

# Affiliate connection

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A Newsletter for **asrt** Affiliates

## Marketing Your Affiliate

Marketing can be an unfamiliar concept to many nonprofit associations. Does your state, district or chapters have a marketing plan? You may be asking yourself why you need one. The answer is simple: People will not get involved as volunteers, board members or members until they have heard of your organization and heard favorable comments.

Marketing can be through word of mouth or through the many ways you

promote your affiliate, from your business cards, brochures, websites and even how you present yourself. The attitudes you display and the customer service you provide to current members all market your affiliate. Marketing can increase your impact, regardless of the size of your state affiliate, district or chapter. You represent your members and offer them something of value.

### 7 Ways To Market Your Affiliate Society

- 1. Spell out your marketing goals.**  
What do you hope to achieve? Quantify your goals: how many people you intend to reach, how much money you plan to raise and what type of support you are after.
- 2. Narrow your target market.**  
Identify potential donors and supporters, R.T.s, educational programs and students who are receptive to your affiliate's mission.
- 3. Develop appropriate marketing material.**  
Use your website. A well-executed website is one of the most cost-effective tools your society can use to communicate its good work. For offline marketing, print brochures that promote your affiliate.
- 4. Create a presence in social media.**  
The increasing importance of social media outlets such as Facebook and Twitter cannot be ignored. It is a low cost way to reach out to a large audience to spread your message and further your affiliate's goals.
- 5. Conduct innovative events and programs.**  
Invite the media to cover your events and programs. You can garner free publicity for your organization if your event is newsworthy.
- 6. Build a donor database and maintain effective communication.**  
Collect data on individuals and businesses that donate to your affiliate and communicate with them regularly. This conveys your appreciation of their support and reminds them what you're accomplishing because of their continuing donations. Prospective supporters also should be added to the list to encourage them to donate. Keep your list current. Make sure your website and social media sites acknowledge your donors.
- 7. Create strategic marketing alliances.**  
You can create innovative cause-related marketing campaigns to promote your affiliate society and raise funds. Look to social and corporate organizations in your community that would like to work with you for mutual benefit.

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# RA Licensure Should You or Shouldn't You?

*Christine J. Lung, CAE,  
ASRT Vice President of Government Relations and Public Policy*

State legislative sessions are in full swing! ASRT is working with a number of affiliate societies on bills to create state licensure laws for R.T.s, move R.T. licensure from a state agency to a peer-led board and many other issues, including radiologist assistant licensure. But before you lead your affiliate society down the RA licensure road, every good leader should ask "should we or shouldn't we?" There are a lot of factors to consider before you and your board make that decision.

Does your affiliate have a strong advocacy program or one that is just developing? We all know that enacting or defending state licensure laws is difficult, expensive, time-consuming and a hands-on process that can occupy every moment of a legislative session. But creating an avenue for expanded practice by qualified radiologic technologist physician extenders can provide an affiliate society with an opportunity for real-life advocate training for your members and an opportunity to renew and revitalize relationships with state lawmakers. It also can attract new members to join your affiliate society or spur lapsed members into renewing their affiliate ties.

You, your board and your members will need to weigh the risks and benefits by engaging in a "SWOT" analysis of your advocacy program. That is, look at your affiliate's strengths, weaknesses, opportunities and threats. A meaningful SWOT analysis should be a part of every advocacy effort looking at both tangible and intangible costs and return on investment.

Radiologist assistant licensure and recognition is the next step in the long evolution of the radiologic technology profession, but development and legal recognition of this new imaging discipline needs support from the affiliate societies. Working together, ASRT and the affiliates can make it happen!

# R.T in D.C. March 25-27

If you're unable to attend R.T. in D.C. in person, you can still make a difference on Capitol Hill. Contacting your legislators during the event will help our voices be heard. Make a point to get your affiliate society involved in this effort. Use the [ASRT eAdvocacy for You](#) website for contact information, and to send messages to your legislators.



**Protect Your Patients Through Political Action**

Health care legislation directly affects radiologic technologists and their patients. By supporting the ASRT-PAC®, you help send a collective message to Congress advocating for health care and patient safety improvements.

**Donate today.**

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ASRT-PAC® is the bipartisan political action committee of the ASRT that supports political candidates who make radiologic technologists and their patients a top priority. Contributions are not tax deductible.

[www.asrt.org/pac](http://www.asrt.org/pac)

## Compliance Corner

### AFFILIATE AND SUBORDINATE COMPLIANCE UPDATES

Documents and paperwork, oh my! As affiliate leaders, you remember to send the ASRT your compliance documents within 60 days of the close of your affiliate fiscal year. But for those state affiliates that have chapters and districts, what about their paperwork?

At the 2010 ASRT Annual Governance and House of Delegates Meeting, delegates approved a change to the ASRT Bylaws requiring each affiliate with chapters and districts (that have completed the ASRT subordinate compliance process) to assume responsibility for keeping those districts' and chapters' compliance documentation yearly. Any chapter or district that goes through the ASRT subordinate compliance process initially submits all documents to ASRT. After that, districts and chapters should send their paperwork directly to their state affiliate.

ASRT will randomly audit affiliates to ensure this process is being followed. Currently, two affiliates are completing this process.

Here are the documents affiliate leaders need to collect annually:

1. Proof of current, active incorporation in good standing.  
*(Good standing certificate).*
2. Proof of current Employer Identification Number from the IRS.
3. Proof of current filing of appropriate tax returns with the IRS.
4. Copies of current bylaws.
5. Reports of yearly meetings.
6. Reports of financial information from chapters and districts.
7. Officers' contact information and proof they are members of ASRT and your affiliate.

The chapter or district needs to indicate yearly preference of status under the ASRT Group Exemption form, **ASRT GEN form**. This form also is on the ASRT website under the Affiliate Society Resources. Make sure your districts or chapters complete the form and send it to ASRT by e-mail ([cdressen@asrt.org](mailto:cdressen@asrt.org)) or fax (505-298-5063).



## Annual Advocacy Award

Nominations are now being accepted for the 2012 ASRT Award for Outstanding Grass-Roots Advocacy. This prestigious award is given annually to the individual and the affiliate society that demonstrated outstanding advocacy during the past year. The awards will be presented during the 2012 ASRT Annual Governance and House of Delegates Meeting in June. The individual recipient will receive \$250 and a plaque; the affiliate society will receive \$500 and a plaque. Please take the time to nominate an individual and affiliate.



The criteria and nomination form was recently e-mailed to affiliate presidents and is **available online to download.**

***Anyone can make a nomination!***

Contact Syd Sanders for more information at [ssanders@asrt.org](mailto:ssanders@asrt.org) or 800-444-2778, Ext. 1322.

# PAC the HOUSE



The ASRT-PAC® just completed its fundraising campaign, **PAC the House**. It focused on promoting contributions to ASRT's political action committee during member renewals. Almost \$6000 was contributed by ASRT members. The generosity and confidence of ASRT members allow ASRT-PAC to contribute to candidates who support the radiologic science profession. Contributions made by the ASRT-PAC are public record and can be found on the [Federal Election Commission](#) website. The fundraising campaign may be over, but you can still send a contribution to [support the ASRT-PAC](#). *Thank you!*

## Affiliate Delegates Information

By now your affiliate society should be familiar with the new process for submitting affiliate delegate names. But if you're not, there's still time to learn! Visit the ASRT website to see the new [Affiliate Delegate Process Orientation Webinar](#).

We sent you information about the new process in the September Affiliate Newsletter and also sent a flyer to affiliate leaders. ASRT ran an official call for affiliate delegates on its website on Dec. 1, 2011, and showcased the new [Affiliate Delegate Information form](#). It's shorter, easier and editable, making it more convenient for you! The ASRT can verify your delegates' certification and ASRT membership, so the only thing you need to submit with the form are copies of your delegates' affiliate card. Simple, isn't it? Once ASRT receives the paperwork, we will notify you that your delegates have met the criteria and will be listed as your society's delegates.

Affiliates ready to submit delegate names should use the [Affiliate Delegate Submission form](#).

Affiliates have until the first business day of April (April 2) to submit completed forms, but we hope we receive them sooner so you will have two delegates and two alternate delegates ready for the ASRT annual governance meeting. Plus, if we receive your delegate information soon, it will be featured in the Delegate Handbook, which is printed in March.

(Names received after that date will appear on the ASRT website.)



# An R.T's Best Friend!

**ASRT's JobBank® is the source for job seekers in the radiologic sciences.**

- ▷ **Search and apply for jobs online.**
- ▷ **Job Alerts** e-mailed to you when job postings match your preference.
- ▷ **ASRT Salary Estimator** provides a salary comparison to other R.T.s in your state who work in the same specialty as you do.
- ▷ **Résumé Builder** allows you to upload an existing résumé or create a new one.
- ▷ **My Site** lets you highlight your academic and professional accomplishments in a personalized, professional website.



**asrt JobBank®**  
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The Canadian Association of Medical Radiation Technologists is hosting the 17th World Congress of the International Society of Radiographers & Radiological Technologists in Toronto, June 7 to 10.

The World Congress is a biennial event, taking place in Ontario for the first time ever. It's expected to be the largest gathering of its kind to ever take place in Canada. More than 1,500 international radiologic science professionals will share their expertise and learn from each other.

CAMRT and ISRRT invite you and your members to attend this educational experience so close to home! The World Congress features 12 program streams, more than 90 educational sessions, four dynamic plenary addresses, plus numerous informative poster presentations and a large exhibit space featuring the latest innovations in practice and technology from Canadian and international companies.

The congress takes place at the Sheraton Centre Hotel in the heart of Toronto's financial and entertainment districts. It's just steps away from some of Canada's most renowned health care facilities and educational institutions. Several of them will open their doors to congress participants to showcase Canadian innovative technology and practices.

Delegates also will delight in the attractions of Toronto, one of the world's most multicultural cities.

Help celebrate CAMRT's 70th anniversary and the 50th anniversary of ISRRT. For more information, visit [2012isrrt.org](http://2012isrrt.org).