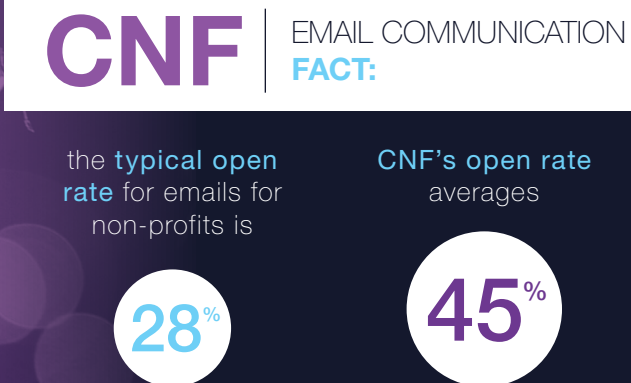
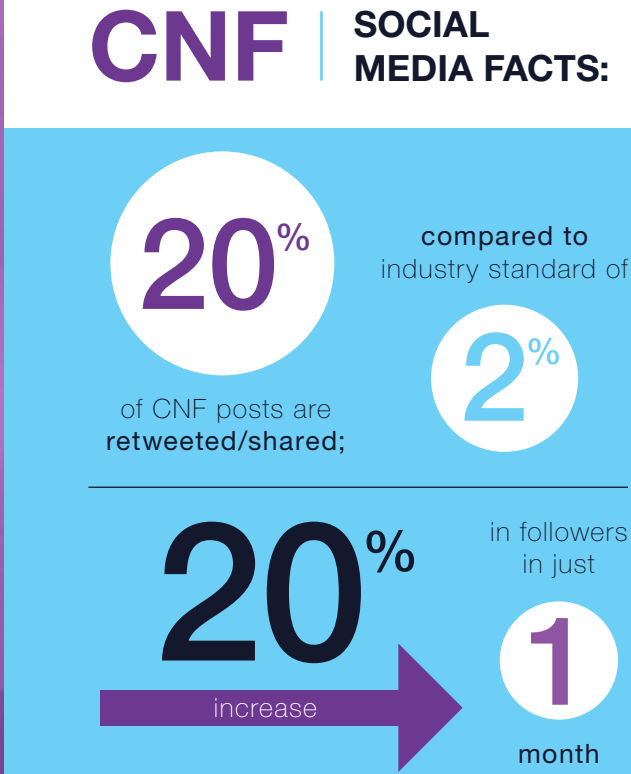


CNF Corporate Advisory Board (CAB) Members are given preferred access to share information via the CNF Promotions Portfolio



CNF Staff will work collaboratively with CAB Partners to customize and tailor their promotional piece for the intended audience and per the specifications (see flipside) of the above CNF communication platforms. Utilization of all platforms within the CNF Promotions Portfolio can yield a reach of over **62,000*** individuals and organizations in the child neurology community. Of note, significant increase of reach is possible if pieces are repeated or varied.








CNF Staff have over **35 years** of experience in the special needs space, and as a result, have built an expansive and diverse Professional Network. This Network thrives on relationships—forging new

relationships and nurturing existing ones. As a CAB Member, you will also have the opportunity, through CNF staff, to also share your promotional piece with this Network. CNF does not have specific jurisdiction over these external platforms, but can identify appropriate options based on promotion content and/or audience. The CNF's Professional Network includes, but is not limited to: family organizations, disease advocacy groups, federal health care partners, and health care membership organizations of those who provide direct care to children with neurologic conditions, special needs and/or complex conditions and their families. Estimated reach of CNF's Professional Network is approximately **25,000***.

*totals consistently increase; reflective of 4.4.17

CNF PROMOTIONS PORTFOLIO:

COMMUNICATION PLATFORM SPECIFICATIONS

Platform	Frequency	Maximum Length of Promotional Piece
 Facebook	Daily	Variable
 Twitter	Daily	140 characters
 Instagram	Daily	150 characters
 LinkedIn	Daily	100 characters
 CNF Website	Updated as requested	Variable
 Opportunities & Announcements	Weekly	300 words
 Pathways eNewsletter <i>archived issues</i>	Monthly (usually mid-month)	150 words

Additional considerations or specifics to include in your promotional requests:

- 1

Is the information time-sensitive? If so, communicate deadlines to CNF staff and/or include the information clearly in promotional information.
- 2

If the information is not time-sensitive, what is the run-time? 1 month? 2 months? More?
- 3

Are you promoting a hashtag? If so, incorporate it into your promotional information.
- 4

Who is your primary audience? Make CNF staff of the audience target/s.
- 5

Be sure to include a URL for more information and/or a contact email.
- 6

Include a logo or other graphic where applicable.

Contact info@childneurologyfoundation.org to start promoting your information and initiatives to CNF Partners today