



[www.gapna.org/membership](http://www.gapna.org/membership)

care • continuity • connection

GAPNA

Gerontological Advanced  
Practice Nurses Association

MARCH INTO EXCELLENCE

SHARE KIT

*Welcome!*

Thank you for being an integral part of our vibrant community! We're excited to introduce the "MARCH into Excellence" campaign, and we need YOUR help to make it a roaring success. Your voice matters! By sharing the campaign, you help us reach professionals who may not be aware of the incredible opportunities within GAPNA.

**GAPNA currently serves over 2400 members. With your help, we hope to serve a record number of members in 2024!**

Here's how to use your Campaign Share Kit:

1. Choose Your Platform: Select your preferred social media platform or communication channel to sources other than GAPNA.
2. Copy and Paste: Utilize the provided copy suggestions or customize them to add a personal touch!
3. Share Widely: Don't forget to share in professional groups, forums, and any other relevant platforms to maximize your reach.
4. Encourage Engagement: Prompt your network to like, share, and comment to boost engagement.

## EMAIL TEMPLATE

Email is a great way to communicate with colleagues and friends in the nursing world. Copy and paste our email template to invite your peers to join GAPNA!

Join the Movement: MARCH into Excellence with GAPNA!

Are you ready to take your geriatric career to new heights? This March, GAPNA invites you to MARCH into Excellence by becoming a valued member of our community!

Here's why now is the right time:

- Access to cutting-edge gerontological education with free monthly continuing education opportunities and two annual conferences, offered in person and on demand!
- Connect and collaborate with like-minded professionals on our exclusive networking platform.
- Exclusive member discounts on events, certification, products, and more.

Your expertise is crucial in shaping the future of gerontology.

Ready to make a difference? Join now!

Consider sending this email to your work colleagues, alumni network, professional groups such as state coalitions or task forces, local healthcare organizations, and educational institutions. Maybe add a personal touch, like including why you joined GAPNA, how long you've been a member, or your favorite membership benefit!

Personal connections and word-of-mouth recommendations are often more trusted than traditional marketing efforts. You have the potential to reach healthcare professionals we haven't met yet, so we're hoping you can help us expand our network this month through the #MARCHintoExcellence campaign!

## SOCIAL MEDIA

Social media provides a platform to reach a broad and diverse audience beyond immediate professional networks. Shares can quickly spread, reaching potential members who might not be directly connected with current members.

Try sharing one of these captions with a campaign graphic to spread the word about GAPNA's MARCH into Excellence campaign:

Calling all geriatric care professionals! 📣 GAPNA's 'MARCH into Excellence' campaign is underway. If you're passionate about advancing your career and making a positive impact, join me as a member. Let's grow together! 📁  
#GAPNA #MARCHintoExcellence

Hey fellow #AdvancedPracticeNurses! Let's make this March memorable by joining GAPNA's campaign. Elevate your career, access free education, and connect with a vibrant community. Together, we can achieve greatness! 🌟  
#GAPNA #MARCHintoExcellence

🔍 Seeking excellence in geriatric nursing? Look no further! Join GAPNA this March and be part of the 'MARCH into Excellence' campaign. Free education, networking, and more await. Let's reach new heights together! #GAPNA  
#MARCHintoExcellence

Did you know GAPNA members enjoy free monthly education? Join us in the 'MARCH into Excellence' campaign and take advantage of this incredible perk! Elevate your knowledge and career with GAPNA. #GAPNA  
#MARCHintoExcellence

Excited to be a GAPNA member! 🌟 Join me in elevating gerontological nursing to new heights. Discover the benefits of GAPNA membership and let's make a difference together! #GAPNA #MARCHintoExcellence

## SOCIAL MEDIA

Sharing personal experiences on social media adds authenticity and trust among potential new members. When you share the campaign, your connections are more likely to take notice and consider joining, as recommendations from peers are often more influential than traditional advertising.

Consider sharing one of these captions with a personal photo to show your GAPNA spirit and share the excitement with your friends:

Proud to be a GAPNA member! 🌟 Join me in the movement to elevate gerontological nursing. Let's connect, learn, and grow together. #GAPNA #MARCHintoExcellence

Exciting news! GAPNA is on a mission to service new members this March. Join me in the 'MARCH into Excellence' campaign to help shape the future of gerontology! 🚀 #GAPNA #MARCHintoExcellence

As a GAPNA member, I've benefited from incredible networking, free education, and a supportive community. Join me in the 'MARCH into Excellence' campaign and further the excellence of gerontological nursing with GAPNA! #GAPNA #MARCHintoExcellence

Tagging all my fellow geriatric care professionals! GAPNA's 'MARCH into Excellence' campaign is live. Let's boost our knowledge and elevate our careers. Join me as a member! 💪 #GAPNA #MARCHintoExcellence

Or create your own caption and share using the hashtags #GAPNA and #MARCHintoExcellence

**There is nothing more powerful for potential members than hearing from YOU! Share why you're with us to help your friends and colleagues find their new home within GAPNA!**