipients, of whom 311 members either joined for the first time or re-joined, leading to a **14 percent* conversion rate** on this campaign.

04 CAMPAIGN

CALLING ALL SCHOOL NURSES.

Out of 20,604 recipients, 1,371 became association members, achieving a **6.7 percent conversion rate**.

05 CAMPAIGN

WE WANT YOU!

For its fifth and final nonmember campaign, NASN operated on a simple premise - people like to be invited.

This automation rule selected online community users who had never joined the association but had logged into the website and completed at least 10 percent of their profile. NASN used profile completion as an indicator that the user was interested in engaging with the site, doing more than the bare minimum of logging in. For this campaign, NASN reached 4,051 people. Of those recipients, 400 became members, achieving a **10 percent* conversion rate**.

"We found that the reason a lot of people don't join [the association] is that they simply haven't been invited to join. So, we decided to send out an email to that group and just say 'You've been invited to join.'"

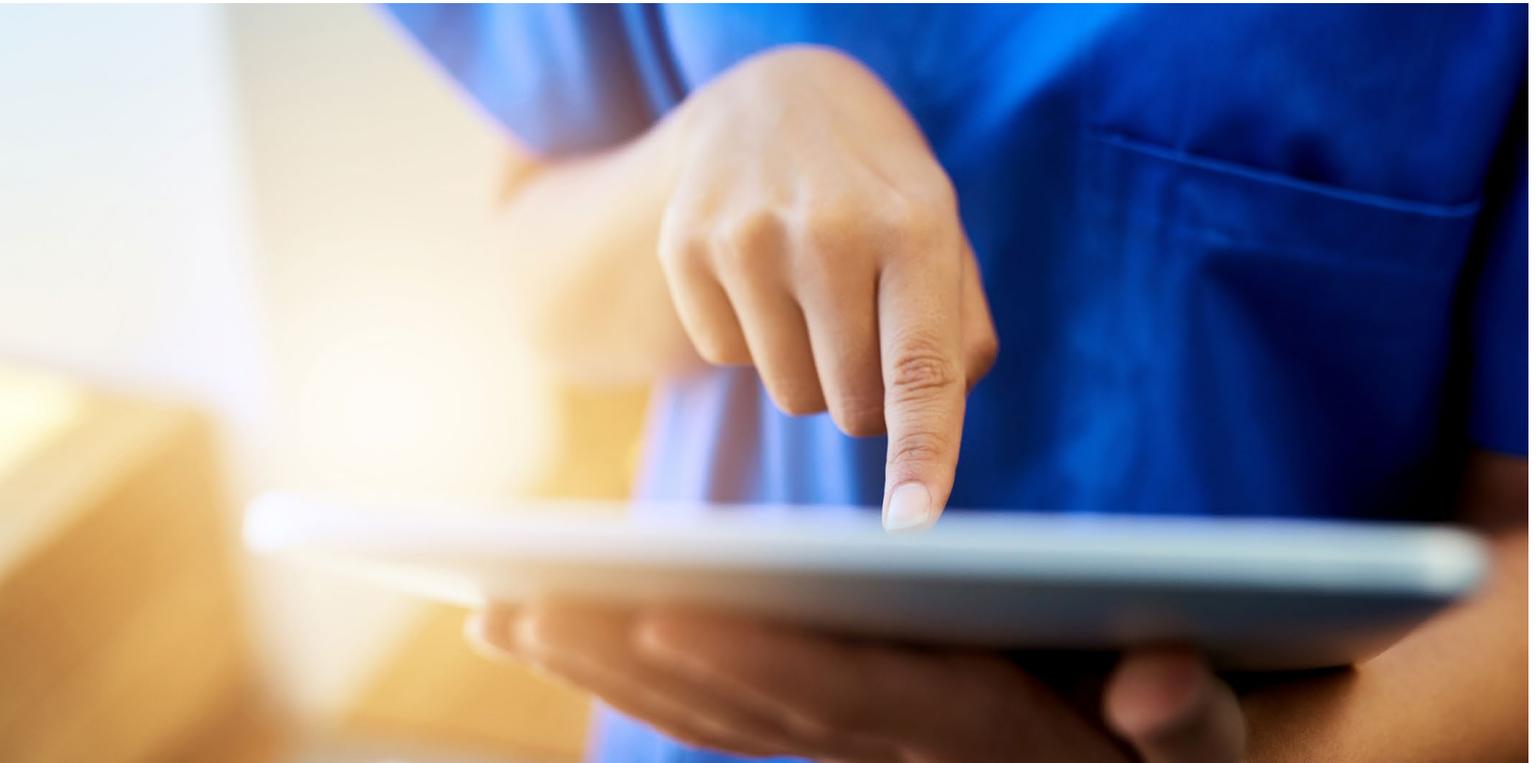
- Sharon Conley, NASN

→ PRO TIP

A conversion rate is the percentage of users who take a desired action, which in this case, refers to how many members joined or renewed as a result of the automation rule. Refer to campaign #4 as an example:

$$\frac{1,371 \text{ (new members)}}{20,604 \text{ (recipients)}} = 6.7\% \text{ (conversion rate)}$$

*These campaigns were not mutually exclusive, so these percentages are projections.



Want to learn more about using automation rules in your online community?

 [Check out Higher Logic's Automation Rules Resources](#)

Conclusion

Thanks to NASN's public-private community setup, staff can use automation rules to engage both member and nonmember community users. Before using automation rules in their online community, staff had to manually complete tasks like clearing lapsed members and sending one-off emails. Overall, they found it very hard to keep up. With automation rules, NASN staff can use the data from their online community to efficiently reach users about association membership, and they've seen amazing results.

"The fact that we can get people to convert with the software we have now is really amazing."

- Sharon Conley, NASN

ABOUT HIGHER LOGIC

Higher Logic is an industry leader in cloud-based engagement platforms. Our data-driven approach gives organizations an expanded suite of engagement capabilities, including online communities and marketing automation. From the initial web visit to renewal and ongoing engagement, we help you track and manage interactions along each stage of the digital customer experience. Organizations worldwide use Higher Logic to bring people all together, by giving their community a home where they can interact, share ideas, answer questions, and stay connected. Everything we do - the tools and features in our software, our services, partnerships, best practices - drives our ultimate goal of making your organization successful.