



MEMBERSHIP TOOLKIT

www.nhmadmd.org

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National Hispanic Medical Association Membership Outreach and Engagement for NHMA Chapter Members

Overview: The following document includes suggested language and graphics to be used by *members and supporters* on their own social media channels and other communications platforms to help promote membership and member engagement in NHMA.

As member leaders of NHMA, you play a pivotal role and can lead the way in promotion of membership! Your promotion will encourage people to sign up today and further our message to the medical community. In addition to promoting the significance of membership with NHMA on your social media platforms, please remember to engage with NHMA and NHHF's social media posts by re-sharing and reposting posts on your platforms. Please promote how the NHMA has been impactful from your own social media accounts. Also don't forget to share the old fashioned way, via email, text or simply word of mouth.

In this document, we have provided sample graphics, messaging, hashtags and links.







Objectives: To increase membership and the reach of the National Hispanic Medical Association, please reference the content below and find a folder containing ALL graphics here.

Here are additional graphic elements



SOCIAL MEDIA



Channel	Copy	Character Count	Sample Graphics (download here) Each chapter has their own graphics for https://www.canva.com/folder/FAFM39AFMIZ0 chapter events in a folder.
	<p>I am a proud member of the National Hispanic Medical Association. Being part of NHMA has truly enriched my professional path. Dedicated to eradicating health disparities and improving Hispanic health nationwide, NHMA offers invaluable resources in Advocacy, Education, Leadership Development, and Networking. Together, we can make a difference. Ready to join the movement for positive change? Click here to become a member today!</p>	429	<div data-bbox="397 262 503 966"> <h2>Join NHMA and Connect with other medical professionals</h2> </div> <div data-bbox="544 409 730 966"> <p>Some benefits include:</p> <ul style="list-style-type: none"> • Access to exclusive leadership opportunities • Network with passionate and talented professionals in your area • Participate in national and local media campaigns • Early access to crucial policy information via our newsletter </div> <div data-bbox="755 850 812 966">  </div> <div data-bbox="787 409 812 577"> <p>Learn more at: nhmamd.org</p> </div> <div data-bbox="503 157 844 367">  </div>
	<p>I am a proud member of NHMA! The organization has enriched my professional journey by providing essential resources in Advocacy, Education, Leadership Development, and Networking. Together, let's create meaningful change in healthcare. Click here to join us today!</p>	264	<div data-bbox="901 178 998 966"> <h2>Join a group of medical professionals advocating for health equity</h2> </div> <div data-bbox="1047 210 1226 714"> <p>Become part of a community of Latino doctors and other healthcare professionals.</p> <p>Advocate for health equity at a local and federal level.</p> <p>Advance your career in private practice, academia, administration or in public service.</p> </div> <div data-bbox="1063 766 1356 997">  </div> <div data-bbox="1258 388 1323 535">  </div> <div data-bbox="1307 157 1323 336"> <p>Learn more at: nhmamd.org</p> </div>



Honored to be part of the National Hispanic Medical Association (NHMA)! NHMA has truly enriched my professional journey, providing invaluable resources in Advocacy, Education, Leadership Development, and Networking. Together, let's create meaningful change in healthcare. Whether you're a student, physician, or non-physician professional, NHMA is your platform for positive impact. Join us today! Click [here](#). #NHMA #HealthEquity #LatinoPhysicians

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Join a group of medical professionals advocating for health equity

Become part of a community of Latino doctors and other healthcare professionals.

Advocate for health equity at a local and federal level.

Advance your career in private practice, academia, administration or in public service.



Learn more at: nhmamd.org



I'm honored to be a member of the National Hispanic Medical Association (NHMA). NHMA has significantly enhanced my professional journey. Committed to eliminating health disparities and advancing Hispanic health across the nation, NHMA provides essential resources in Advocacy, Education, Leadership Development, and Networking. Together, let's create meaningful change. Elevate your impact in healthcare with the National Hispanic Medical Association! No matter your role—student, physician, or non-physician professional—NHMA is your platform for positive change. Click [here](#) to become a member today!

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Join NHMA and Connect with other medical professionals

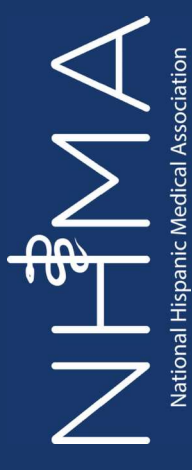


Some benefits include:

- Access to exclusive leadership opportunities
- Network with passionate and talented professionals in your area
- Participate in national and local media campaigns
- Early access to crucial policy information via our newsletter



Learn more at: nhmamd.org



BEST PRACTICES



Best Practices

Recommended to include a link sticker (when using Instagram stories) and include the link: <https://www.nhmamd.org/30th-anniversary-summit>



Be sure to tag NHMA in social media posts.

- NHMA socials
 - Instagram: [@nhmamd](#)
 - Twitter (x): [@NHMAmd](#)
 - LinkedIn: [@National Hispanic Medical Association \(linkedin.com/company/national-hispanic-medical-association\)](#)
 - Facebook: [@NHMAmd.org \(facebook.com/NHMAmd.org/\)](#)
- NHHF Socials
 - Instagram: [@the_nhhf](#)
 - Twitter (x): [@the_nhhf](#)
 - LinkedIn: [National Hispanic Health Foundation](#)
 - Facebook: [facebook.com/nhmafoundation](#)

Be sure to repost, retweet, and reshare NHMA and NHHF social media posts.

SAMPLES



Additional Sample Language/Posts:

- Facebook/LinkedIn/Instagram:
 - I am thrilled to be part of @NHMAmd! Joining NHMA has been a game-changer for my career journey. With a commitment to tackling health disparities and promoting Hispanic health nationwide, NHMA offers invaluable resources in Advocacy, Education, Leadership Development, and Networking. Let's work together to make a real difference in healthcare. Are you ready to elevate your impact? Click here to become a member today! Click [here](#) to join.
 - I am forever grateful for my membership with the National Hispanic Medical Association. NHMA has truly elevated my professional path, providing crucial resources to address health disparities and uplift Hispanic health nationwide. Through Advocacy, Education, Leadership Development, and Networking, NHMA empowers us to drive positive change in healthcare. Regardless of your role, whether a student, physician, or non-physician professional, NHMA welcomes you to be part of the solution. Ready to make a difference? Join us today! Click [here](#) to sign up.
 - I am delighted to be associated with the National Hispanic Medical Association! Being a member of NHMA has transformed my professional journey, offering essential tools to combat health disparities and advance Hispanic health nationwide. Through Advocacy, Education, Leadership Development, and Networking, NHMA equips us to effect meaningful change in healthcare. Whether you're a student, physician, or non-physician professional, NHMA provides the platform for positive impact. Ready to amplify your influence? Join us now! Click [here](#) to become a member.
- Twitter (also works for other platforms):
 - I am a proud member of NHMA. It has boosted my career journey, offering resources to address health disparities and promote Hispanic health. Focusing on Advocacy, Education, Leadership Development, and Networking, NHMA empowers us to drive change in healthcare. Join today!
 - Proud to be part of NHMA! NHMA has been significant for my career journey, providing valuable resources to tackle health disparities and uplift Hispanic health. With a focus on Advocacy, Education, Leadership Development, and Networking, NHMA empowers us to make a difference in healthcare.
 - Thrilled to support NHMA! NHMA has significantly enhanced my career journey by offering essential tools to address health disparities and advance Hispanic health. Through its emphasis on Advocacy, Education, Leadership Development, and Networking, NHMA empowers us to enact change in healthcare.

Sample Hashtags:

- #HealthEquity
- #DiversityinMedicine
- #6%JustWontDo
- #LatinoPhysicians
- #HispanicRepresentation
- #Healthcare
- #JoinUsToday

Sample Talking Points: (NHMA Staff can assist)

- Discuss the benefits of membership: Advocacy, Education, Diversity, Leadership, and Networking.
 - Access to exclusive leadership opportunities
 - Network with passionate and talented professionals in your area
 - Participate in national and local media campaigns
 - Early access to crucial policy information via our newsletter
- Discuss the wide range of members: Physicians, Council of Medical Society Members, International Medical Graduate Member (IMG), Resident Physicians, Health Professional Students, and Non-Physician Professionals
- Become part of a community of Latino doctors and other healthcare professionals.
 - (HOW DO DOCTORS DO THAT?)
 - Get involved in
- Advocate for health equity at a local and federal level.
- Advance your career in private practice, academia, and administration or in public service.
- Discuss your personal journey in the medical field and the role that NHMA has played in aiding that journey.

When a New Member Joins (Sample):

Chapter leader should send personal email from Chapter leader

Dear <Member Name>:

Welcome and thank you so much for joining NHMA, and being part of the **XXX** Chapter.

We hope this is the start of a long and successful relationship with us.

Here you will find access to exclusive leadership opportunities, events that will help you network with passionate and talented professionals in your area, opportunities to participate in national and local media campaigns, and early access to crucial policy information via our newsletter.

We know that the best way to strengthen our chapter and our organization is through word of mouth. So we would love to ask that you send an email or text to 5 of your closest contacts to join you in this journey. We want you to have life-affirming experiences and the best way to do that is by creating a strong group of like-minded individuals.

As part of that experience we would also like for you to take a leadership role in our committees, and other events. Please make sure to check your email for opportunities and benefits by adding NHMA and Elena Rios to your contacts and check out our social media platforms for more information. Instagram/ Twitter/ LinkedIn @nhmamd & Facebook

Chapter Committee Invitation (Sample):

Chapter leader should send invites to join chapter committees

Dear <Member Name>,

We are looking for new members to join various committees in support of NHMA's mission and the work of the **XXX Chapter**. The **<committee name>** is looking to usher in a number of successful initiatives this year and years to come. We are excited to find the next group of members who will continue bringing good ideas to the chapter!

If you have experience and an interest in **<area of expertise or interest>**, please let me know if you would consider serving on the **<committee name>** for the **<20xx to 20xx>** year!

As a committee member, you will have several important responsibilities, such as:

- <Duty/Responsibility 1>
- < Duty/Responsibility 2>
- < Duty/Responsibility 3>
- < Duty/Responsibility 4>
- < Duty/Responsibility 5>

For more details about the committee role, please see the description.

Please consider the committee member responsibilities before deciding whether or not to accept this invitation, as the success of each committee depends on the full commitment of each committee member.

If you have any questions about the committee work or this role, please don't hesitate to reach out to me directly.

If you accept our invitation to join the **<committee name>**, please email us at **<email address>** by **<final date>**. We look forward to working with you to make our chapter stronger than ever!

Best,
<Your Name>,
<Position Title>

CHAPTER LEADERS: Also consider a personal phone call to new members and take the chance to invite them to take a leadership role.

During Meeting(s):

At every meeting the chapter leader should officially welcome all new members and offer help or any other advice they might need and encourage them to enlist others. Ask members to submit a list of 5 potential members. Also, organize committees around issues that the group will work towards and engage institutions to support you.

CHAPTER LEADERS: Help put our benefits into action at the chapter level:

- Benefits of membership: Advocacy, Education, Diversity, Leadership, and Networking.
 - Look for local partner organizations and find similar issues to advocate on: such as education, language appropriate care, diversity,
 - Then organize events together, including advocacy meetings, coalitions on diversity etc.
 - Access to exclusive leadership opportunities -
 - Help your chapter create leadership opportunities by creating committees to look into the issues that affect Hispanic doctors in your area.
 - Network with passionate and talented professionals in your area
 - Work with NHMA staff to help identify professionals in your area
 - Participate in national and local media campaigns
 - Invite local TV and newspaper reporters to your events.
 - Write an op-ed about an advocacy issue in your area.
 - Help draw connections between our national campaigns at the local level.
 - Early access to crucial policy information via our newsletter
 - Encourage discussion of newsletter issues, especially the legislative update from Dr. Rios.
- Discuss the wide range of members: Physicians, Council of Medical Society Members, International Medical Graduate Member (IMG), Resident Physicians, Health Professional Students, and Non-Physician Professionals
- Become part of a community of Latino doctors and other healthcare professionals.
 - Encourage activities and socialization
 - Discuss your personal journey in the medical field and the role that NHMA has played in aiding that journey.
 - Get involved in other coalitions and volunteer to become an advocate for health equity at a local and federal level.
 - Help recruit mentors for our mentoring program.



ADMINISTRATIVE



CHAPTER COMPOSITION



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Chapters should actively be recruiting new members and helping to retain the current members **monthly**.

NHMA will provide a monthly reporting of members to the Chapter leaders. This list should be reviewed by the leaders to determine the increase/decrease in membership, new members and soon to expire members. NHMA encourages the leaders to contact the members to make personal contact and a touch base. This is also a resource for asking members to actively participate with the chapter for various needs and activities, including communications, marketing and sponsorship.

It is recommended that each Chapter has the following representation in its membership:

- One or more other Physicians
- One or more NHMA Council of Residents (COR) members
- One or more NHMA Council of Young Physicians (CYP) members
- One or more Latino Medical Student Association (LMSA) members
- One or more NHMA Council of IMG (CIMG) members
- One or more other health professionals, e.g., Nurse/Nurse Practitioner, Physician Assistant, Public Health, Dentist, Pharmacist.

SUCCESSION PLANNING



SUCCESSION PLANNING

Succession planning is a systematic strategy and process of identifying key leadership positions. Leadership roles are transitioned to another leader or chapter member. This helps to make sure the chapters continue to run smoothly, exemplify and operate under the mission and goals of NHMA.

The selection of the new Chapter Chair and Chair Elect must be completed by January 15 and submitted to NHMA by March 1. The official term of the Chairs commences at the NHMA Annual Conference. If there has been no selection of a new leader, NHMA must be notified. The current positions can remain until April 30th. Chapters should not wait for new leaders to proceed with planning their upcoming events.

Candidates **MUST** be current members in good standing with NHMA.

Elections for the Chapter Chair and Chair Elect should take place annually in October. Candidates should be voted on by my members. Individuals who are not members of NHMA are not eligible to vote.

National Chapter Leader Positions

The National Chapter Chair and Co-Chair positions are responsible for the oversight of the Chapters, making sure the Chapters are complying and meeting the requirements set forth by NHMA.

These are also elected positions and are voted on bi-annually. The process for the selection of candidates is the same as that of the Chapter Chair and Chair Elect; however, both positions require that the candidate has been a Chapter chair, within the last two years. The Chapter Leader serves as the liaison to the NHMA Board of Directors, and reports to them on behalf of the Chapter.

EVENTS



EVENTS

Event Planning Form

This form provides NHMA staff with pertinent information and details to assist the Chapter with the planning and execution of this event, including marketing and collateral needs. This form is needed within 6 weeks (or sooner) of the event, to allow NHMA ample time to plan and market the event on the website, submit materials to AMEDCO for accreditation (if requested) and to plan for staff travel to the event.

NHMA requests that events take place between the months of May and October.

Event Funding

- \$2,500 allotted per chapter, per year for events (January – December)
- \$500 - \$1500 fee for CME credits (CME approval can take up to 4 weeks)
- If additional funds are needed, we encourage the Chapters to fundraise and/or find sponsors for events. Also, registration fees can be charged to help offset the costs incurred for the event.

Event Cycle

- NHMA receives electronic Event Planning Form
- Marketing and Communications team collects the data for the creation of graphics
- NHMA submits request for CME accreditation (if requested) to AMEDCO.
- NHMA creates a registration page for the event.
- Draft images sent to the Chapter Chair and Co-Chair for approval.
- Website is updated with event image and registration link.
- Registration report is sent to the Chair and Co-Chair prior to the event

A list of attendees MUST be provided to **NHMA within 2 days after a Chapter event**. This helps to build the prospects database. There may be some exceptions to this, such as the event's type of attendees.

ANNUAL REPORTING & BUDGET



ANNUAL REPORTING/CHAPTER BUDGET & FUNDS ALLOCATION

Estimated budgets for the execution of your Chapter events should be submitted to NHMA between **September 1 and October 1** of the previous year. This budget is needed to plan for the allocation of funds by NHMA to the chapters for events for the upcoming year.

2024 NHMA Annual Budget Form – ADDENDUM

2024 Expense/Reimbursement Form – ADDENDUM

CHAPTER QUARTERLY REPORT



CHAPTER QUARTERLY REPORT

This form will be included in a full report out of the chapters and will be distributed to the leaders prior to the meeting. This report is **due within one week of the Chapter/Membership quarterly meeting** and will be distributed for completion in the meeting invite and calendar notices.

Chapter Quarterly Meeting Reporting

NHMA Chapter Quarterly Meeting Report

NOTE: This form is to be completed and returned to NHMA by August 5th.

* Required

1. Chapter Name *

Enter your answer

2. Submitted by: *

Enter your answer

3. Please provide membership recruitment and retention activities by the Chapter. *

Enter your answer

4. Please highlight your recent Chapter activities. *

Enter your answer

IMPORTANT DATES



IMPORTANT DATES

New Chair and Chair Elect

Selection of new Chair and Chair Elect- January 15

Submission of new Chair and Chair Elect to NHMA – March 1

Chapter Budget Review

Between **September 1 and October 1** of the previous year.

Chapter Agreement Form

In compliance with the Chapter charter, all chapters must complete the Chapter Agreement Form. This form must be signed by the new Chair and submitted to NHMA by **February 1**. If this form is not completed, the chapter will not be considered in compliance and cannot operate.

Agreement Form - ADDENDUM

ADDENDUM



National Hispanic Medical Association

NHMA Nebraska Chapter

CHAPTER BUDGET FORM

Maximum amount allowed is \$2,500.

Event:
Event Date:
Expenditure Amount:
Remaining Balance:

Reason for the Expenditure & Explanation:
<input type="checkbox"/> Food & Beverage
<input type="checkbox"/> Venue
<input type="checkbox"/> Travel
<input type="checkbox"/> Speaker Fee /Honorarium

Payment – Please be sure to include the invoice for payment.
Check payable to:
Address:
Contact's Phone Number

*Please note payments take 7-14 business days to process.

Approvals
Chapter Chair Approval: _____
Chapter Co-Chair Approval: _____

Please submit this form to NHMA via email at ygreen@nhmamd.org or lmaloy@nhmamd.org.

