**FCNI Annual Marketing Committee Report 2021**

**Committee: FCNI Marketing Committee**

**Committee Chair: co-chair-Debbie Duke co-chair Eugenia Graves**

**Committee Members: Debbie Duke, Eugenia Graves, Dr. Cynthia Garrett, Yvette Dulohery**

**Dawn Klug-withdrawn and Judy Fryar-withdrawn**

**Main Objectives:**

**Summary of accomplishments:**

* **Publicized- Prayer Book development**
* **Had meeting with media consultant**
* **Continued development of increase in committee membership added one new member**
* **Worked in partnership with membership committee.**

**Summary of continuing activities:**

* **Further develop the Facebook page and other social media platforms**
* **Continue to add membership to committee and FCNI with publicity**
* **Continue to support other committees as needed**

**Summary of items in progress/upcoming events:**

* **Pursuing participation in Prayer Book development**
* **Exploring other social media platforms**
* **Sharing Book Mark as developed by current president Ann Solari-Twadell**
* **Support any FCNI events**

**Recommended goals for (year):**

* **Add FCNI “ Spotlight”-- quarterly (i.e. picture/video of Ann or a board member telling about what Faith Community Nursing has meant to her or him)**
* **Assist in completing the prayer book**

**Recommendations to the Board:**

* **Continue supporting the board in promoting FCNI as the premier specialty organization for Faith Community Nurses.**
* **Continue developing list of regional FCN organizations and nursing schools to introduce FCNI**

**Submitted by: Debbie Duke and Eugenia Graves**

**Date: 10-26-2021**