**Faith Community Nurses International**

**Marketing Committee Charter**

**Purpose:**

The Marketing Committee is responsible for supporting FCNI by identifing marketing strategies to engage and promote FCNI to members, non-members and the public.

**Scope:**

I. Promotes the professional organization of FCNI in various settings and faith communities.

II. Identifies opportunities to use social media and print media to promote knowledge of FCNI.

III. Disseminates knowledge of FCNI benefits to aid in the professional specialty practice of faith community nursing.

**Membership**:

At least five FCNI members.

**Leadership**: Shall be a Director appointed by the Board of Directors

**Meeting Frequency:**  Monthly

**Goals:** Established annually in alignment with FCNI strategic plan, and proposed to

1. Develop a marketing plan to support publicity of FCNI as a professional nursing organization.
2. Implement a marketing plan to support publicity of FCNI as a professional nursing organization
3. Recommend products to be made available to members
4. Support educational opportunities through advertising.

**Reference:**

American Nurses Association & Health Ministries Association, Inc (2017). *Faith community nursing: Scope and standards of practice*, 3rd Edition. Silver Spring, MD: NurseBooks.org.

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| **Goals** | **Deliverable(s)** | **Milestone(s)** |
| 1. Establish charter, membership, and regular meeting schedule for Marketing Committee. 2. Disseminate benefits of FCNI membership 3. Develop guidance for implementing marketing at the frontline FCN practice level | 1. Final Charter, membership roster, established meeting schedule with reporting to Marketing Committee and FCNI Board. 2. All identified faith community nurses, educators, locally, nationally and internationally. 3. Toolkit for FCNs | 1. March 2021  2. April 2021  3. July 2021 |
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