



Therapeutic Touch Networks of Canada Réseaux Toucher Thérapeutique du Canada

www.ttncc.ca

TTNC CROSS COUNTRY CHECK-IN

on

Date: Tuesday , March 19, 2024

Time: BC 4:00 pm; AB 5:00 pm; NS 8:00 pm; QC & ONT. 7:00 pm; MB
6:00 pm;

TOPIC: STRATEGIES FOR RECRUITING/ RETAINING MEMBERS

In Attendance: From PTTN - Betty Whitney, Linda Woznica, Chery Ann Hoffmeyer, Marion Cameron; From TTNQ - Caroline Kirby, Irma Bubolic, Janice Barnes, Patricia Angotti; From BCTTNS - Johanne Roy, Fay Torgerson, Lesley Reichert; From ATTN - Mary Hughes.

12 members.

Meeting was recorded.

Meeting started at 5:07 pm MDT with Betty Whitney as Chairperson.

Minute taker: Marion Cameron

Meditation by Johanne - Peace, Love & Joy

What are the positive things the TT community is doing to retain members?

Members feel part of the TT community, and develop bonds with other TTERS, and expand their knowledge by having the opportunity to take part in Zoom events across the Networks, such as TT chats, TT practice groups, teaching on line, having teaching webinars, etc.

COMMUNICATION

- stay connected with the membership through Zoom events,
- Having support for new members that have taken TT courses, such as having mentors,
- Connecting one on one especially at renewal time
- Having Network newsletters that inform the membership of what is happening in their Network - PTTN, BCTTNS, TTNO, ATTN

- BCTTNS did a Survey Monkey to ask what the membership wanted in their Network - e.g. to plan events, topics for conferences, etc. Johanne to get permission from the BCTTNS board to share the questions used in the Survey Monkey.

SOCIAL MEDIA

- Face book page - can be used to inform members by posting events; Pinterest, Instagram, websites – marketing. If you have over 100 followers on Instagram, you get the analytics, who is opening it etc. With Facebook, you can see who's opening it, which posts are and are not working.

How to attract new members to Therapeutic Touch?

COMMUNICATION

- word of mouth about TT with family, friends, and acquaintances, co-workers, wherever you are.
- Social media - Facebook and Instagram - inviting our friends to join a Facebook group that posts TT events and shares inspiring TT stories to encourage them to learn about TT. Also share Social media with the public. Post videos with TT information, Shift network “Master classes” advertised on Facebook
- Open our TT events to the public not just the TT community
- PR - Exposure in media such as radio and TV - do interviews on radio shows and TV shows such as ‘The Social’ or Mary Berg’s shows - expand on the benefits of TT

Incentives for members to bring in new members - members get a reduction in membership fees according to how many new members they get to join.

Invite friends, the members of the public, to TT practice groups to experience a TT session.

Create an associate membership category - someone may not want to remain an RP or RT or be very active in the Network but still want to be a member. But also new members may want to join as an associate member.

Teaching Self Care using TT to individuals who then have tools to care for themselves and also for their families - target specific groups. Emphasize the importance of TT in their personal lives for well-being.

Teaching Community Care courses - take note of the experience TTIA has had with their courses.

Therapeutic Touch Awareness Week (TTNO) - TTNO has webinars on how to target your audiences and has tools to help with presentations.

Free/reduced membership with Foundations Class registration.

Fact brought forth was that the newer members do not remain members for more than a year or two in spite of encouragement and communication.

Minutes to be shared with the Networks and topics discussed will be on the agenda of the TTNC Board meeting.

Meeting adjourned at 6:15 pm MDT