



MARCH 20

RECOGNIZE  
AND  
CELEBRATE  
CERTIFIED CNLs

[DiscoverCNLs.org/CNL-Day](https://DiscoverCNLs.org/CNL-Day)



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# CERTIFIED CNL RECOGNITION STRATEGIES



## PROMOTE YOUR CNL CREDENTIAL

- ✓ Display your framed CNL certificate and wear the CNL lapel pin.
- ✓ Purchase Your Certified CNL Swag | <https://cnc.scrubin.com/home.cfm>  
Click "Shop Now" and Enter Access Code: CNCCNL
- ✓ List your certified CNL credential on business cards, email signature, stationery, etc.
- ✓ Announce earning your certification and recertification in local and national publications. See sample press release at | [DiscoverCNLs.org/cnl-day](http://DiscoverCNLs.org/cnl-day)
- ✓ Share your digital CNL badge on Facebook, Twitter, LinkedIn, email signature and your personal website.
- ✓ Give a presentation promoting CNL certification and the CNL skill set.
- ✓ Write an article for CNC's monthly newsletter and other publications on the benefits of certification and the CNL skill set.
- ✓ Document benefits of CNL certification for your next job performance evaluation.
- ✓ Include the credential in your portfolio.
- ✓ Include CNL certification status in your curriculum vitae or resume.
- ✓ Include the CNL credential whenever your name is professionally listed.
- ✓ Join the Clinical Nurse Leader Association | [CNLAssociation.org](http://CNLAssociation.org).

## GET SOCIAL WITH CNC!

- ✓ Join us at [Facebook.com/CNCsCNL](https://Facebook.com/CNCsCNL) | [Twitter.com/CNLatAACN](https://Twitter.com/CNLatAACN)  
[LinkedIn.com/company/commission-on-nurse-certification](https://LinkedIn.com/company/commission-on-nurse-certification)
- ✓ Participate in CNC's Nurses Lounge |  
<https://network.nurseslounge.com/lounges/profile/16380/clinical-nurse-leader>
- ✓ Participate in the CNL online discussion board, *The CNL Community* by logging into your MyCNC Profile |  
[AACNNursing.org/Clinical-Nurse-Leader/CNL-Online-Community](http://AACNNursing.org/Clinical-Nurse-Leader/CNL-Online-Community)

## USE OF THE CNL CREDENTIAL

Upon earning the CNL, you may utilize the CNL designation. Below is a sample of how CNL should appear as a credential: **Jane Doe, MSN, RN, CNL**

## WANT MORE RESOURCES?

Find more information and resources on how to execute the above activities |  
[AACNNursing.org/cnl-certification](http://AACNNursing.org/cnl-certification).



## UPDATE YOUR CONTACT INFORMATION

Did you have a recent name or contact change? Log into CNC's portal and update your MyCNC Profile to ensure that you are appropriately listed in the CNL Directory.

# CALL <sup>TO</sup> ACTION!



## Activities for Certified CNLs

- Display CNL Day flyers at your workplace.
- Celebrate other Certified CNLs at your facility.
- Motivate peers to become Certified CNLs.
- Join the Clinical Nurse Leader Association

[CNLAssociation.org](http://CNLAssociation.org)



 **Download the Certified CNL Day Toolkit**  
[DiscoverCNLs.org/CNL-Day](http://DiscoverCNLs.org/CNL-Day)



### Employers: Recognize Your CNLs

- Recognize CNLs at your facility.
- Use the sample press release to include an article about Certified CNL Day in your facility's newsletter.
- Go to [DiscoverCNLs.org](http://DiscoverCNLs.org) and find out how certified CNLs add value to medical teams.

## CNLs: Tell How You Help Optimize Healthcare



 [Facebook.com/CNCsCNL](https://www.facebook.com/CNCsCNL)

 [Twitter.com/CNLatAACN](https://twitter.com/CNLatAACN)

 [Instagram.com/cncscnl/](https://www.instagram.com/cncscnl/)

 [linkedin.com/company/commission-on-nurse-certification](https://www.linkedin.com/company/commission-on-nurse-certification)

## DiscoverCNLs

### Activities for Non-Certified Nurses

Learn about CNL certification at [AACNNursing.org/CNL](http://AACNNursing.org/CNL) and [DiscoverCNLs.org](http://DiscoverCNLs.org)

### Promote Your CNL Credential

Buy your Certified CNL swag @:  
[CNC.scrubin.com/home.cfm](http://CNC.scrubin.com/home.cfm)



Click "Shop Now"

Enter Access Code: **CNCCNL**





CERTIFIED CLINICAL NURSE LEADER<sup>SM</sup>

CNL  
DAY

MARCH 20



# RECOGNIZE AND CELEBRATE

## CERTIFIED CNLs

### Certified CNLs

Spread the Word about Certified CNL Day  
Display the CNL Day Flyer in Your Workplace

CNL Day Flyer 



### Share Your Success on Social!



Post a brief video testimonial or message telling the world how being a Certified CNL helps you improve patient care.

### Promote Your CNL Credential



Proudly Wear Your CNL Lapel Pin  
Purchase Your Certified CNL Swag:

[Click Here](#)

Use Code: **CNCCNL**

### Employers

Recognize and  
Celebrate Your  
CNLs!

Tell the world how  
CNLs Impact  
Your Facility

Download Recognition Strategies 



### Tag CNC on Your Social Posts



[Facebook.com/CNCsCNL](https://www.facebook.com/CNCsCNL)



[Twitter.com/CNLatAACN](https://twitter.com/CNLatAACN)



[Instagram.com/cncscnl/](https://www.instagram.com/cncscnl/)



[Linkedin.com/company/commission-on-nurse-certification](https://www.linkedin.com/company/commission-on-nurse-certification)



Include **CERTCNLDAY** in your posts!



Download the  
Certified CNL Toolkit

[@DiscoverCNLs.org/CNL-Day](https://www.discovercnls.org/CNL-Day)

DiscoverCNLs



SAVE <sup>THE</sup> DATE!

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[Download Toolkit](#)



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# CERTIFIED CNLS BRING PRICELESS VALUE TO YOUR HEALTHCARE SYSTEM



## WITH THE ENGAGEMENT OF CERTIFIED CLINICAL NURSE LEADERS<sup>SM</sup> (CNLS), YOUR HEALTHCARE SYSTEM CAN ACHIEVE:

- Improved patient-centered care and patient satisfaction;
- Enhanced promotion of critical thinking and innovation by staff;
- Improved staff satisfaction due to unit efficiency;
- Better coordination of care across healthcare settings in complex situations;
- Increased safety at the point-of-care (POC);
- Continuity and consistency at the POC for the physician and other disciplines; and
- Improved opportunities and efficiency by targeting goals, performance measures, and nursing sensitive indicators.

## HAVING A CNL ON YOUR TEAM WILL FACILITATE:

- Tracking and trending data to care delivery and safety (e.g., falls, pressure ulcers, readmissions, reduced length-of-stay, safety equipment);
- The identification of early clinical changes to prevent further patient deterioration;
- Cost-effective problem solving, process improvement, risk assessment, and the reduction of waste;
- Research and application of best practices and evidenced-based practices to improve standards of care;
- Collection, compilation, interpretation and sharing of measurable outcomes results with staff;
- Trending of performance measures based on national standards and best practice;
- Effective use of technology to place knowledge at the staff nurse's fingertips;
- Preparing and teaching staff the requirements of the Joint Commission on Accreditation of Healthcare Organizations; and
- The journey to Magnet recognition by being a change agent at the POC monitoring transitions in care.

DiscoverCNLS

Learn more about the valuable role of the CNL at

[DiscoverCNLS.org](http://DiscoverCNLS.org)

655 K. Street, NW  
Suite 750  
Washington, DC 20001

[CNL@aacnnursing.org](mailto:CNL@aacnnursing.org)

202-370-3608

202-785-8320

[AACNNursing.org/CNL-Certification](http://AACNNursing.org/CNL-Certification)

**CNC**  
COMMISSION ON NURSE CERTIFICATION

Connect with Us!

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[LinkedIn.com/company/commission-on-nurse-certification/](https://www.linkedin.com/company/commission-on-nurse-certification/)

[Youtube.com/user/clinicalnurseleader](https://www.youtube.com/user/clinicalnurseleader)

## Sample Recognition Letter



Dear [Name of Certified CNL]:

On behalf of management, staff and patients at [FACILITY], I would like to express our gratitude for the expertise, leadership and professionalism you exhibit as a Certified CNL<sup>®</sup>. In recognition of your achievements, we celebrate and honor you on this day, March 20, Certified CNL<sup>®</sup> Day.

As a Certified CNL<sup>®</sup> you have made a substantial impact on our facility. With your involvement, we have enhanced our healthcare delivery system by:

- Improving patient centered care and patient satisfaction;
- Enhancing critical thinking and innovation by staff;
- Improving unit efficiency;
- Better coordinating care across the healthcare setting in complex situations;
- Increasing safety at the point-of-care (POC); and
- Instituting continuity and consistency at the POC for our physicians and other disciplines.

Further, your leadership has helped us identify improvement opportunities and has improved efficiency by allowing us to target goals, performance measures, and nursing sensitive indicators.

[OPTIONAL ITEMS TO INCLUDE:]

As a token of our appreciation, we have:

- Placed your name on the [facility] honor list, displayed in [location].
- Placed an advertisement in the [name of local newspaper] recognizing you and other Certified CNLs.
- Would like to present you with [*gift certificate; chocolate; bonus, specialty certification pin or other significant item*] as a token of our recognition of your professionalism and achievements.
- Planned a [*luncheon, tea, banquet, office party, or VIP reception*] in your honor and in celebration of Certified CNL<sup>®</sup> Day.

Thank you [NAME of Certified CNL] for your valuable role in improving patient care at [FACILITY]. You have helped us elevate our standards of care and, thereby, bring about better patient outcomes.

With my sincere gratitude,

[CNO or EMPLOYER]