

NANN Member Reference: Recruitment Talking Points

Nothing is more powerful than the kind words of referral spoken by NANN members to other neonatal nurses. As you share your time and talents to help NANN meet our goal of membership growth, please reference the following suggested talking points regarding NANN membership.



NANN Membership Benefits all Neonatal Nurses.

NANN membership helps neonatal nurses grow professionally and signifies they are

- dedicated to excellence, evidence-based practice, and promoting optimal patient care
- committed to the advancement of neonatal nursing through research, education, treatment, and professional practice
- seeking professional knowledge and committed to professional growth
- connected with a highly respected organization
- part of a knowledge-base and collaborative network of peers, experts, and leaders in the field
- making a difference for your unit, your hospital, and neonates and their families.

Employers Benefit from NANN Membership.

Supporting professional membership for your NICU nurses can help you

- achieve or renew Magnet status
- differentiate your institution
- provide accredited training and education for your staff at a discounted price
- support neonatal nurses in providing the highest quality of care and improving outcomes.

Patients Benefit from NANN Membership.

Having NANN member nurses in your NICU assures patients

- are cared for by nurses dedicated to professional excellence
- have access to nurses that are part of a respected, standard-bearing professional organization
- receive free family education resources to help them navigate their NICU experience and care for their newborn.

Nurses Grow with NANN Membership.

NANN membership offers many professional and personal rewards. NANN membership provides

- enhanced professional credibility
- leadership and volunteer opportunities
- a voice in forums where evidence-based practice standards are discussed and defined
- influence in advocating for their profession and patients
- connection to a diverse group of peers
- continuing professional development.



**National
Association of
Neonatal
Nurses**