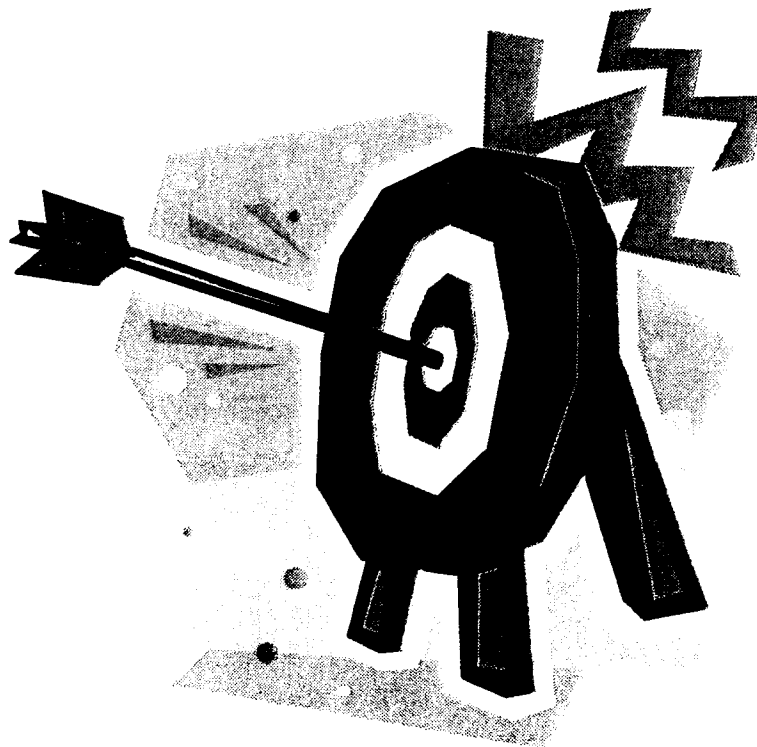


Targeted Recruitment Samples



*Compiled by:
Denise Goodman, PhD*

Targeted Recruitment: The Most Effective Strategy

By Denise Goodman, Ph.D.

Denise Goodman is an independent consultant and trainer who focuses on foster care and adoption issues. For more information, contact Denise at 1824 Snouffer Rd., Worthington, OH 43085; 614-436-6838; fax: 614-436-2580; e-mail: dagphd@aol.com. This article is adapted from Recruitment, Training and Support: The Essential Tools of Foster Care, published by Family to Family: A Project of the Annie E. Casey Foundation, March 1998.

Over the last several years, there has been a growing need for foster and adoptive families. More and more children are entering foster care, and many of them will never return to their birth families. As a result, agencies across North America face the challenge of finding both temporary and permanent homes for children. To meet this challenge, agencies must develop an innovative recruitment system that integrates three types of recruitment activities: general, child-specific, and targeted. Each approach has a valuable place in a well-rounded recruitment program, but Family to Family has found that targeted recruitment is the most effective in placing children.

General recruitment involves reaching mass audiences through media and public outreach programs such as public events, public service announcements on television and radio stations, billboards, foster care and adoption fairs, and booths at county fairs or sporting events. This is the most common recruitment method, but it is the least focused, commonly urging the audience to "open your heart to a child" or "save a young life." Family to Family experience indicates that unsuitable applicants often respond to these methods, using limited staff time. Or, respondents may not be willing to take the particular kinds of children who need families.

General outreach is best when used to increase an agency's public profile and raise community awareness of the continuing need for foster and adoptive families. Perhaps 15 percent of an agency's recruitment budget can be usefully spent on general recruitment.

Child-specific recruitment means developing an individualized plan for a particular child based on the child's background. It may include finding relatives or close friends who will provide a home for a child or teen they already care about. It is often used to find a family for a child with a disability or condition that requires special care. Cooperation from neighborhood service agencies can help recruiters locate an appropriate family. For medically needy children, support groups and associations related to the condition or disease can be an excellent resource. Each child-specific recruiting case requires individualized planning, which is expensive. But special children deserve special treatment. Recruitment budgets might allocate 25 percent of available funds for this function.

Targeted recruitment focuses on the specific kinds of children and teens in the community who need temporary or permanent homes, as well as the pool of available families. First, agencies must consider the age, gender, sibling status, and race or ethnic background of the children who need foster or adoptive families. Next, they must think about the children's physical, social, emotional, and cognitive needs. What do the youngsters have in common? Can they be considered in groupings of needs? Are these groupings consistent over time? Are there trends or

patterns of change? What will be required for foster or adoptive parents of each kind of child? Where is the need the most urgent? Can the population from each source be generalized in any way?

* If a majority of children coming into foster care are adolescents, for example, recruitment efforts can target families willing to foster several older children, perhaps through local schools, churches, gyms, or community centers.

* If certain neighborhoods have a high proportion of children in foster care, the agency can develop an outreach effort in those areas. Staff might send speakers to neighborhood centers, churches, public housing units, or PTA meetings, asking for help from families who can best care for the children.

* If medically fragile children are common in the community, agencies can send a speaker to a brown-bag lunch at a local university hospital, clinic, or medical school cafeteria, where prospective foster or adoptive parents already have experience with such children.

Next, agencies must assess the community. With a little research, workers can form a fairly complete picture of the community's potential to provide foster and adoptive families. Then they can tailor outreach and recruitment efforts to particular groups and areas.

Families have different financial means, religious and cultural identities, and educational backgrounds, as well as lifestyles, ages, values, housing circumstances (renters and owners), and organizational memberships. All of these can be factors in their suitability as foster or adoptive parents.

* Demographic and census information about the community can tell a great deal about the people who live in the area and where each kind of family lives. This data is available from the local library, planning department, or state census data center, and people in each place can help workers use and interpret the data. Or, the information is available online from the Census Bureau at www.census.gov.

* Does the data suggest the presence of families the agency may have previously overlooked as recruitment possibilities? These could include single-parent families, those with lower incomes or smaller homes, families with older adults, extended families, or households of unrelated people.

* What kind of families have worked successfully with the agency in the past? Are there common neighborhoods, professions, activities, organizational memberships, media choices, backgrounds? Can they be divided into "types"? Did they cite similar motivations in deciding to become a foster or adoptive family? For example, if the African American families the agency has already recruited include many two-parent military couples in their 30s, who have young

children and are active in local churches, recruiters can logically target speakers for church socials, posters for military base bulletin boards, and notices for church and base newsletters.

* Recruiters can match groups with locations in the community, and then look for places with a potential for transmitting information--supermarket bulletin boards, workplace newsletters, child care centers, or churches. Who hangs out with teenagers? Coaches, musicians, pizza-parlor owners? Tailored messages can reach them at the gym or the radio station.

* Agency staff should also talk to teenagers in their system about recruiting. Teenagers who have been placed successfully are likely to be vocal about who makes a good foster parent and will often recommend people they know.

* Recruiters should not wait for foster parents to volunteer. Again, they must ask them to do it, and to consider adopting. These parents can host "fosterware parties" for their friends and neighbors where they and agency staff members can speak persuasively about the need for foster parents and the joys and problems involved.

* Agencies must be culturally sensitive. Is the service area's demographic diversity reflected in the staff and board? Has the agency enlisted community leaders, gatekeepers, publications, places of worship, and other institutions to receive educational materials and become helpers? Are recruiting activities using appropriate messages? Are multi-lingual ads accurately and appropriately translated?

Targeted recruitment has proven to be the most effective in attracting the right kinds of families for the particular kinds of children and teens an agency has in its care. It merits perhaps 60 percent of the agency's recruitment budget.

Recruitment is full-time work that cannot be done as a sideline. It requires concentrated planning, action, and follow-up, and it requires pro-active effort on the agency's part. Agencies large and small must use all three kinds of recruitment techniques, but they should stress and invest in the targeted approach.

North American Council on Adoptable Children (NACAC)
970 Raymond Avenue, Suite 106
St. Paul, MN 55114
phone: 651-644-3036
fax: 651-644-9848
Feedback
e-mail: info@nacac.org

What does targeted recruitment really mean? How is targeted recruitment different from other kinds of recruitment?

There are three kinds of recruitment: general, targeted and child specific. General recruitment strategies are geared to blanket the community with information about the agency and its programs. It provides community education and awareness and will result in inquiries, however, these calls may not translate into approved families and placements.

Child specific recruitment requires that an individual recruitment plan is created for a child based on that child's skills, abilities, needs, relationships, etc. While child specific recruitment is generally utilized in adoption, it can be an effective means of locating a foster home as well.

Targeted recruitment consists of more focused and narrow strategies. It may target its recruitment efforts for a specific group of children based on child characteristics such as teens, medically fragile children or sibling groups. In addition, if the children you are recruiting for are from specific racial or ethnic groups, you may want to target those groups for recruitment. Geographic areas such as specific communities or neighborhoods which have been traditionally under-recruited may also be the object of a targeted recruitment campaign.

We want to start targeted recruitment but see so many possible groups to target. How should our agency decide which populations of families to pursue?

DATA! Data will help you identify which groups are most needed. However, target recruitment plans should be based on the children who most need placement NOW. Gathering statistical information about children in your system can be helpful. Too often, we make decisions for recruitment based on anecdotal information, what people say is needed, rather than what the situation actually is based on data collection.

My agency had always approached target recruitment as a way to look for a particular population of families. I know it can also mean targeting efforts on behalf of certain populations of children. How can we begin to implement this kind of targeted recruiting?

As I mentioned before, data should drive how you target your campaign. However, it is possible to "marry" the two strategies you mentioned. For example, if you are in need of homes for teens, then explore what kind of families are interested in teens. You can find out that information by reviewing the families you've worked with in the past who have adopted or fostered teens. Who are they? What are their demographics? What do they do for recreation? Do they go to church? Etc.?

This information provides you with information to put you in contact with families that are similar.

We've targeted certain groups to receive basic adoption information, posters and paycheck inserts but want to take our efforts to the next level. What are some creative ways to execute recruitment once a population is selected as the target?

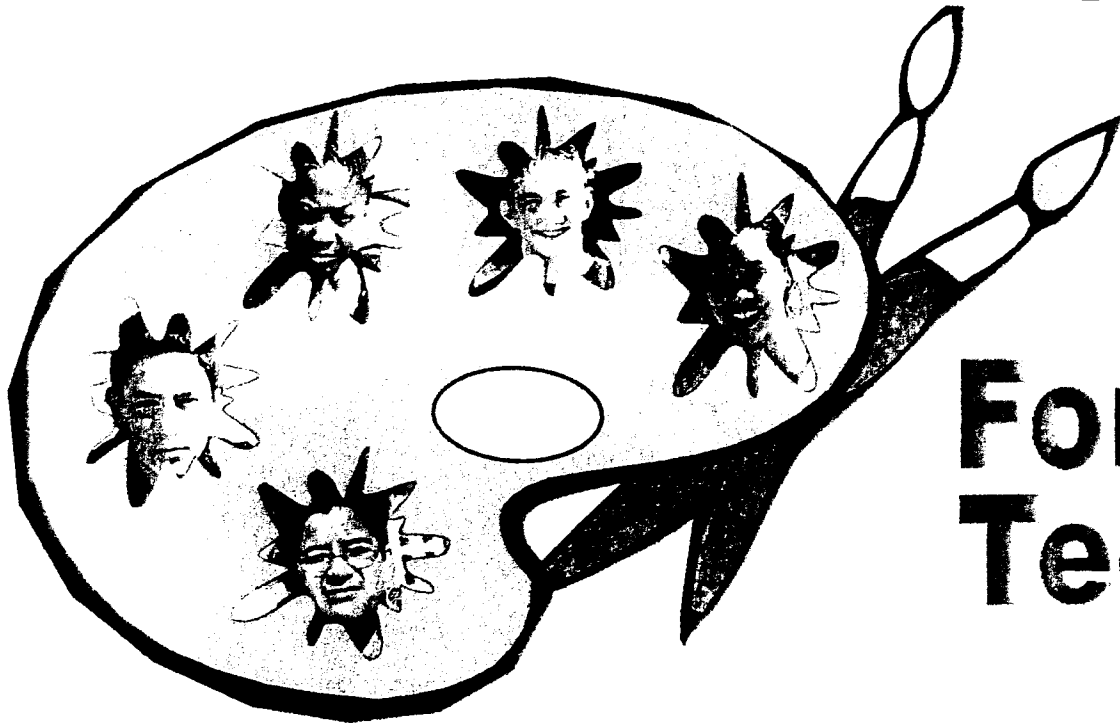
There are lots of things that you can do to begin to develop personal relationships with the families that you are targeting. For example, if you have targeted a company or trade union, you could host a brown bag lunch to provide additional information or answer questions. If you have identified a family who has fostered or adopted teens or medically fragile children in the past, ask if they would be interested in hosting a "family party" at their home for 6-8 of their friends. This is like a "Tupperware" party with agency staff providing information, gifts and snacks for the 1-1 /2 hour event. The goal is to develop relationships with interested individuals which will assist them in making application and navigating the homestudy process.

Child Characteristics

(samples of:
teens, siblings,
LGBT youth, deaf
youth, pregnant teens)



Paint A Brighter Future...



**For A
Teen!**

What teens need from foster or adoptive parents:

- ◀ Time to develop a relationship
- ◀ Fair discipline
- ◀ A sense of humor and a positive attitude
- ◀ Open-mindedness and acceptance of differences
- ◀ To be treated as a family member
- ◀ Honesty, encouragement and love
- ◀ Patience, trust and respect
- ◀ Mentoring and thoughtful guidance

*For information about becoming
a foster or adoptive parent, please call:*

WANTED



FOSTER PARENTS FOR TEENS

**To Learn More About Foster Parenting,
Call Michelle Bell,
Midland County Probate Court
832-6890**

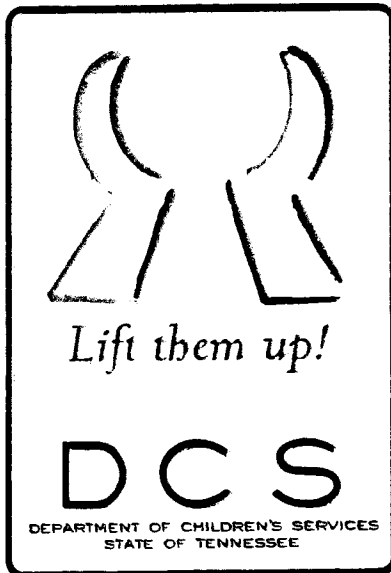
Growing pains

Are difficult

to live



and it's worse without a family



**1-877-DCS-KIDS
(1-877-327-5437)**

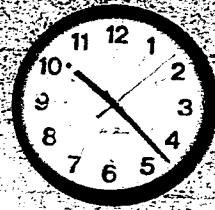
It's hard enough being a teenager at the best of times. Everything - and sometimes everybody - seems to be against you. You have additional worries about your family life and you wonder why nobody seems to want you. You feel so insecure you have nowhere to turn.

In Tennessee we have a number of teenagers in just that situation. Who need temporary or long term homes and to be part of a loving, caring family.

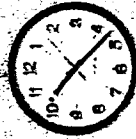
Could you help? Whether you're single or married, working or not, you could foster/adopt and we want to hear from you.

We'll provide full training, advice, and support. Call us now.

He needs a home. Tonight.



**They need a home.
Tonight.**



Be a foster parent.

**ON AN AVERAGE DAY, 15 CHILDREN IN
LUCAS COUNTY MUST BE REMOVED
FROM THEIR HOMES BECAUSE OF
SERIOUS FAMILY PROBLEMS.**

Some are victims of physical or sexual abuse.
Others suffer from neglect or poor supervision.
A few have lost their parents altogether through
death or desertion.

**WE DON'T GO HOME AT NIGHT UNTIL
WE FIND A SAFE, TEMPORARY HOME
FOR EVERY SINGLE ONE.**

BUT WE NEED YOUR HELP.

Foster parents help children to bear the pain of
separation. They provide temporary care in a
loving home while LCCS case workers help the
natural parents work out their problems.
Sometimes this takes a few days. Sometimes
months. Either way, the goal is always to safely
reunite children with their birth families.

**MAKE A DIFFERENCE IN A CHILD'S LIFE.
BECOME A FOSTER PARENT.**

CALL (419) 213-2222.



Lucas County Children Services

They told us our chances of being adopted
would be better if they split us up. We talked it over.
We're going to take our chances.

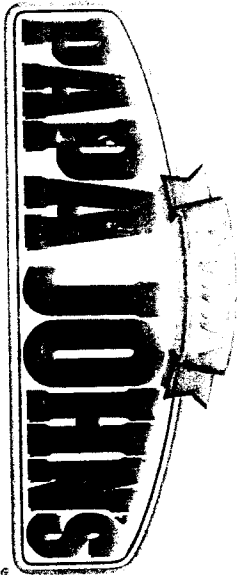
© 2007 Dave Thomas Foundation for Adoption. All Rights Reserved.

Today, in the United States, over 134,000 children wait in foster care for adoptive families. Many are siblings that need to stay together, others are older or may have special needs. Yet they all have something in common: a desire to be part of a permanent, loving family.

If you've ever considered adopting please call
1-800-ASK-DTFA or visit www.davethomasfoundation.org



DAVE THOMAS
FOUNDATION
FOR ADOPTION



3857 North Dale Highway
879-PAPA
 (727)21

9307 South Shore Blvd.
910-PAPA
 (727)21

3741 W. Weeks Ave.
886-PAPA
 (727)21

9307 South Shore Blvd.
985-PAPA
 (727)21

3825 W. Kennedy Blvd.
915-PAPA
 (727)21

3825 W. Kennedy Blvd.
831-PAPA
 (727)21

3825 W. Kennedy Blvd.
204-PAPA
 (727)21

3825 W. Kennedy Blvd.
354-8888

Specialty Pizzas
 One Large One Topping
 All kinds of sandwiches &
 a two pack of CIDER COKE

ST/95

Excludes Specialty Pizzas • Coupon Expires 3-10
 Valid only at participating locations. Customer pays
 all applicable sales tax. Additional toppings extra.

Specialty Pizzas
 Two Large Pizzas
 The way the winners
 eat with two toppings

ST/95

Excludes Specialty Pizzas • Coupon Expires 3-10
 Valid only at participating locations. Customer pays
 all applicable sales tax. Additional toppings extra.

Mommas & Pappas Needed!
 IOWA'S DEPARTMENT OF
CHILDREN & FAMILIES
Foster or Adopt
 a Child!



1-813-272-0439

Adoption

It Can Brighten Your World.



ONE CHURCH
OUT OF FLORIDA



CHILDREN
& FAMILIES

1-800-96-ADOPT

www.state.fl.us/cf_web/adopt

Be a foster parent

We need people – gay and straight, young and old, couples and singles – to open their hearts and homes. Family Builders will prepare you to be a great parent to an LGBTQ youth. Your family will receive a stipend to help defray the costs, and you will be a welcomed member of our community of families, who all receive ongoing support from each other and from our highly experienced clinical staff.



www.familybuilders.org

510-272-0204

funding: Evelyn & Walter Haas, Jr. Fund, Morris Stulcalt Foundation,
Leonard Pearlman Fund of the East Bay Community Foundation,
John Burton Foundation for Homeless Children, Horizons Foundation
design: Datter World Advertising [www.socialmarketing.com]

My Pride and Joy

Be a foster parent
to an LGBTQ kid



WHO CAN ADOPT?

You've got a big heart, and a deep love and empathy for children. Your job, home, relationships and health are stable. You are able to provide for your family both materially and emotionally.

WE WELCOME:

- Single men and women
- Gay, lesbian, bisexual and transgender families
- People who speak only Spanish
- People who rent an apartment
- People with moderate incomes

LGBT ADOPTION

At Adoption SF, we are proud of the fact that nearly half of the families we work with are lesbian, gay, bisexual and transgender (LGBT) families. LGBT families are an invaluable resource for the many children and youth in foster care awaiting an adoptive family. They often bring unique strengths to meet their special needs.

Adoption SF is committed to serving all families equally with dignity and respect, including LGBT couples and single parents.

INTELLIGENT DESIGN



OUR FAMILY WAS NO ACCIDENT. WE PLANNED FOR IT. WE THOUGHT ABOUT THE CHILDREN WHO WERE GROWING UP ALONE. WE KNEW THAT TOGETHER WE COULD BE AN EXTRAORDINARY FAMILY. WITH YOU FIRST TO MEET CHILDREN. CONTACT US TODAY AT adoption.sf.org

FAMILY PLANNING



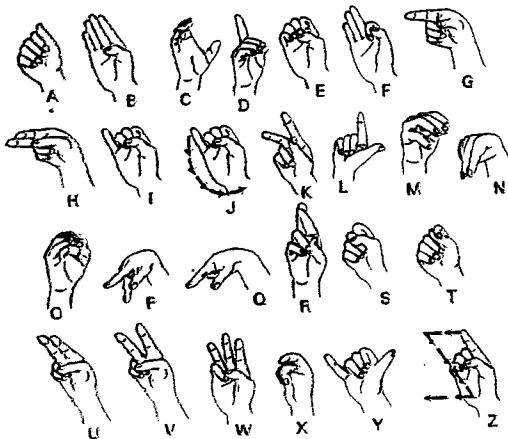
OUR FAMILY WAS NO ACCIDENT. WE PLANNED FOR IT. WE THOUGHT ABOUT THE CHILDREN WHO WERE GROWING UP ALONE. WE KNEW THAT TOGETHER WE COULD BE AN EXTRAORDINARY FAMILY. WITH YOU FIRST TO MEET CHILDREN. CONTACT US TODAY AT adoption.sf.org

[adoption sf.org](http://adoption.sf.org)

adoption sf

FUNDINGS: San Francisco Planning Center, Family
DESIGN: www.greatphotography.com

American Manual Alphabet



Signs shown as they appear to the person reading them.

Open Your Heart To A Deaf Child

Use Your Sign Language Skills

Become a Foster Parent



Los Angeles County Department of Children and Family Services

Foster Care Awareness Program

Become a Foster Parent
Call 1-888-811-1121



Los Angeles County Department of Children and Family Services

Foster Care Awareness Program

**ON AN AVERAGE DAY, 15 CHILDREN IN
LUCAS COUNTY MUST BE REMOVED
FROM THEIR HOMES BECAUSE OF
SERIOUS FAMILY PROBLEMS.**

Some are victims of physical or sexual abuse.
Others suffer from neglect or poor supervision.
A few have lost their parents altogether through
death or desertion.

**WE DON'T GO HOME AT NIGHT UNTIL
WE FIND A SAFE, TEMPORARY HOME
FOR EVERY SINGLE ONE.**

BUT WE NEED YOUR HELP

Foster parents help children to bear the pain of
separation. They provide temporary care in a
loving home while LCCS case workers help the
natural parents work out their problems.
Sometimes this takes a few days. Sometimes
months. Either way, the goal is always to safely
reunite children with their birth families.

**MAKE A DIFFERENCE IN A CHILD'S LIFE.
BECOME A FOSTER PARENT.**

CALL (419) 213-2224.



Lucas County Children Services

**She needs a home.
Tonight.**



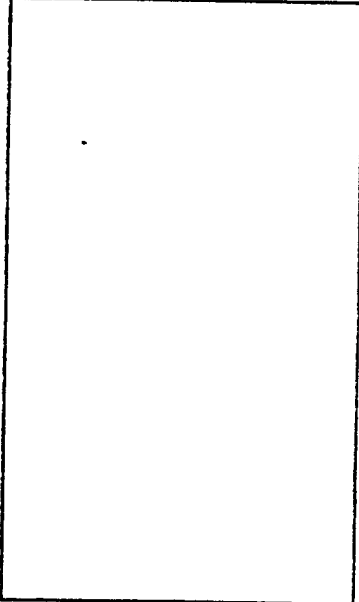
Be a foster parent.

Race, Color or National Origin



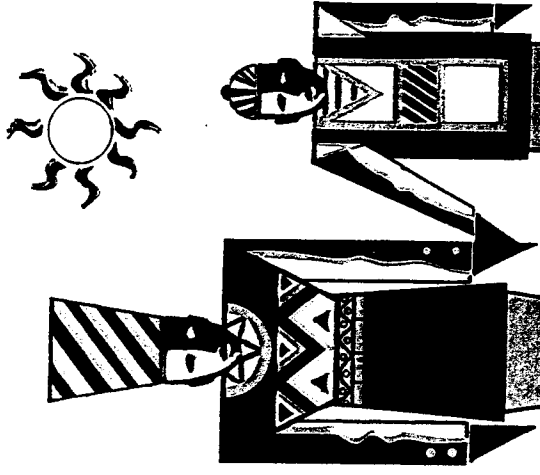
THE FAMILY IS A TRADITION WORTHY OF MAINTAINING! FIND OUT MORE ABOUT THE CHILDREN WHO ARE WAITING AND HOW TO ADOPT OR FOSTER A BLACK CHILD BY CALLING THE DEPARTMENT OF FAMILY AND CHILDREN SERVICES IN YOUR COUNTY.

FOR MORE INFORMATION ABOUT ADOPTION OR FOSTER CARE, WRITE
 878 PEACHTREE STREET
 SUITE 501
 ATLANTA, GEORGIA 30309
 OR CALL 404-894-4454



YOU MAY FIND IT EASIER THAN YOU THINK TO ADOPT A BLACK CHILD. YOU DON'T HAVE TO HAVE A LARGE INCOME OR EVEN OWN YOUR OWN HOME TO ADOPT. MARRIED COUPLES, DIVORCED, AND NON-PROFESSIONAL, SINGLE MEN OR WOMEN CAN BE GOOD PARENTS TO A CHILD IN NEED OF A LOVING HOME. THE RESPONSIBILITY OF BEING A GOOD PARENT, AND THE ABILITY TO MEET YOUR FAMILY'S FINANCIAL NEEDS IS ALL THAT IT TAKES TO...MAINTAIN A TRADITION - ADOPT A CHILD.

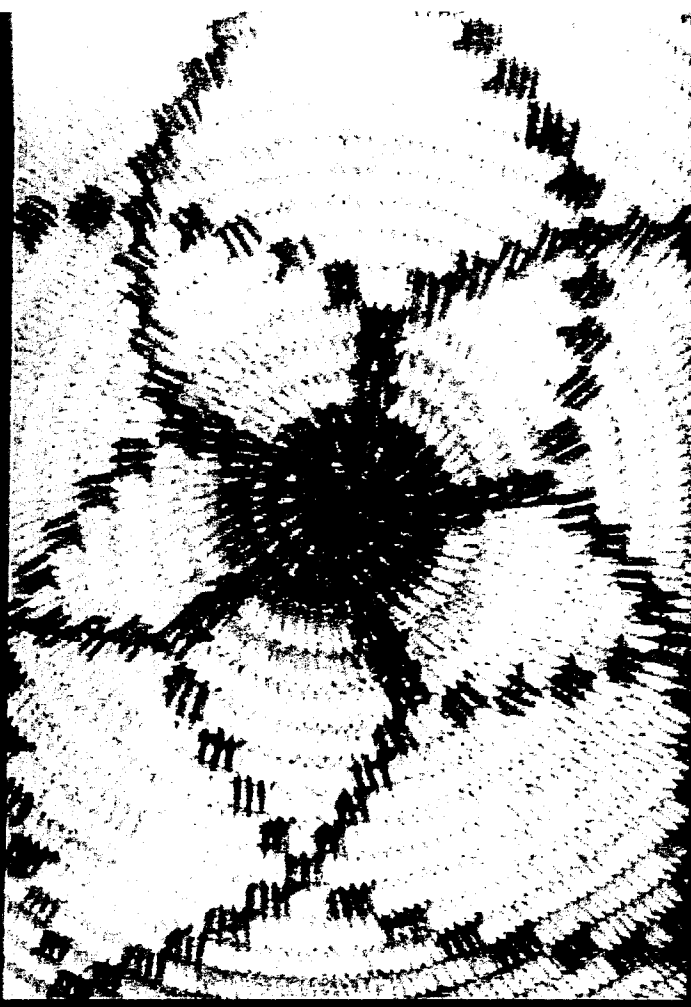
MAINTAIN A TRADITION



ADOPT A CHILD



Preserve the Culture



Open your heart
to an Indian child



Department of Health and Human Services
Child Protective Services, Foster Home Licensing
3701 Branch Center Road
Sacramento, CA 95826

For More Information
Phone: 916-875-5410 (TDD) (55-03)
E-mail: dhhs@csccounty.net
Internet: www.dhhs.com

Sacramento County is in need of Native American families that can care for foster children in their homes!

Abuse, neglect, death and illness of a parent are some of the reasons for out of home placement of children. Our goal is to place them in a safe and nurturing environment until they are able to reunify with their parents or until permanent plans are implemented.

"protect the children"

Become a Foster or Adoptive Parent

The County offers free training, financial reimbursement for the care of the child, medical/dental coverage, cultural resources, and foster parent support groups.

We are looking for:

- Native American Foster families or people who can;
- Ensure the child maintains their connection with the Native American community by using culturally appropriate services.
- Encourage and respect the importance of the child's culture and traditions.
- Understand the importance of the child's bond with their natural and extended family
- Meet the needs of your own family while sharing your family with the children placed in your home



Family to Family

Sacramento is one of at least 24 California counties participating in Family to Family, a nationwide child welfare and foster care reform initiative aimed at helping agencies like Sacramento County Child Protective Services achieve better results for children and families.

Team Decision Making is an important tool in the Family to Family approach to foster care. The goal is to involve children, birth families and community members in all decisions involving where a child will live (also known as the child's "placement").

"share the vision"

Team Decision Making brings important adults in the child's life together to create a support network. Ideally, this results in finding the least restrictive, most appropriate placement for a child.

When out of the home placement is necessary Sacramento County will (1) place the child with relatives, (2) tribal family, (3) or other Indian family, before they place the child with a non-Indian family.

We are committed to serving the Native American community with respect, dignity, and cultural sensitivity.



PLACE
STAMP
HERE

HAMILTON COUNTY CHILDREN'S SERVICES
ADOPTION & FOSTER CARE PROGRAM
628 Sycamore Street • Cincinnati • Ohio • 45202
(513)632-6366



HAMILTON COUNTY CHILDREN'S SERVICES

ADOPTION & FOSTER CARE PROGRAM



Shaping the Future.



Shaping the Future



The facts about foster care.

There are many children who need foster care. Children's Services tries to keep children with their parents in their own homes. Sometimes, they must be removed, at least temporarily, for their own safety. The children range from birth to 18 years old. They are often abused, neglected, or dependent. Some are handicapped. Sometimes there are groups of brothers and sisters. All of the children need a family.

Who can be a foster parent?

You may be a working parent.
You may be single or married.
You may have children of your own.
You must be 21 or older and in good health.
You must have a stable income, but you don't have to be rich.
You need to be flexible and patient — able to provide special love and understanding.

Information about foster homes.

You don't have to own your own home.
The foster homes must meet safety requirements.
Your home must have at least two bedrooms if the child is over age 1.
Boys and girls over age 5 must have separate rooms.

Foster parents receive support services.

You will be given training before you become a foster parent.
There are ongoing classes for foster parents.
You will have your own special caseworker.
As a foster parent you can be a part of a monthly support group.
Medical and dental costs for foster children are covered.
You will receive payments to cover room, food and clothing.

Facts about adoption.

There are children who need homes and families. The adoption unit of the Hamilton County Department of Human Services has children who need permanent families. They are children of all ages. Many have come into care because of abuse or neglect. Many of the children are:
Older Black children, especially boys.
Older, school-age children of all races.
Children with emotional and/or physical problems.
Brothers or sisters who should not be separated.

Who can adopt?

You may be single, widowed, divorced or married.
You must be at least 21 and in reasonably good health.
You do not have to be rich. You may be on a pension, social security or A.D.C..
You can be a working parent.
You may have children of your own.
You may own or rent your home.
Your home must have room for another family member.

Adoptive parents receive support.

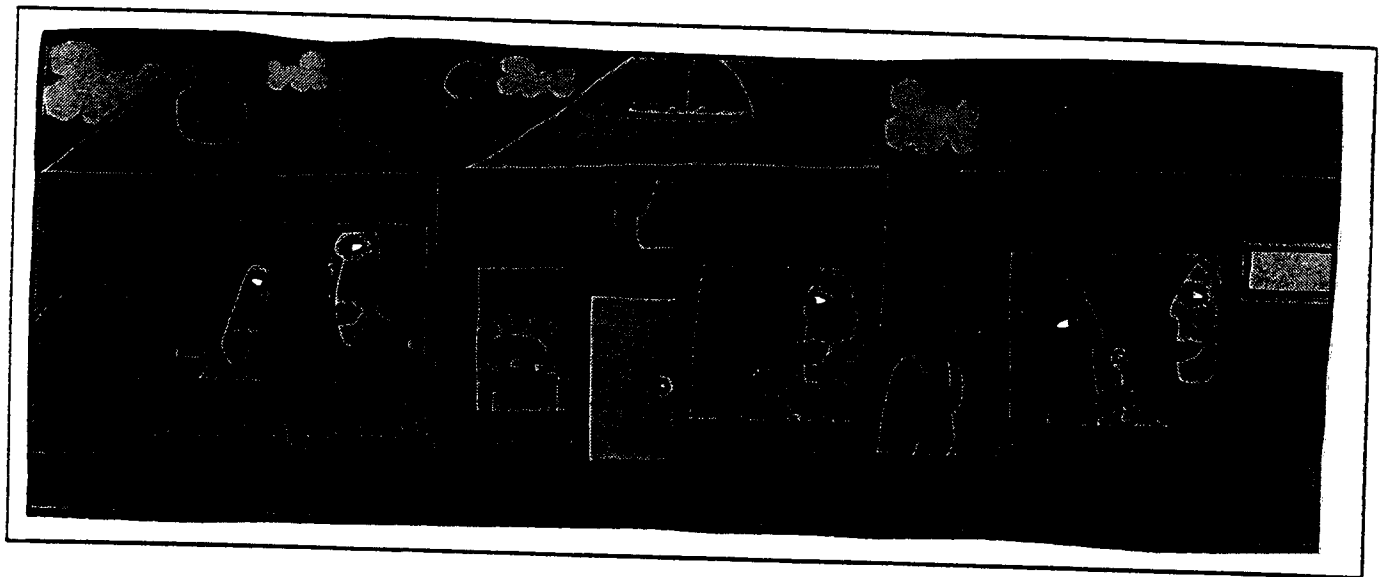
The Hamilton County Department of Human Services helps families meet the needs of the children they adopt. Your individual social worker will advise and assist you in deciding if adoption is right for you and your family. Training is required before adoption, and is available to parents and families afterwards. Local adoption support groups help adoptive families. Financial assistance and adoption subsidies are available to eligible families.

Who can adopt or foster a child.

- ♥ The requirements for adopting children are flexible.
- ♥ You may be single, widowed, divorced or married.
- ♥ You must be at least 21 and in reasonably good health.
- ♥ You do not have to be rich. You may be on a pension, social security or A.D.C..
- ♥ You can be a working parent.
- ♥ You may have children of your own.
- ♥ You may own or rent your home.
- ♥ Your home must have room for another family member.
- ♥ You need to be flexible and patient — able to provide special love and understanding.

Call 632-6366
for more information.

Neighborhood or Geo-based Recruitment



Ten Reasons Why You Should Consider Becoming a Foster or Adopt Family

Heart To Heart Is Where We Start...Hand In Hand Is Where We Stand



Foster & Adoptive Families

- #10 You are good with kids.
- #9 Your commitment will help change a child's future.
- #8 Patience and sense of humor are two of your greatest strengths.
- #7 You have a heart that is bigger than your home.
- #6 Reaching out to others seems natural to you.
- #5 You have a spare bedroom and you would rather have it go to a child/sibling group rather than turn into another storage closet.
- #4 You know how important it is to be part of a family.
- #3 You are ready to accept the challenge of parenting a special child.
- #2 You believe that kids need to stay in their neighborhoods so they remain in their schools, keep their same friends and visit the community park.
- #1 Your community needs you to step forward, and here is why:

As of July 2002:

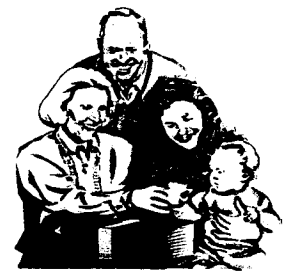
There are currently **216** kids in care in Klamath County.

74 kids remain in foster care out of
the Mills/Fairview School neighborhoods.

70 of those children are not placed
back in their neighborhoods.

For more information about becoming a foster or adopt family call:
Community Human Services - Child Welfare
Cindy @ 883-5570 ext. 251

DOOR HANGER:
PART OF COMMUNITY
CAMPAIGN WHERE
STAFF/PARTNER
"POUNDED THE PAVEMENT"



Yes! I Will Help Find Families For Kids!!

Name: _____ Phone: _____

I CAN HELP IN THE FOLLOWING WAYS: (Check How You Can Help!)

- _____ Distribute Flyers/Brochures Occasionally to my Church, Club, bank, Beauty Parlor/Barber Shop, Doctor's Office, School or Library.
- _____ Hang Posters in Place That I Frequent On a Regular Basis.
- _____ Identify Foster, Adoptive or Birth parents or youth Who Would Be Willing to be used for Media Events, Panels for Training, etc.
- _____ Schedule a Speaking Engagement for Recruitment Staff at my Club, Organization, Church or School.
- _____ Arrange For a Recruitment Display/Bulletin Board at my Church, Library, School or Organization.
- _____ Assist with mass mailings by Folding, Stuffing, & Preparing Materials
- _____ Volunteer to Oversee Display Table for 2 hours at Events, Festivals, Conferences, Expos, Fairs.
- _____ Serve as Recruitment Speaker to Clubs, Organizations, Churches, Schools _____ Times Per Year.
- _____ Host an In-Home Party for My Friends, Family and Neighbors to Recruit Prospective Foster/Adoptive Families.
- _____ Volunteer to Assist with Recruitment Events in the Community.

Contact Information:

Please Mail Survey to Romeal Samuel, XE02 @ 3701 Branch Center Road, Room 2521, Sacramento, CA 95827 or call (916) 875-4893.



Mission Statement

The purpose of the Department of Children and Family Services is to assure that children at risk of abuse or neglect are protected and nurtured within a family and with the support of the community.

Contact:
Department of Children and Family
Services (216) 881-5775



This initiative is funded by the
Cuyahoga County Commissioners

Be a Family
For All
Seasons

Contact:
Department of Children and
Family Services
(216) 881-5775



THIS TRIFELD
WAS STAMPED IN
WATER BILLS BY
THE WATER COMPANY
IN TARGETED NEIGHBOR

5,173

Louisiana Children in Foster Care

Each

One

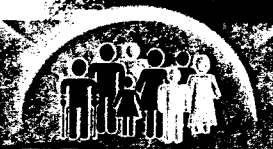
Needs a Safe,
Stable,
Loving Home
like Yours.

foster

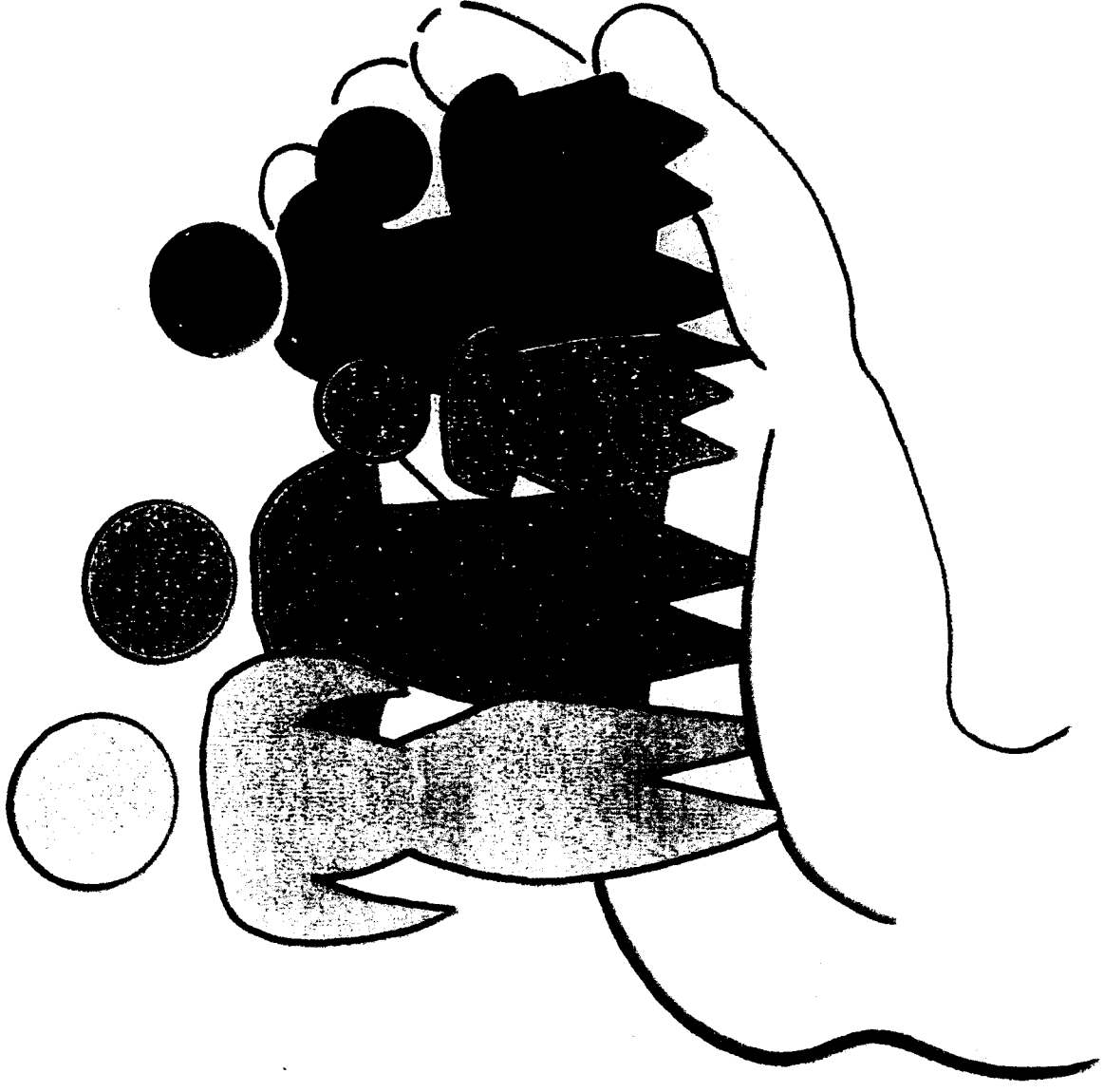
Your Love Will Make All The Difference
in The World.

Number of children as of June 30, 2007.

LOUISIANA
DEPARTMENT OF
SOCIAL SERVICES



GIVE A HELPING HAND TO



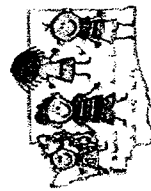
*ENCOURAGE
BIRTH PARENT
FOSTER PARENT
PARTNERSHIPS

| CHILDREN AND FAMILIES

**Resources for schools serving
children in foster care**

For additional information, please contact:

**Department of Social and Health Services (DSHS)
Children's Administration (CA)**



**Bob Partlow, Program Manager
Foster Parent Recruitment
(360) 902-8063
pbob300@dshs.wa.gov**

Office of Superintendent of Public Instruction

Learning and Teaching Support



**Ron Hertel, Program Supervisor
Foster Care Liaison
(360) 725-6049
rhertel@ospi.wednet.edu**

Families for Kids

Foster and Adoptive Home Recruitment

Contact

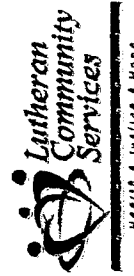
(888) 794-1794

familiesforkids@lcsnw.org

**Families for Kids
recruitment resources**

Project Funding provided by:

**Ben B. Cheney Foundation
Boeing Employees Community Fund
Department of Social and Health Services
Irving A Lassen Foundation
Northwest Children's Fund**



*Visit us on the web at
www.lcsnw.org*

**LUTHERAN COMMUNITY SERVICES
FAMILIES FOR KIDS**

School Based Foster Family Recruitment

Families for Kids

Do your part
Our future is in our children.



School-Based Recruitment increases "stability for kids" by focusing recruitment of foster families in specific geographic areas that support keeping children in their same school while being transitioned into foster care.

Families for Kids
recruitment resources

LUTHERAN COMMUNITY SERVICES
FAMILIES FOR KIDS

Overview

Children in Washington Schools find way more then basic education. They enter a building packed full of people who are interested in their entire well-being. Counselors provide guidance, food service workers provide nourishment, bus drivers provide safe and friendly transportation, friends provide companionship, etc.

For children that come from an abusive or neglectful home, their school may be the only place that they find a safe and secure environment.

The current shortage of foster homes in Washington State means that abused and neglected children are rarely able to remain in their original school when they enter foster care.

As a result, children who must enter foster care not only lose their families, but also friends, teachers, tutors, counselors, administrators, bus drivers, food service workers and custodians.

The Same School Initiative is a project of Families for Kids (FFK). FFK is a program of Lutheran Community Services, and provides foster and adoptive home recruitment services in Washington.

Primary Goal:

To recruit adequate numbers of local foster and adoptive families to help provide the best possible outcome for children that enter the foster care system.

Primary Strategy:

Assist in the development of local recruitment and retention teams based on utilizing current or former foster parents as recruiters.

This booklet is intended provide a general overview of "Schools-Based Foster Home Recruitment" with tested strategies and tools. These strategies were tested and developed through pilot projects in Pierce and Thurston counties.

Families for Kids has a network of regional coordinators and local foster parents that can provide support and expertise in your project.

Sample letter to Principals and Superintendents

Dear PRINCIPAL'S NAME,

Every year in your school there are children who are forced to leave their family home and go into foster care. The reasons are varied and all of the stories are heartbreaking. *On any given day, there are 11,000 children in Washington State that are not able to live with their parents due to child abuse and neglect.*

There are not enough foster homes to help these children. This is causing a second tragedy in their lives and a dilemma in our schools. I know you have seen it personally. When a child goes into foster care they usually have to change schools. Many times your school has been the only safe place they knew.

The problem of having children bouncing from school to school is also a drain on limited resources. Abused and neglected children usually require extra time and care in school. You develop an IEP, allocate resources, maybe hire a para-educator and then the child is moved again.

I am asking for your help in solving this crisis. We need to find more new foster families in your area. Enclosed with this letter are:

- Ten brochures about foster care. Please personally hand them to ten different people. Good foster parents come from all walks of life. The basic criterion is that they have a heart for helping children.
- A sample letter that you can send home to the families in your school.
- An article for your PTA newsletter.
- Posters that you can put up in your school.

It would also be great if a foster parent could give a short presentation at one of your staff meetings or at a PTA meeting. It is always informative to hear what foster parenting is like from someone who has been there.

Please call me if you have any questions or would like more brochures and posters. With your help, some of these children can hang onto the one stable place in their lives: your school.

For PTA/PTO Newsletters

Same School,
New Home

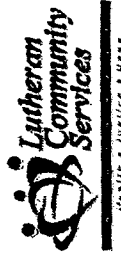
The current shortage of foster homes in your school district means that abused and neglected children are rarely able to remain in their original school when they enter foster care.

As a result, children who must enter foster care not only lose their families, but also friends, teachers, tutors, counselors, administrators, bus drivers, food service workers and custodians. *For many of these kids, school was the only secure and stable piece of their lives.*

You could be the best solution!

We are searching for a few families from your school to become licensed foster parents. Just in case a child in your school needs a home. You don't have to be super human. You don't have to save the world. But maybe you could make room for one more.

**For more information on becoming a foster parent,
call 1-888-794-1794**



Families@Kids
recruitment resources

Common characteristics for
children in foster care

Like all children, students in foster care have many strengths. However, they often also experience challenges, including:

- Frequent school changes.
- Behavioral or emotional struggles.
- Inconsistent caregivers.
- Poor preparation for school and little encouragement when enrolled.
- Disabilities that qualify students for special education

What is the Division of Children and Family Services (DCFS) social worker's primary role?

- Ensure the child's safety and well-being.
- Develop a case plan with the family and child.
- Identify people and connections that can support the child and family.
- Act as a liaison between the foster and birth families.
- Ensure compliance with court orders.
- Help the child's family access services.
- Register child for school and other services.

What is the foster parent's/relative caregiver's primary role?

- Provide care giving responsibilities in the absence of the birth parent.
- Provide stability, continuity, and nurturing family experiences.
- Notify school of child's foster care status and special considerations for the child and family.
- Maintain routine contact with school and service providers.
- Coordinate with the social worker, school, and service providers to ensure child's needs are met (i.e., transportation, access to medical and education services, etc.).

Materials and Events

- Display posters on all public bulletin boards at each school with contact information.
- Send flyers home with elementary and secondary students three times a year, once in November, February, and May.
- Have ongoing poster/sign up sheet at front counter, library and/or lounge.
- Provide short articles for district and school newsletters and websites. Distribute "Foster Care Introduction" via school related activities.
- Have information tables at two events per year per school (minimum), staffed by the foster parent recruiter and ideally, other foster and adoptive parents at each school.

Partnering

- Keep the Department of Social and Health Services (DSHS) and school personnel updated and involved. Remember, your best contacts are the school secretaries.
- Involve private foster care agencies. Most have recruitment personnel that would love to help with events.

Evaluation

- Track your meetings, presentations, materials, events, and potential foster parents.
- Report your progress to Families for Kids—Recruitment Resources. We maintain a centralized database for Washington State. Through this database, we are able to track trends and develop a "best practices" approach to recruiting and supporting foster parents.

What role can a school play when an enrolled student enters foster care?

- Talk with caregivers and the child's social worker about ways to keep the child in his/her current school.
- Ensure that the child has transportation to and from school.
- Send complete records and provide consultation to the new school as soon as possible if a student must transfer.
- Help identify families/adults with close ties to the youth who may help maintain his/her connections to the community and possibly provide foster care support services (i.e., respite care).
- Provide flexibility so the student can meet both academic and social needs.

How can a school provide continuity for students likely to enter the foster care system?

- Establish a pool of families (five or more) in the school district, willing to serve as short-term foster homes.
- Encourage educational community recruitment for long-term foster care.
- Provide or coordinate in-service training about the needs of abused, neglected, and transient youth and their families.
- Partner with local service providers to enrich the supports the school can provide to establish a Supportive Learning Environment.

Involving Foster/Adoptive/Kin Parents



HOST A "FOSTERWARE" PARTY

What is a "Fosterware" Party?

A "Fosterware" party is an informal get together with at least two or more of your selected friends and or family. House parties designed to have fun, learn about Family to Family and foster care.

Denver Department of Human Services will provide:

- * presentation
- * invitations and mailings
- * door prize
- * House warming gift for hostess
- * refreshment

You need to provide:

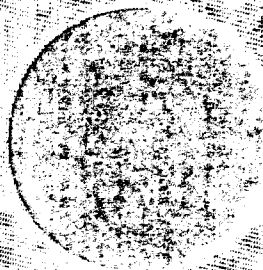
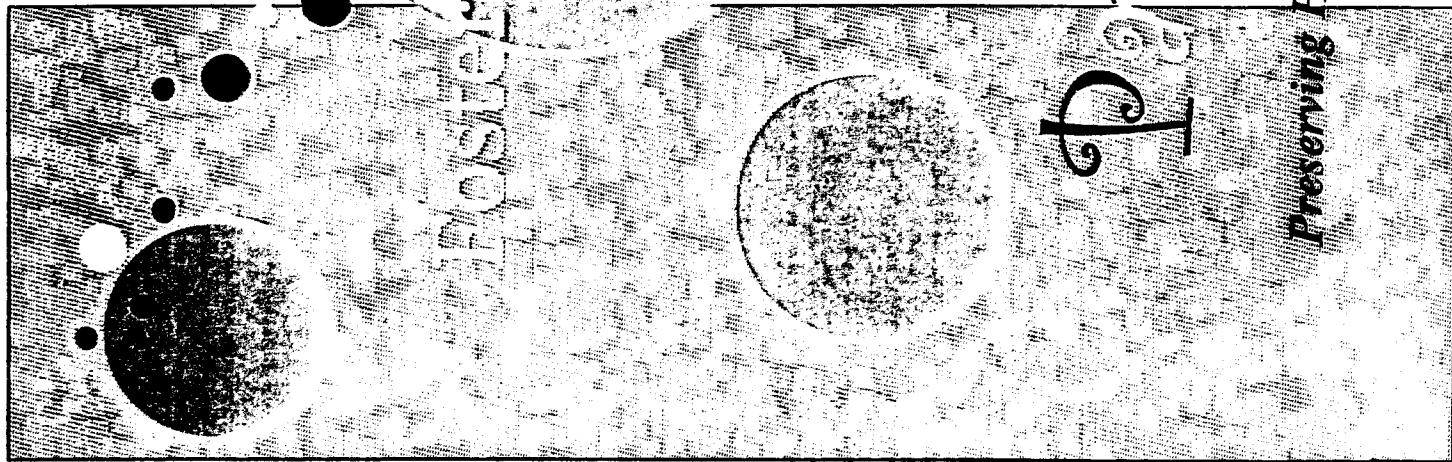
- ✓ Your home
- ✓ A list of friends/family interested or those whom you believe would make good foster parents
- ✓ Your enthusiasm

For further information & to reserve your party.

contact the recruiters .

720-810-5139

Place
Stamp
here



Party

Preserving Homes for Children



Introducing a Foster Parent Recruitment Incentive Program

Do you know neighbors, friends, or relatives that have been thinking of becoming a foster care provider? Well, now is the time to get them started. For a limited time only, an Incentive package is being offered to the 1st 15 foster parents who's referrals become certified foster parents. Here's how it will work:

STEP ONE:

- 1) Tell them to Call Cindy Bercot (883-5570 ext. 251)
- 2) Make sure they mention your name as the referral source so you get credit.

Cindy Bercot will send them an inquiry packet with the dates of the next Orientation. If they attend the classes, YOU will have earned your first \$25 toward the package deal.

STEP TWO:

- 1) Your referral must attend the 8 CORE training classes. They will need to complete ALL classes by the time two series of CORE classes are held. This means if you refer a couple, both need to complete the classes within the specified time line. If they miss a class, they will need to make it up in the next series of classes offered.
- 2) If they complete the CORE classes within the specified time line, YOU have then earned another \$25 toward your package deal.

STEP THREE:

- 1) Your referral becomes certified to take children in their home. YOU now have earned an additional \$200 toward the package deal.

WHAT IS THE PACKAGE DEAL YOU ASK!

\$200 Package at the
Running Y Resort
Plus
\$50 Towards Respite

Your package includes the following:

- * One night's stay in a standard accommodation
- * Dinner for two in the Ranch House Restaurant
- * Activities on the resort, Sugar Pine Café or additional meals at the Ranch House Restaurant (up to \$70).

See additional Running Y conditions on reverse side
(Over)

Department of Human Services
Child Welfare Services
700 Klamath Ave., Suite 500
Klamath Falls, OR 97601
(541)883-5570

HAVE A "PARENTING IN PARTNERSHIP" PARTY

What is a "Parenting in Partnership" Party?

A "Parenting in Partnership" party is an informal get together with at least two or more of your selected friends and or family. House parties are designed to have fun, learn about Family to Family and foster care.

Klamath County Department of Human Services will provide:

- * presentation
- * games & gifts
- * decorations
- * invitations and mailings
- * house warming gift for hostess
- * refreshments

You need to provide:

- ✓ your home
- ✓ a list of friends/family interested or those whom you believe would make good foster parents
- ✓ your enthusiasm



For further information & to reserve your party, contact the foster care unit.
(541)883-5570 ext. 251

CAN WE HELP!

If you don't know a family
very well, but think they
would make good foster parents,
we could help get your prospective
recruit started.....!

HOLD A PARENTING IN PARTNERSHIP PARTY!

Keep Your Family Tree Together Through Adoption

Contact:
Your local
public or
private child
placement
or kinship
agency



From:

To:

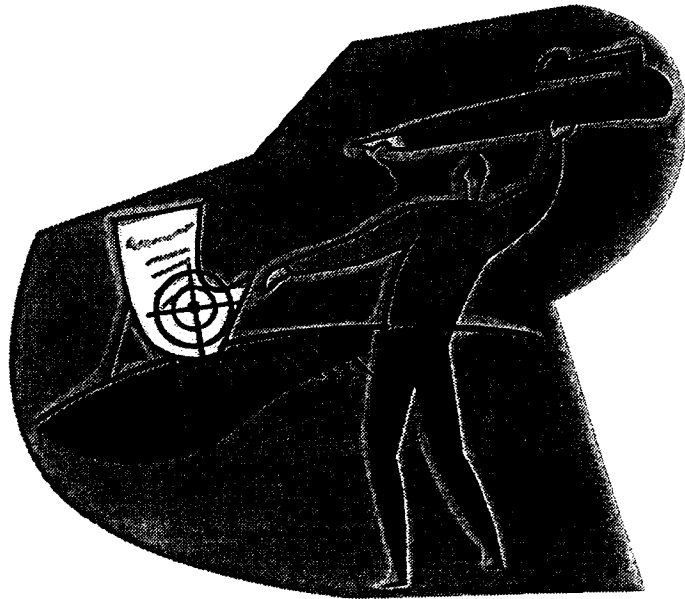
Funding for this project was provided by the Department of Health and Human Services, ACYF, Opportunities in Adoption Demonstration Grant Project, #90-CO-0834, Belleaire JCB-Kinship Adoption Project.

Kinship Adoption

“Kinship Keep Adopt”



Keep
Your
Family
Tree
Together
Through
Adoption



Targeted Recruitment Planning

Target population: Deaf/Hard of Hearing Children (D/HH) (0-18)

Goal:

By 12/31/07 there will be a net increase of certified foster homes for D/HH children in District 8 of *15 families*.

Objectives:

1. Increase awareness of citizens in District 8 of the need for foster homes for D/HH kids
2. Identify, engage and build relationships with organizations that serve the D/HH community.
3. Develop and implement strategies for community members to participate with and support D/HH children and their families.
4. Identify current foster families that serve D/HH kids, provide support activities and engage in partnership for recruitment.

Activities

Objective 1: Increase awareness of citizens in District 8 of need for foster homes for D/HH kids

- Make connection with Parent Support Groups for presentation. Follow-up article in newsletters.

Proposed Budget

- Brochures and business cards \$100
- Food and drinks \$100
- Staff time for article composition (6 hours) \$150

- Make contact with Local Community Colleges that offer sign language classes to make recruitment/support presentations. Follow up with article in school newspaper.

Proposed Budget

- Staff time for presentation and article composition (6 hours) \$150

- TV ads to include sign language interpreter on screen.

Proposed Budget

- Weekly ad buy \$3,500
- Payment for Interpreter \$ 300
- Staff time (2 hours total) \$ 50

Objective 2: Identify, engage and build relationships with organizations that serve the D/HH community.

- Engage with D8's only mega church, that has ministries for the deaf and hard of hearing people.

Proposed Budget

- In-kind donation (pencils, pens, notepads) \$50
- Take leader out to lunch \$30.

- Ads submitted as PSAs
- Staff time (8 hours) \$200
- contact local Deaf Olympics group organizer—ask for assistance in promoting foster care/adoption and support of families. Attend monthly meeting and put article in newsletter, request that we provide T-shirts with logo/slogan for events

Proposed Budget

- refreshments for meeting \$ 50
- T-shirts for 100 (100 @ \$15) \$ 1500
- Staff time (12 hours) \$ 300

- Meet with deaf school choir director; offer to host an event and supply food, drink, venue. Promote event with our name as sponsor; put our logo on the back of the tickets and on the posters.

Proposed Budget

- Overhead/admin \$ 400
- Posters \$ 125
- Articles/ press release (admin fee) \$ 0
- Tickets with logo \$ 150
- Food \$1,200
- Venue (in kind) \$ 0
- volunteers in kind \$ 0
- Brochures \$ 150
- Programs with FC/A info \$ 150
- Staff time (40 hours) \$1,000

- Host a special “sneak” preview of a local play and arrange for interpreters to sign the event

Proposed Budget

- Artwork (in kind) \$ 0
- Posters \$ 125
- Press release (in kind) \$ 0
- Theatre Company (in kind) \$ 0
- Programs \$ 150
- Volunteer interpreters (in kind) \$ 0
- Fees for interpreters \$ 600
- Staff time (30 hours) \$ 750

- Contact youth leaders, including AWANA, Pioneer Girls and Boys Brigade, Girl Scouts, Boy Scouts, Campfire Girls. Offer a class taught by D/HH young people in ASL for kids and families that will lead to a service badge.

Proposed Budget

- Literature on ASL classes \$ 20
- Refreshments for group \$ 50

- Kids entertainment -
 \$400 horseback riding lessons (in-kind) \$ 0.00
- Thermos mugs with logo (20@\$5=100) \$100.00
 (thank you gift)
- Interpreters (3 hrs @ \$50 x 2=\$300) \$300.00
- Staff time (50 hours) \$1100.00
 Includes invitations, working with OK
 Corral staff, program planning and 2 staff
 attending the event)
- Administrative costs \$420.00

EVALUATION CRITERIA

NOTES

TARGETED POPULATIONS: Did the plan identify specific groups targeted including details about the age, RCNO, special needs and geographic location of the children needing families? Was the plan too broad or cover too many groups to be effective? Did the plan identify activities for each county, if applicable.

4-----3-----2-----1-----0
very specific *no details included/unacceptable*

STRATEGY APPLICABILITY: Did the plan's strategies appear to be appropriately customized to engage targeted recruitment groups? Did the strategies reflect culturally sensitive methods that are respectful and meaningful to the targeted recruitment groups? Or did the strategy appear to be a "one size fits all" approach?

4-----3-----2-----1-----0
excellent *no applicability/unacceptable*

COMMUNITY CONNECTIONS: Did the plan describe collaborations with community and neighborhood-based organizations that can enhance the engagement of the targeted groups? Did the plan show partnerships with other licensing agencies? Or did the plan reflect a lack of effort in engaging other organizations to partner in the work of targeted recruitment?

4-----3-----2-----1-----0
excellent *unacceptable*

GRASS ROOTS APPROACH: Did the plan reflect a community-based, face to face approach to recruitment that enhances the building of relationships? Or did the plan only identify strategies that non-personal approaches that create distance and discourage the building of relationships?

4-----3-----2-----1-----0
excellent *unacceptable*

VARIETY OF STRATEGIES: Did the plan identify a variety of recruitment strategies and activities that could attract different prospective families? Or did the plan repeat the same strategy multiple times?

4-----3-----2-----1-----0
excellent *unacceptable*

6.	AMBITIOUSNESS OF PLAN: Did the plan show enough activities? Was the plan ambitious and include numerous activities? Or was the plan the "bare minimum". 4-----3-----2-----1-----0 <i>excellent</i> <i>unacceptable</i>	
7.	PLAN SPECIFICITY: Did the plan include enough details to ensure it would be carried out? Did the plan identify specific organizations, dates, times, locations, specific strategies? Did the plan include samples of materials? Is the plan written in a way that can be measured for outcomes? 4-----3-----2-----1-----0 <i>very specific</i> <i>no details included/unacceptable</i>	
8.	BUDGET APPROPRIATENESS: Is the budget appropriate for the strategy identified? Were the costs in line with the expenditures listed? Did the budget include stipends for youth recruiters? 4-----3-----2-----1-----0 <i>accurate budget</i> <i>no budget included/unacceptable</i>	
9.	COST EFFECTIVENESS: Were expenditures an appropriate use of funds? Did the budget reflect "in-kind" services/goods? Did the budget include unnecessary expenditures? Did the budget include the use of free media? (PSA's, newspaper stories, use of community resources?) 4-----3-----2-----1-----0 <i>excellent</i> <i>no effort at cost effectiveness/unacceptable</i>	
10.	BUDGET SPECIFICITY: Was the budget specific enough in identifying all costs? Did it appear vague so that the expenditure is undetermined? 4-----3-----2-----1-----0 <i>very specific</i> <i>no details included/unacceptable</i>	

COMMENTS: