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| Goal/Event | Timeline | Message/Call to Action | Target Audience | Delivery Method | Budgetary Consideration | Responsible Party |
| Quarterly Newsletter | March, June, September, December | Update Members:-Overview of events or programs that happened in that quarter-Member highlights or recognition-Upcoming events, “save the date”-Volunteer opportunities-Other business | All active Members | Email to active membersPosted on honor society websitePosted on school of nursing websiteLink posted to Facebook and Twitter | n/an/an/an/a | SecretaryWebmasterWebmasterWebmaster\*\*Secretary is responsible for composing content and distributing to Webmaster |
| Connect with inactive members | April, September | See what you are missing!!-Highlight past and upcoming events-Explain member benefits-“We miss you” | All inactive members | EmailPostal Mail | n/a$75.00 postage and envelopes (can use copier in the SON) | Membership Involvement CommitteeCounselor (copies), Secretary (mailing) |
| Promotion to nursing students | February, September | Promote the DHS to students within the SON | All nursing students | Flyers at orientation, Posters in building | $25.00 for poster printingFlyers can be printed in SON | Membership Involvement Committee, Counselor (copies) |