Case Study Featuring

INFUSION NURSES SOCIETY
SETTING THE STANDARD FOR INFUSION CARE®



Infusion Nurses Society Uses PropFuel to Start Conversations with Hundreds of Members, Capturing Personal DEI Stories & Automatically Updating Over 4,500 Member Profile Fields

Infusion Nurses Society is an international nonprofit organization representing infusion nurses and other clinicians in the specialty practice of infusion therapy. The association is invested in understanding and learning about each member on a personal level. To get started, they utilized PropFuel for two innovative campaigns: one to explore Diversity, Equity and Inclusion (DEI) challenges, and the other gather accurate member profile data for improved future engagement. What questions did they ask to start a conversation and move members to action?

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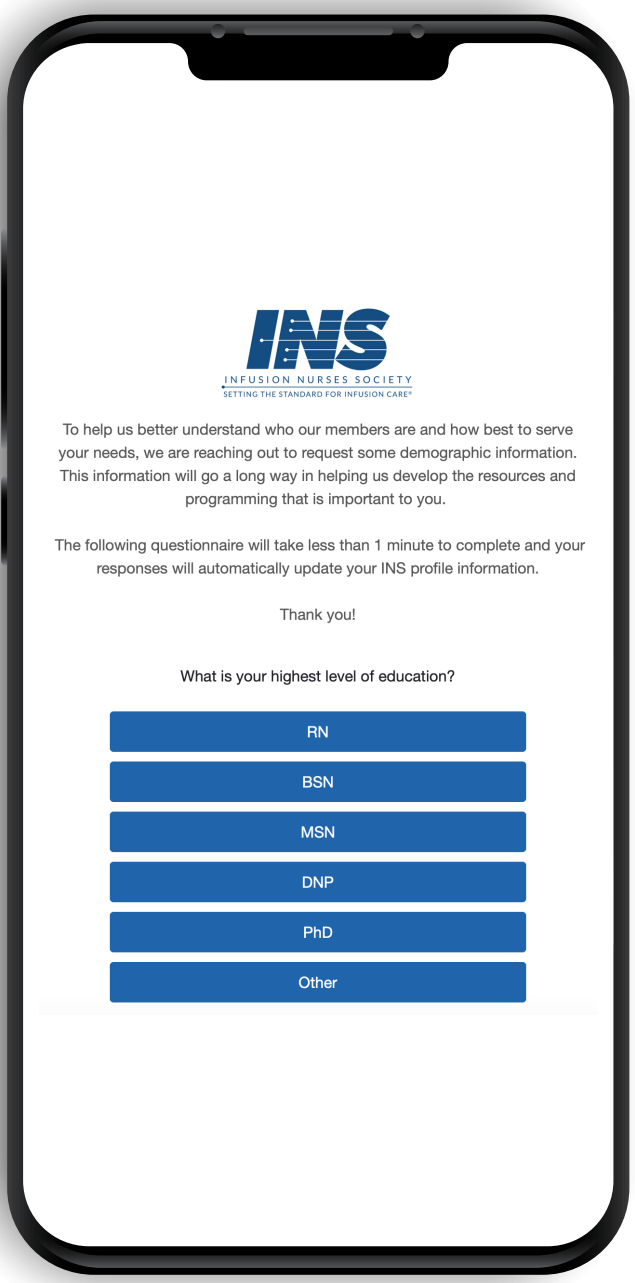
Profile Building

One of the most common data challenges for associations is keeping member data current. Names, addresses, companies, titles, and other information change often, and members tend not to update that data unless there is a catalyst (such as being prompted to do so at the time of renewal).

To improve member data, INS built a three-part drip campaign in PropFuel, with one email sent every month. Each email included a single profile data question, and additional profile questions followed on a landing page upon a member's click through.

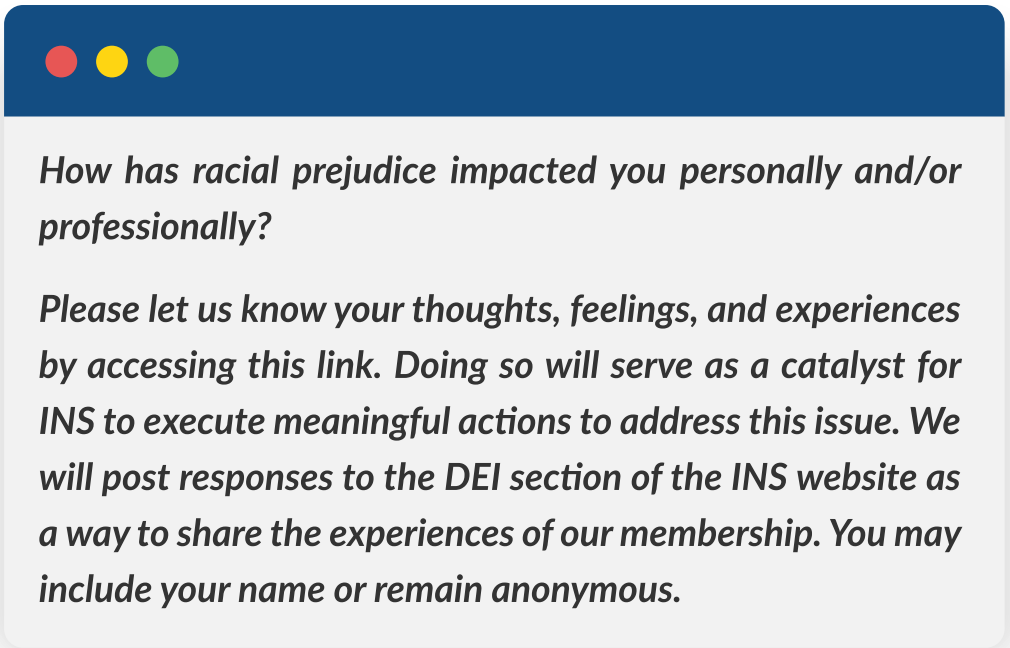
The unique aspect of this campaign is what occurred in the third step of PropFuel's **Ask, Capture & Act** process. When an individual member submitted their profile updates, an action fired in PropFuel to update each contact field in Fonteva, INS' association management system. **This campaign enabled member data updates to occur seamlessly, originating from a single email, requiring no login for the member and no manual work for association staff.**

Over the course of the campaign, INS updated **INS updated 4,500 data fields in Fonteva**, providing INS with more accurate member information that can be used for more personal communications in the future.



Diversity, Equity & Inclusion (DEI)

INS has a Diversity, Equity and Inclusion Task Force, which is "Committed to listening to the diverse voices within the infusion nursing community…" As part of this initiative, in April 2021 the organization sent out a PropFuel campaign to the membership to listen to the **Voice of the Member** via an open text PropFuel campaign. In a simple email, INS asked members:



How has racial prejudice impacted you personally and/or professionally?

Please let us know your thoughts, feelings, and experiences by accessing this link. Doing so will serve as a catalyst for INS to execute meaningful actions to address this issue. We will post responses to the DEI section of the INS website as a way to share the experiences of our membership. You may include your name or remain anonymous.

The result? **Sixty-eight members** submitted thoughtful and emotional stories of their experiences of racial prejudice. The member's submission of a response triggered an internal alert in PropFuel, which was sent to two INS staff members to initiate a one-on-one conversation.

This kind of member insight – where a member is comfortable enough to share openly with an association staff person – typically would be shared only in an in-person exchange. By asking a question to the entire membership, capturing individual responses, and triggering alerts to staff members in PropFuel, INS was able to start individual, personal conversations with dozens of members initiated from a single campaign.

Member perspectives gained from the DEI campaign were not all positive. However, INS found all comments, both positive and negative, to be important. Association leadership and the DEI Committee used all of the campaign's responses to determine how to move forward with DEI initiatives.

> ***I am happy to hear this organization is taking on this issue.***
> *- DEI Campaign Respondent*

> ***I really appreciate INS opening up this topic. I wish my job would do something like this.*** *- DEI Campaign Respondent*

Ask, Capture, Act as a Foundation



Ask
Do we have accurate information for you? What stories do you have to share?

Capture
Insights into member details, opinions and professional experiences

Act
To deliver more accurate data back to the AMS and provide DEI Task Force with personal stories from the Voice of the Member.

By using PropFuel campaigns to ask and capture more in-depth information directly from the Voice of the Member, Infusion Nurses Society is establishing the foundation for more personal, one-on-one relationships with each member.

We would love to get to know more about your organization and how PropFuel's conversational engagement platform can help you start personal conversations with your members.

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