



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.

PATIENTS BENEFIT FROM NANN MEMBERSHIP

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
- 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
- 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.

NANN MEMBERSHIP BENEFITS ALL NEONATAL NURSES

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
- influence in advocating for their profession and patients
- connection to a diverse group of peers
- continuing professional development.

REFER NEW NANN MEMBERS AND BENEFIT!

LEARN MORE AT NANN.ORG/REFER

Referring new members to NANN has never been easier or more beneficial!

- *If you refer a new member to NANN and they join, you'll be entered in our annual drawing for a free NANN membership.*
- *For every FIVE (5) new members who you refer who join NANN, you'll receive a \$100 Amazon gift card.*