

Project Group #1

Project Title: Fox Valley Sibling Support Network Annual Conference 2009

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Project Goal/Objective: To increase awareness in the community of Fox Valley Sibling Support Network; thereby increasing family member and professional attendance at the annual adult sibling conference.

Project Description: Our team focused on executing a strategy that served a dual purpose of increasing awareness of the 2009 conference as well as expanding FVSSN's contacts to promote and attend future events and conferences. This was accomplished through:

1. Developing connections with other organizations that provided opportunities to increase awareness of this event to adult siblings, such as, Down Syndrome Association of Wisconsin.
2. Contacting local Employee Assistance Programs and mental health counselors to provide information on the event that they could share with patients and family members.
3. Contacting local civic organizations and churches to provide conference information to their membership.
4. Providing major local employers with conference information and encouraging them to share it with their employees.
5. Extending media contacts to television and other media.
6. Assisting in the development of a conference feedback form.