



Advancement Committee Report
NFI Board Meeting and Membership Meeting
Porto, Portugal – October 19 and 20, 2018

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 development, that is, fundraising activities and 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 sponsors as committee members seek contacts to potential sponsors. Currently discussions are occurring with several corporations but are moving slowly.

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 Social Media Committee was set up with a view to streamlining the social media activities, increasing the reach of the NFI, fostering new relationships with other bodies 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. The group will also look at Blog opportunities and to date have succeeded in securing 2 blogs (Nadine Griffiths and Monica Virchez, parent).

Family Advisory Council

The Family Advisory Council is co-facilitated by Mandy Daly and Samantha Butler and continues to function mostly 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 FAC members continue to raise the profile of the NFI in their individual countries and programs.

Respectfully submitted,



Date: October 9, 2018

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