



Advancement Committee Report
NFI Board Meeting
Portsmouth, NH – June 13 and 14, 2019

Committee: Jim Helm, Chair, Jeffery Alberts, Deborah Buehler, Samantha Butler, Mandy Daly, Jennifer Degl, Sandra Kosta, Gloria McAnulty

The focus of Advancement Committee work continues to be fundraising activities, public awareness and collaborative activities.

Development/ Fundraising

Sponsors

Handi-Craft, Inc, Dr Brown's Medical has continued as an NFI sponsor at the Bronze Level this year.

Work continues to secure additional sponsorships and exhibitors for the 30th Annual NIDCAP Trainers Meeting as well as for the NFI's general operating expenses.

Public Awareness and Collaborations

Web Site and Communication

The NFI's website is maintained by Sandra Kosta and Deborah Buehler. With Governance the Advancement Committee supports the 3 Google groups that are available to NFI members, one for the membership, one for NIDCAP Trainers, Trainers-in-Training and NIDCAP Training Center Directors, and one for the NFI Board.

Social Media

There are several social media venues managed through the Advancement Committee and especially by Mandy Daly, Sandra Kosta, Deborah Buehler, and Gloria McAnulty. Venues include Facebook, Twitter and LinkedIn.

A Communications Sub-Committee focusing on social media activities was set up with a purpose to streamline the social media efforts, increasing the reach of the NFI, fostering new relationships with other groups working in the area of neurodevelopmental care and raising the international profile of the NFI. The members include Samantha Butler, Mandy Daly, Jennifer Degl, Nadine Griffiths and Kaye Spence. The group developed an NFI Social Media Policy and collate material on a private Facebook platform to ensure a growing repository of material for dissemination via Facebook and Twitter.

There is an ongoing effort to increase Blog posting on the NFI's web pages. Mandy Daly and Jennifer Degl are contacting each training center in an effort to have two years with monthly blog changes. Centers are

asked to sign up for a particular month. About one third of the centers have indicated preferred dates. They will be reminded and supported by the team and will then coordinate posting with Sandra Kosta.

World NIDCAP Day – March 20, 2019. This event was successful in getting great cooperation from the membership with frequent social media postings for the entire month of March. Sandra Kosta and Deborah Buehler worked to design and send World NIDCAP Day (WND) ribbons to our training centers around the world; create a logo, two posters and a Fact Sheet (developed in collaboration with Mandy Daly and Nadine Griffiths and translated into 12 languages), social media templates, a press release, and guide for the use of our materials; as well as have the Leonard P. Zakim Bunker Hill Memorial Bridge lit in teal in honor of WND; They gathered and posted images of celebrations from around the world on our social media pages and website gallery. Graphics were developed with graphic designer Bill Rieser from Agency Orange. Mandy Daly solicited and compiled “What NIDCAP Means to Us” statements from our members and supporters from around the world and posted them on our Twitter and Facebook sites every day throughout the month. The WND (and Month) effort was supported by our sponsor Dr. Brown’s Medical. Celebrating NIDCAP throughout the month of March was very successful and it is anticipated that World NIDCAP Day (and Month) will become an annual event.

Family Advisory Council

The Family Advisory Council is co-facilitated by Mandy Daly and Samantha Butler and continues to function through email. Currently the Council is collecting submissions from the NFI membership for materials for families to be posted on the web and possibly on social media that help describe the work of the NFI. Work continues on several other projects including the development of a position paper and one on the experience of families in the NICU. The group also worked with Mandy and Samantha to prepare the Trainers Meeting presentation that looks at the availability of neurodevelopmental information for families. The Family Advisory Council members continue to raise the profile of the NFI in their individual countries and programs.

Respectfully submitted,



Date: June 4, 2019

James M. Helm, PhD
Chair, Advancement Committee
NFI Board of Directors
