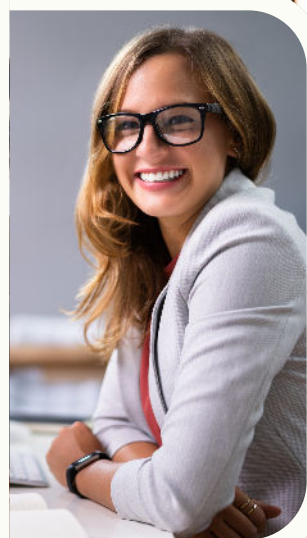
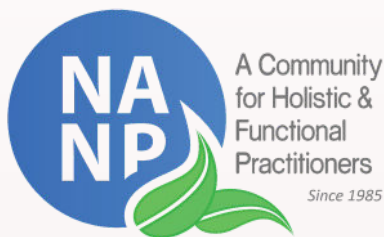


ANNUAL REPORT



2025



HIGHLIGHTS & New Developments



Membership

- 1,105 total members
- 527 new members
- 856 members renewed
- **93 Re-joined after expiring**



myNANP

- 1,173 Active Users
- 21,000+ reported interactions/reactions
- Over 650 comments and posts



HEALCon 2025

- 226 Annual Conference attendees
- 44 Exhibitors
- 5 student scholarships



Certifications

- Board Exam 50 passed exam
- 435 BCHN® total members
- CDSPT™ 13 passed exam



- This year the NANP team worked to implement **new association & learning management software systems-Your Membership & Freestone**
 - The team successfully built out the platforms
 - Implemented the transition for existing members
 - Re-structured how we offer educational products
- The team spent the year **re-building the nanp.org website**
 - successfully condensing from 181 to 34 pages
 - launching the new website on time on 12/30/25
- Added a member benefit, the team began a monthly **Coffee Break series** with LIVE 15-minute interactive sessions highlighting unique member benefits



MARKETING

nanp.org

Monthly, our site receives over **18,000 page views**, with 92% of those coming from new site visitors, spending over 59 seconds with each page visited.

Our NANP home page is the top-visited page on our website, followed by **Board Certification, Education, Credentialing, & Legislative Affairs**.

Each month, we get over **1,300 visits to our partner and partner** school pages.

From our member dashboard, **our partners received over 2,400 tracked clicks** since the implementation in September 2025.

Live Webinars

Included with Diamond, Platinum, or Gold partnership packages, the promotional LIVE webinar hosted by NANP gives partners the opportunity to showcase what is unique about products or services in a live interactive webinar.

- We recorded **10 LIVE partner webinars**
- These webinars attract **100-200 attendees**
- Each webinar is promoted with two dedicated registration emails
- Webinar replays are sent out within 5 days to all registrants, and our entire subscriber list
- Webinar recordings are also uploaded to our YouTube channel
- **Additionally one of our partner schools purchased a live webinar**



Nourishing You Podcast

Released 12 Audio & Video Episodes:

- YouTube; 2.5K Watch Hours, 28K Views & 428 New Subscribers
- 206K Impressions
- 2,800+ Subscribers
- Audio:
 - 2,036 downloads



Social Media



- 204.5K Facebook Page Reach
 - 128,836 organic
 - 460 posts/reels
 - 6.8K content interactions
 - 10.8K followers
 - 1.5K link clicks



- 30.2K Instagram Reach
 - 7,170 from organic
 - 887 posts & stories
 - 1.2K content interactions
 - 4.6K followers
 - 658 new followers
 - 164 link clicks



- 35,193 impressions
 - 1,61 reactions
 - 1,812 organic impressions
 - 1,939 followers
 - 130 comments

Email Marketing

Email Communications

- 15,735 Year-End Email Subscribers
- 2,771, 571 Sends
- 1,020,870 Opens
 - 44% Avg. Open Rate
- 15,487 total Clicks
- 273 Campaigns Sent
 - NANP correspondence
 - 66-News
 - 11 Re-Marketing
 - 13 Student Success
 - 12-Podcast
 - 7-Scoop
 - 26-Nourishing Bytes
 - 80-Partner Share
 - 11-Career Center News
 - 47-HEALCon specific

