Introducing the NFPA Strategic Planning, Marketing, and Membership Committee

"We believe that the strength of NFPA lies in its members and their stories. Together, we can build a community that supports not only the children in our care but also the caregivers who make a difference every day."

Des Ellis, Chairman

NFPA Board of Directors - Marketing Committee

The National Foster Parent Association (NFPA) is proud to introduce the Strategic Planning, Marketing, and Membership Committee—a dedicated group working to strengthen our community, enhance NFPA's visibility, and ensure the voices of foster, kinship, and adoptive families are heard nationwide.

Our committee collaborates with NFPA staff to design impactful strategies that align with our mission: to be a respected national voice for foster care through advocacy, education, and networking. As we embark on this year's initiatives, we aim to support resource development, foster strategic partnerships, and grow our membership in meaningful ways.

Our Goals for 2025

1. **Enhancing Communication:**
We aim to provide engaging, consistent, and inclusive content across NFPA's platforms, including social media, newsletters, and the website. Our focus is on ensuring every caregiver sees themselves reflected in our messaging.

2. **Growing Membership:**
Membership is at the heart of NFPA's impact. Our committee is committed to developing innovative, data-driven strategies to recruit and retain members while amplifying the voices of diverse caregivers from across the nation.

3. **Advocating for Equity:**
Caregivers from all backgrounds—including kinship families, LGBTQ+ parents, caregivers with disabilities, and those in rural communities—deserve representation and resources. Our committee is working to ensure NFPA's efforts prioritize inclusion and equity.

4. **Supporting Caregivers:**
From providing resources like peer support networks to offering targeted training on topics like trauma-informed care, we are dedicated to equipping caregivers with tools to navigate their unique challenges.

How We Can Help You

We understand that being a foster, kinship, or adoptive parent comes with joys and challenges. Our committee is here to assist with:

- **Advocacy:** Amplifying your voice on issues like mental health resources, financial support, and racial equity in foster care.
- **Resources:** Developing practical tools, such as an advocacy toolkit and on-demand training, to empower caregivers and affiliates.
- **Community Connection:** Building stronger networks to ensure every caregiver feels supported and valued.

Join Us on This Journey

We believe that the strength of NFPA lies in its members and their stories. Together, we can build a community that supports not only the children in our care but also the caregivers who make a difference every day.

If you'd like to share your feedback, ideas, or challenges, we'd love to hear from you! Please reach out to desmond.ellis0923@icloud.com to connect with the committee.

Let's work together to make 2025 a transformative year for NFPA and the foster care community.

Thanks,

Desmond O. Ellis (Des)
Chairman, Marketing Committee