New candidates for membership are nominated by current members of the Dana Alliance. Nominations are reviewed first by its Membership Committee and ratified by the Dana Alliance Executive Committee. Membership criteria include:

- High credibility and scientific expertise as a researcher or clinician in the neurosciences;

- Candidates with a commitment to advancing awareness about the brain and brain research and who have a history of public education and outreach efforts;

- Motivated people, willing to participate in activities including events, programs, media requests, writing or reviewing Dana Foundation materials, or lending their names to help meet the goals of the Dana Alliance