

# NANP Builds a Healthy Online Community in Record Time



Learn how a national organization surpassed their member sign up goals for their new online community.

## THE NANP STORY

The National Association of Nutrition Professionals (NANP) was founded in 1985 and has served its members by educating and supporting their community's health and nutrition. Not only has their association evolved to reflect the latest scientific findings, the NANP team has been especially responsive to their members' journeys toward holistic nutrition.

## THE CHALLENGE

NANP's members rely on each other's experience and knowledge in nutrition to serve their clients and their communities, but the online community it had in place hadn't kept up with the changing functional and visual needs of the association and its members. The sign-on experience was clunky and confusing, and there wasn't any budget for an improved community platform.

## THE SOLUTION

Nicole Hodson, Executive Director of NANP, recognized the potential for a more robust online community to provide opportunities for NANP's members to share the learning opportunities, nutritional advice, even job postings its members craved. After Nicole approached the president of the board with a limited time offer to waive sign-up fees for new clients, NANP was able to secure the budget needed to choose a new community platform.

**Their community site went live in September 2021, and it ended the year with 1,069 members — 22 more members than they had anticipated.**



**\$1,000**

Cost savings/year by consolidating apps



**200+**

Responses to one of their initial community posts



**Put yourself in the shoes of your members. Think about their perspective and their perspective only. It's tempting to try and make things easier for us and our teams, but we want to make sure everything we do is for our members.**

— Nicole Hodson, Executive Director of NANP



# The Personify Difference



## TALK WITH YOU

Our solution experts will listen to your story and use their extensive experience to tailor relationship-building solutions to your specific challenges.



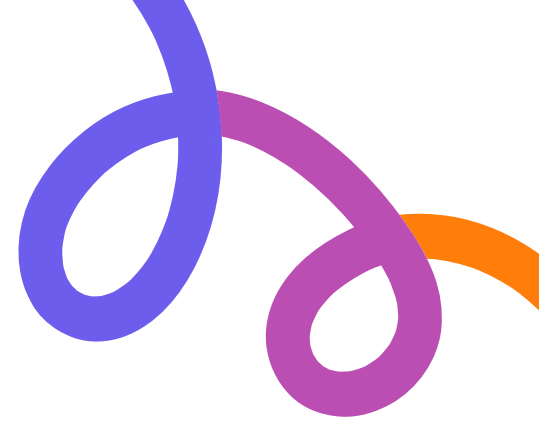
## WORK WITH YOU

We promise to build trust by working beside you and delivering a high level of service.



## GROW WITH YOU

You can choose the right software and level of service that works for your organization and every stage of its evolution.



### About Personify CommUnity:

Personify CommUnity allows your organization to host a dedicated online space for your members, volunteers, event attendees and stakeholders to communicate, learn, plan and grow.



### About Personify MC Professional:

MC Professional is an intuitive and powerful association management solution (AMS) helping growing professional associations increase staff productivity automate tasks, boost revenue and empower members to get the most value from their memberships.

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