



SCOTTISH HYPNOTHERAPY FOUNDATION

**ROLE OF CHARITIES AND PROMOTIONS DIRECTOR**

- Creating awareness of SHF to charities and creating connections through contact and promotion.
- Bring SHF Membership Awareness through new and existing connections by extending awareness
- Involving, encouraging and promoting membership through offering free or assisted hypnotherapy sessions, funded by donation of time and services.
- Raising awareness of the SHF as an organisation where the above hypnotherapeutic help is available for those in need.
- Events and CPD programmes to assist in increasing funds and donations.
- Collating information on current charitable activities and building on connections.
- Raise media awareness in conjunction with agreed publicity guidelines to build on SHF awareness.