



NATIONAL
WELLNESS
INSTITUTE

NWI OVERVIEW & PRESS KIT

Education . Advocacy . Sponsorship

November 2023

About NWI

Leading the Change

The National Wellness Institute (NWI) is the industry leader in elevating well-being for all by educating, supporting, and activating wellness professionals globally.

Founded in 1977, NWI remains the longest-standing, not-for-profit professional wellness association in the United States. NWI's extensive library of educational courses, events, tools, resources, and standard-setting models, are sought out by thousands of individuals each year. Our Certified Wellness Practitioner (CWP) is the most prestigious credential for wellness professionals looking to advance.

Professional Areas of Focus:

- Certified Wellness Practitioner (CWP)
- Training and Education
- Networking and Connection
- Resources and Research
- NWI Advisory Services
- Community Impact



NWI Membership

Together with our valued members, NWI is the worldwide voice of wellness!

Wellness is evolving at an unprecedented rate and there is a critical need to collectively activate and sustain comprehensive wellness strategies where individuals live, work, learn, play, and reflect. As the industry leader, NWI equips its members with the training, resources, tools, research, connections, and education needed to develop their competencies and skills to grow, succeed, and lead the change.



Membership Options:

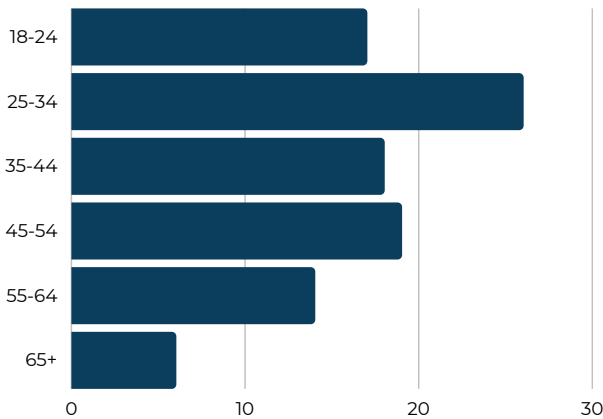
- NWI Individual Membership
- NWI Organizational Membership
- NWI Student Membership
- NWI Bulk Memberships
- WWCMA+NWI Membership

Membership Categories:

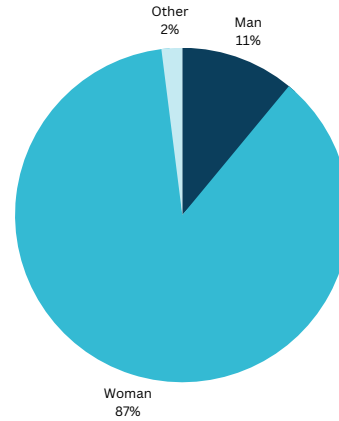
- Coaching & Counseling
- Education & Research
- Training & Instruction
- Worksite
- Clinical
- Community

Our Community

NWI Community Demographics

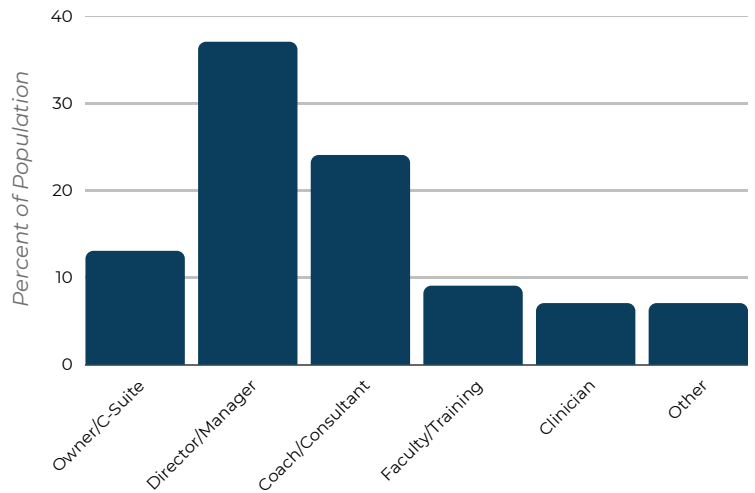
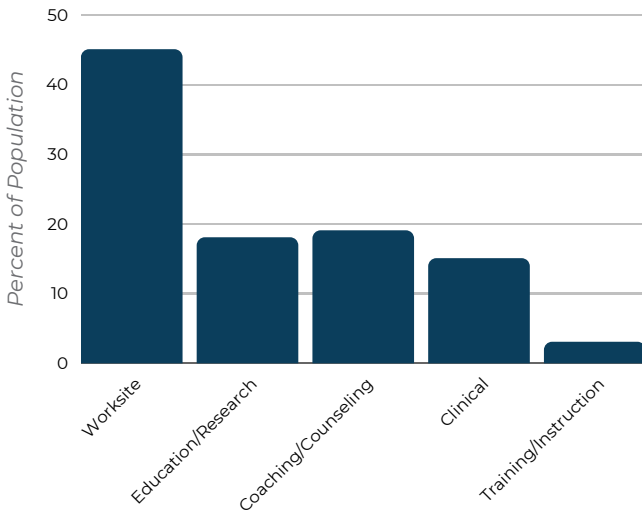


Age & Percent of Membership Population



Reported Gender

Professional Background



Our Audience

PROFESSIONAL AUDIENCE

125,000+

LINKEDIN FOLLOWERS

77,000+

NWI WEBSITE

25,000+ (users per month)

NWI CONTACTS

55,000+

FACEBOOK FOLLOWERS

6,500+

NWI JOURNAL

5,000+ (users per month)

Sponsorship & Promotional Opportunities

SHARE YOUR BRAND WITH THE NWI COMMUNITY

Sponsoring the National Wellness Institute (NWI) elevates your message to a global network of leading industry experts and wellness professionals. Sponsorship includes an array of opportunities to connect with our fast-growing community through multiple platforms, including the NWI website, LinkedWELL, social media, events, conferences, and more.

- Reach an attentive audience of dedicated leaders from around the world.
- Communicate with highly educated wellness professionals from diverse occupations.
- Increase sales by sharing your products and services specific to the needs of our membership.
- Choose from existing offerings or create a customized package to align with your budget and goals.

À la Carte Sponsorship Opportunities

** Note: Discounted rates apply to pre-paid sponsorship agreements only.*

-  • **DIRECT EMAIL BLASTS**
\$4,000 each | 2 for \$7,000* | 4 for \$12,000*
Develop content-specific messaging that brings greater levels of awareness to your unique brand, products, programs, and services.
-  • **NWI WEBSITE BANNER ADVERTISEMENTS**
\$1,050 for 3 months | \$1,800 for 6 months* | \$3,000 for 12 months*
Create exposure and brand awareness through strategically placed banner advertisements that rotate across featured pages of the NationalWellness.org website.
-  • **NWI JOURNAL BANNER ADVERTISEMENTS**
\$600 for 3 months | \$1,050 for 6 months* | \$1,800 for 12 months*
Reach the global audience of industry experts and wellness professionals utilizing the NWI Journal as their trusted resource for best practices and evidence-informed articles.
-  • **WEBINARS & REIMAGINING WELLNESS LIVE CONVERSATIONS**
\$2,500 each | 2 for \$4,000* | 4 for \$7,500*
Build strong relationships with professional attendees from around the globe via support for NWI's educational webinars and *Reimagining Wellness* conversations.
-  • **WORKSHOPS & PROFESSIONAL TRAININGS**
\$2,000 - \$15,000 each
Elevate your organization through direct exposure to the individuals who are developing their professional competencies through NWI's gold-standard trainings.

To learn more or get started, email: sponsor@nationalwellness.org

Sponsorship Packages

MAXIMIZE YOUR INVESTMENT

READY-TO-GO SPONSORSHIP PACKAGES

NWI has created the following sponsorship packages to help you maximize your reach and expand your message while stretching your contribution dollars. Each of the curated packages included here may be modified to include other available à la carte options to meet your unique goals and objectives.

1

\$4,500

Value = \$6,100+ | Savings = \$1,600+
Requires pre-payment unless otherwise arranged.

Package Includes:

One Targeted Email Blast
NWI Journal Banner Ad (3 mos)
10 Give-away NWI Memberships

2

\$7,500

Value = \$10,300+ | Savings = \$2,800+
Requires pre-payment unless otherwise arranged.

Package Includes:

Two Targeted Email Blasts
NWI Journal Banner Ad (6 mos)
15 Give-away NWI Memberships

3

\$9,500

Value = \$12,350+ | Savings = \$2,850+
Requires pre-payment unless otherwise arranged.

Package Includes:

One Targeted Email Blast
One Webinar or Live Discussion
Journal Ad (6 mos) + Website Ad (6 mos)
20 Give-away NWI Memberships

4

\$15,000

Value = \$20,350+ | Savings = \$5,350+
Requires pre-payment unless otherwise arranged.

Package Includes:

Three Targeted Email Blasts
One Webinar or Live Discussion
Journal Ad (12 mos) + Website Ad (6 mos)
25 Give-away NWI Memberships

As an added bonus, all pre-paid sponsor packages include featured social media and LinkedWELL promotions during the sponsorship cycle and a complimentary NWI Organizational Membership.

To learn more or get started, email: sponsor@nationalwellness.org

Sponsorship & Referral Partnership

EXPAND YOUR REACH & YOUR REVENUE

CUSTOMIZED PROGRAMS & PARTNERSHIPS

With a vision to activate and advance inclusive cultures of well-being for all, including your company and the individuals and organizations you serve, NWI is committed to offering an array of opportunities for sponsors to create customized programs that meet their organizational goals and marketing objectives.

Many sponsors have benefited from partnering with the National Wellness Institute to bring our library of training and education programs, resources, tools, industry-leading models, and membership to their clients and customers. In addition to designing customized sponsorship packages, our team can explore strategies for supporting your target audiences while expanding both your reach and your revenue.

Customized Programs

- **BUILD-YOUR-OWN SPONSORSHIP PACKAGE**

Rates Vary



Build a sponsorship package that meets your needs, aligns with your budget, and satisfies your marketing objectives. Choose from our à la carte menu and other available offerings.

- **CERTIFICATE COURSES, WEBINARS & WORKSHOPS**

Rates Vary



Bring your knowledge, skills, and expertise to the forefront through a variety of educational opportunities. Program proposals are reviewed by the NWI Board prior to acceptance.

- **BULK MEMBERSHIPS (INDIVIDUAL, ORGANIZATIONAL, STUDENT)**

Rates Vary



Give the gift of NWI Membership to your employees, clients, customers, and community. Bulk memberships are available at deeply discounted rates. Contact NWI for details and pricing.

Partnership Opportunities

- **BECOME A REFERRAL PARTNER/RESELLER**

Revenue Share Rates TBD



Generate revenue when you share NWI memberships, certificate courses, sponsorships, and more with your clients and professional network. Some restrictions and exclusions apply.

- **CO-BRANDED RESOURCES & CO-DEVELOPED PROGRAMMING**

Revenue Share Rates TBD



Partner with our team to develop innovative programming to meet the expanding needs of the wellness industry and of wellness professionals around the world. Contact NWI for details.

To learn more or get started, email: sponsor@nationalwellness.org

We have a membership to meet all needs.

At NWI, we provide wellness professionals, institutions, and organizations with the education, training, and connections they need to build their skills, develop their competencies, and advance their careers.



Together, We Are the Worldwide Voice of Wellness!

Wellness is evolving at an unprecedented rate. At the National Wellness Institute (NWI), we deliver the professional development, tools, research, and resources needed to keep up with the evolution. Now, more than ever, there is a critical need to properly activate and sustain high-level wellness initiatives where you live, work, play, learn, and reflect. NWI members are equipped to develop the competencies, connections, and skills to grow, succeed, and lead the change.

Exceptional Benefits for Organizations, Individuals, and Students

- Expand your professional competencies and earn valuable continuing education credits (CECs).
- Explore the many benefits of, and prepare to become, a Certified Wellness Practitioner (CWP).
- Stay current on the latest trends, laws, research, and evidence-informed best practices.
- Access an array of member-exclusive resources, tools, events, and custom offerings.
- Use NWI's global collaboration forum to advance your well-being strategies.
- Learn the standards of excellence for practices, policies, and systems.
- Develop lasting connections with leading industry professionals.

Learn • Grow • Connect

To learn more or get started, visit NationalWellness.org/Memberships



Professional Development

NWI'S OFFICIAL LEARNING CENTER

LEARN • DEVELOP • ELEVATE



LearnWELL is the go-to resource for professional development opportunities. Explore our courses and events, expand key wellness promotion competencies, and earn continuing education credits through diverse educational opportunities.

Our extensive learning catalog has been carefully curated to help wellness professionals advance their ability to activate and sustain inclusive cultures of well-being for all. NWI member and team discounts are available. Visit NationalWellness.org/LearningHelp to inquire about group discounts.

Expanding Learning to Activate Inclusive Cultures of Well-being for All



**On-demand
Courses & Webinars**



**Professional
Certificate Courses**



**CWP Certification
Examination Prep**



**Continuing
Education Credits**



**In-person & Virtual
Trainings**



**Annual Conference
& Special Events**

To access LearnWELL and explore the complete online catalog, visit:
LearnWELL.NationalWellness.org

Professional Credentialing Program Certified Wellness Practitioner (CWP)

The gold-standard Certified Wellness Practitioner (CWP) certification elevates professionals' reputations, recognizes their wellness promotion competence, and demonstrates their commitment to ongoing professional development and professional standards. The CWP credential is awarded to individuals from multiple disciplines and backgrounds, such as worksite wellness, coaching, public health, education, human resources, counseling, nutrition, social work, and more, who meet eligibility criteria and successfully complete the CWP certification exam.



Certified Wellness Practitioners:

- Advance inclusive cultures of well-being for all through the initiation of individual, organizational, and cultural change.
- Build valuable connections with inter-disciplinary professionals.
- Attain leadership opportunities that help shape the trajectory of the wellness profession.
- Differentiate themselves in the ever-expanding field of wellness.

Note: The NWI Council on Wellness Certification Excellence (CWCE) regularly reviews and maintains CWP standards and policies.

CWP Standards, Exam Prep Resources, & Benefits

The research-based NWI Wellness Promotion Competency Model serves as the standard for the CWP certification. NWI provides a wide array of courses and events that support competency-building in this model's five domains, which include a total of 27 competencies.

NWI also offers optional examination study resources, in-person and virtual prep workshops, an online practice exam, and informational sessions to assist individuals in preparing to sit for the CWP certification exam.

CWPs receive access to all NWI member benefits, exclusive CWP-networking events, and discounts on continuing education to maintain their credential and continually develop their professional competencies and connections.



To learn more about the Certified Wellness Practitioner, visit:
NationalWellness.org/CWP

CWP Exam & Exam Prep Registration Options

The online CWP exam is offered annually in January, May, and September. Annual dues and CECs are required to maintain active status. Discounts on exam prep materials and related courses are available for groups and educational institutions. Contact our Professional Development team with questions.

Email certification@nationalwellness.org or call **715-342-2969**

Professional Development Courses

Wellness Promotion Competencies

Wellness is an ever-evolving, multi-disciplinary, and global field of practice requiring a common standard of practice and an understanding of the competencies required to effectively lead well-being efforts and cultivate positive change. The National Wellness Institute (NWI) Wellness Promotion Competency Model assists wellness professionals—and those who hire and train them—in understanding the knowledge, skills, and attitudes that support professionals’ abilities to build inclusive cultures of well-being for all and to enhance personal wellness across diverse groups of individuals. The model also serves as the standard for NWI’s Certified Wellness Practitioner (CWP) certification.



NWI offers nine e-learning Wellness Promotion Competency Model Courses intentionally designed to support knowledge acquisition and skill-building in five competency domains:

- Authenticity & Self-awareness
- Whole-person & Systems Approaches
- Inclusive & Responsive Practices
- Communication & Connection
- Legal & Ethical Principles



Each interactive, self-paced course includes learning activities and a variety of tools and resources applicable to various wellness-related careers, levels of experience, and professional settings.

The Nine Wellness Promotion Competency Model Courses include:

- Building Self-awareness & Multidimensional Wellness for Personal & Professional Growth
- Leading Well Through Authenticity, Autonomy, and Awareness
- Whole-person and Systems Approaches to Cultivate Wellness
- Person-centered and Strengths-based Approaches to Support Whole-person Wellness
- Establishing Equitable Approaches for Inclusive Wellness Practices
- Inclusive Practices to Influence Healthy Behaviors and Address Barriers
- Communication and Collaboration Strategies for Enhanced Wellness Initiatives
- Using Data and Logic Models to Support Wellness Initiatives
- Legal and Ethical Principles for Wellness Professionals

To learn more about the Wellness Promotion Competency Model Courses, visit: NationalWellness.org/Competencies

Registration, Enrollment, and Delivery Options

Courses may be purchased separately or in a discounted bundle. They are ideal for individuals working to maintain, or preparing to earn, their CWP credential. Discounts are available for academic-program integration or corporate/group training. Contact our Professional Development team with questions.

Email education@nationalwellness.org or call **715-342-2969**

Professional Certificate Course

Worksite Wellness Specialist

Worksites that strive to be recognized as a destination for high-achieving employees demand a higher standard of practice, one that can only be accomplished with best-in-class training and ongoing support for those professionals driving the culture of the organization. Positive and nourishing cultures begin with the cultivation of a comprehensive multidimensional and multicultural wellness strategy.

NWI's Worksite Wellness Specialist Certificate course is the essential training for elevating and advancing a culture of well-being.



Each year, the National Wellness Institute (NWI) trains and supports thousands of wellness professionals who deliver inclusive cultures of well-being for all. NWI's Worksite Wellness Specialist Certificate course has been the primary vehicle for leaders who are delivering on the goal of activating well cultures. This comprehensive and internationally recognized training goes beyond simply running a wellness program to focusing on the proven methodologies and techniques needed to shift the mindsets, behaviors, and practices of any workforce.

Key takeaways include:

- Developing the business case for comprehensive worksite wellness strategies
- Applying foundational principles and best practices for successful initiatives
- Identifying key drivers and using data to support multidimensional wellness
- Using inclusive and effective communication methods to promote optimal well-being

To learn more, visit the Worksite Wellness Specialist information page:
NationalWellness.org/Worksite

Registration, Enrollment, and Delivery Options

NWI offers online and in-person training options for organizations of all sizes, individuals, broker clients, chamber members, colleges, universities, healthcare systems, and more. Discounts are available for teams, groups, and NWI members. For custom pricing options or to schedule an in-person event for your team or organization, please contact our Professional Development support team.

Email education@nationalwellness.org or call **715-342-2969**

Professional Certificate Course

Become a Change Agent

Positively influencing others and bringing about long-lasting and beneficial change is a life skill that is necessary for many situations. In the well-being field, it's important for real success to know how to help people practice the healthy habits we promote, not just talk about them. This certificate guides wellness champions and leaders who have struggled to get others to take action in any environment. Offered in collaboration with Virtuositeam, the self-paced course brings tools, techniques, and evidence-informed influence methods to the forefront through four Contexts: Spaces, the Self, Systems, and Social.

NWI's Change Agent Certificate Course prepares professionals and champions to improve the wellness-related behaviors of the populations they serve.



Spaces



Self



Systems



Social

Built on over ten years of research focused on how and why human beings reliably change and then maintain critical successful behaviors, NWI's exclusive online Change Agent Certificate course is designed to help professional leaders understand how to sustain good behaviors and evolve them into long-lasting, positive habits. Change Agents are a "spark plug" for clients, colleagues, friends, and family.

Key takeaways include:

- Explaining the art and science of influence and how it plays out in our daily lives
- Utilizing specific tools and techniques proven to be successful in promoting change
- Creating higher levels of engagement in businesses, communities, and teams
- Becoming a more effective change leader

To learn more, visit the Change Agent Certificate course information page:
NationalWellness.org/ChangeAgent

Registration, Enrollment, and Delivery Options

This comprehensive online course is available to individuals, organizations, students, broker clients, chamber members, and more. Discounts are available for teams, groups, and NWI members.

Please contact our Professional Development team with questions or special inquiries.

Email education@nationalwellness.org or call **715-342-2969**

NWI Resources, Tools, & Advisory Services

Resources & Tools

NWI's ever-expanding library of wellness resources and tools is available to members and guests alike to help bridge the gap between current research, thought leadership, and practical application to activate multidimensional, multicultural, whole-person wellness where individuals live, work, learn, play, & reflect.

To view all available resources and tools, visit:
NationalWellness.org/Resources



NWI Advisory Services

NWI Advisory Services ensures your organization has the competencies, tools, assessments, and support necessary to drive programs that deliver desired outcomes. Go beyond simply offering wellness; work with our experts to evaluate existing structures, identify constraints, and develop programming that drives multicultural, multidimensional wellness initiatives that stand the test of time.

To learn more about NWI Advisory Services and download our FREE Organizational Wellness Inventory, visit: NationalWellness.org/Advisory-Services

Our Mission, Vision, and Pillars

NWI Mission & Vision

The mission of the National Wellness Institute (NWI) is to elevate and empower professionals who drive inclusive whole-person wellness that enables people to function optimally within their environment.

Our vision is to activate and advance inclusive cultures of well-being for all.

Pillar #1

PROFESSIONAL DEVELOPMENT



We deliver next-level learning, training, and certification programs to upskill professionals and positively impact the health and wellness of individuals, organizations, and communities.

Pillar #2

PRACTICAL APPLICATION



We help bridge the gaps between current research, thought leadership, & practical application by providing high-quality resources, learning opportunities, and services that activate whole-person wellness.

Pillar #3

CONNECTION & COLLABORATION



We offer engagement opportunities for wellness-promoting professionals, organizations, & communities to collaborate, cultivate connections, expand their networks, and influence growth and change.

Pillar #4

PROFESSIONAL STANDARDS



We establish standards, develop frameworks, and provide resources that support the implementation of highly effective, compliant, ethical, multicultural, and multidimensional wellness practices and strategies.