February 2023

Heart Month and SPCN Membership Recruitment

February is known for celebrations, and American Heart Month is a way of increasing awareness of heart disease while also promoting prevention and wellness. Our organization is the only one to encompass nurses internationally from ALL areas of nursing: clinical practice at all levels (bedside nurses, surgical and procedural nurses, coordinators, independent practitioners), research, academia, and various levels of management and leadership. Some of these areas are well represented within SPCN, while others are sparse within our membership. The better represented we are, the more likely we will be able to expand our impact and accomplish our mission.

As we enter Heart Month, I have two challenges for the membership. Challenge #1 is for each current member to recruit at least 2 new members to join our organization. This special recruitment promotion, **'Recruit 2 and Get 1 Free'**, will allow all current members to receive a FREE year of membership after recruiting at least 2 new members to SPCN during the month of February. To receive this bonus, the new members must notify our treasurer, Ruth Lemus (RuLemus@chla.usc.edu), who they were recruited by. Once you have had two recruits identify you as a mentor, you will qualify for an additional 12 months of membership. This payment will go into effect with the next membership renewal date.

Challenge #2 for Heart Month is to share what you know about CHD with your social media audience. Include a fact about CHD every day and increase the cardiac knowledge for all of your friends. Together we can make a difference!

Thank you for taking the time to reach out to colleagues and friends to increase our membership and expand our communication with nurses from all areas of cardiac nursing. Keep up to date by watching social media for additional ways you can benefit from your own membership. Happy Heart Month!