


Adventure Awaits

A Word-of-Mouth Foster Parent
Recruitment Campaign



www.vayahealth.com



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A Word from Vaya Health

Welcome to the Word-of-Mouth Foster Care Recruitment Toolkit! This comprehensive resource has been thoughtfully designed to empower agencies, organizations, and individuals involved in the vital mission of recruiting foster parents. In the pages that follow, you will find a wealth of valuable information, strategies, and tools aimed at addressing the critical need for nurturing and supportive homes for children in foster care. Please join us in January & February as we spread the word about the adventure of fostering.

Through Vaya's *Pathways to Permanency* project, it became clear that additional foster parents were needed to care for youth in custody. Also, local agencies needed additional resources in order to be able to effectively recruit foster parents given the limited resources available to them and the current workforce crisis. Finally, we heard from stakeholders that developing a cohesive campaign which took place catchment wide simultaneously would have the greatest impact.

The name of this campaign is “Adventure Awaits” and you will hear from parents across Vaya’s catchment as they share their experiences fostering and the wonderful adventure that it is.

Foster parents play an indispensable role in providing stability, love, and care to children who have experienced trauma or challenging life circumstances. As the demand for foster homes continues to grow, so does the importance of equipping recruitment efforts with the best practices, resources, and insights available.

Our shared goal is to make a positive and lasting impact on the lives of vulnerable children and families. We invite you to explore this toolkit and join us in the essential work of recruiting foster parents who will make a profound difference in the lives of those they welcome into their homes. Together, we can create brighter futures for our community's most vulnerable children.

Within this toolkit, you will find:

- A calendar of postings for your preferred social media platform(s) as well as a link to these resources for ease of use
- A collection of impactful hashtags designed for use on social media platforms to boost engagement and visibility
- Additional tips and tricks when it comes to using social media for this campaign as well as other recruiting efforts
- Professionally crafted print write-ups to provide detailed information about foster parenting for distribution
- Eye-catching flyers available for print and distribution by local agencies to increase awareness and interest in foster parenting
- Practical suggestions on how to effectively engage your community with the toolkit, fostering a collaborative approach to recruitment efforts

Together, these resources aim to equip you with the tools and strategies needed to make a significant impact in recruiting dedicated foster parents and positively transforming the lives of children in need.

Adventure Awaits

Providing foster care to children can be described as an adventure for several reasons. Here are just a few of them:

- **Unpredictability:** Every child is unique, and their backgrounds, experiences, and needs vary greatly. Fostering involves adapting to these individual differences, which can make each day feel like an unpredictable journey. You never quite know what challenges or joys each child will bring into your life.
- **Growth and Learning:** Fostering often requires foster parents to continuously learn and grow. You may need to develop new parenting skills, adapt to different cultural backgrounds, or address specific needs and challenges the child may have. This learning process can be enriching and provide opportunities for personal growth.
- **Emotional Rollercoaster:** Fostering can be an emotional rollercoaster. It involves navigating a range of emotions, from the initial excitement of welcoming a child into your home to the challenges of helping them overcome trauma or adjustment issues. The highs and lows can make it feel like an adventure.
- **Connection and Bonding:** Building a connection with a child who has experienced trauma or instability can be a rewarding adventure. The journey of helping a child heal, trust, and form meaningful bonds can be deeply fulfilling.
- **Advocacy and Support:** Fostering often involves advocating for the best interests of the child. This may require working closely with social workers, therapists, and educators to ensure the child's needs are met. Being an advocate and support system for a child can be both challenging and rewarding.
- **Community and Network:** Fostering can also introduce you to a supportive network of other foster parents, professionals, and organizations dedicated to helping children in need. Building relationships within this community can be a valuable part of the adventure.
- **Celebrating Achievements:** Watching a foster child grow, achieve milestones, and overcome obstacles can be a source of immense joy. Celebrating these achievements, no matter how small, can be a rewarding aspect of the fostering adventure.

Fostering can be an adventure filled with personal growth and fulfillment. And while not every moment in foster care will feel like an adventure, many foster parents find the experience to be profoundly meaningful and transformative.

How to Use This Calendar

As you will see from the calendar below, we have chosen 3 unique hashtags for the Adventure Awaits campaign. These include **#fosteringadventurenc**, **#fosteringhopenc**, and **#adventureawaitsnc**. Hashtags are used to categorize and organize content on social media platforms. When you include a hashtag in your post or comment, it turns that specific word or phrase into a clickable link. Clicking on the hashtag takes users to a feed or search results page that displays all other posts and content that have used the same hashtag.

The primary purpose of hashtags is to make it easier for users to discover and engage with content related to specific topics, events, trends, or discussions. They are commonly used on platforms like Twitter/X, Instagram, Facebook, TikTok, and others to help users find and participate in conversations about a particular subject.

Hashtags have become an essential part of social media marketing and community building, allowing users and businesses to reach a broader audience and join conversations relevant to their interests or products. We encourage you to use this campaign's hashtags when you post during this campaign and after.

Using This Calendar

There are 3 different ways that you can access the information to share on your preferred social media site:

1. By reposting from one of the Adventure Awaits NC social media sites. You can follow the campaign on Twitter/X (@AdvAwaitsNC), Facebook (Adventure Awaits NC), LinkedIn (Adventure Awaits NC) & Instagram (adventureawaitsnc).
2. By using the links available throughout this toolkit.
3. By downloading the content that is going to be emailed you daily.

To access the resources through the website:

1. Vaya Health's *Pathways to Permanency* website can be found here: (add link) and the Adventure Awaits campaign resources can be located on that page.
2. Download the main Zip folder which has the content for each day included.
3. Within the Zip folder, there will be a folder for each day of the campaign. This folder will include the media as well as the verbiage to include on the post. Each day, simply click on the corresponding folder and post the material to your agency's social media platform(s) of choice.

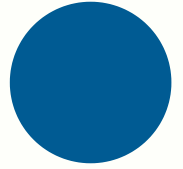
To use the content emailed to you daily:

1. Simply download the attachment that is in your daily email to your computer.

To create your posts:

1. Once you access the folder for the needed calendar day, you will need to download the images/video in the folder on to your computer.
2. Once this item is downloaded, go to your organization's social media site and begin the process of adding a new post. The image/video will now be located in your computer's gallery/download folder. You can add the item to your post via this folder.
3. Click on the Word document in the folder corresponding to your campaign calendar day
4. Copy and paste the statement(s) from the Word document into your social media platform posting bar.

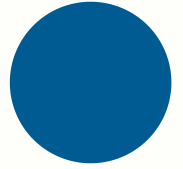
Calendar



<u>January 16</u>	Join us over the next few weeks as we learn more about the joys of fostering. It's time to start your adventure. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>January 17</u>	Are you looking to add some adventure to your life? #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>January 18</u>	As a foster parent, you can make a lasting impact on the lives of the children you foster. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>January 19</u>	Obtenga las recompensas de ser un padre de crianza. Reap the rewards of fostering. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>January 22</u>	You can help a child grow into a successful human being. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>January 23</u>	Would you like to see change in your community? You can be that change. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>January 24</u>	It's time to stand up for foster children. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>January 25</u>	Fostering can do more than change the lives of the children you care for. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>January 26</u>	If you think you don't fit the role of a typical foster parent, remember that there is no typical foster parent. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc



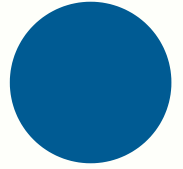
Calendar



<u>January 29</u>	¡Se necesitan más personas hispanas y de habla hispana para cuidar a los niños en hogares de crianza! More Spanish speaking and Hispanic people are needed to care for children in foster care. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>January 30</u>	Fostering can take you to new heights. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>January 31</u>	Fostering is a wild ride that you don't want to miss out on. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 1</u>	Each week, 50 kids in NC are waiting in an office or a hospital for a foster home. Can you open your home to one? #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 2</u>	You have the power to let foster children just be kids. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 5</u>	Let fostering touch your heart. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 6</u>	You can change the world from the comfort of your home. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 7</u>	Take your compassion to new heights. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 8</u>	Do you think you don't fit the mold of a typical foster parent? There is no mold. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 9</u>	You can give foster children the love they need. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc



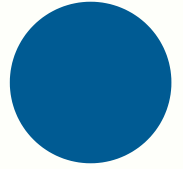
Calendar



<u>February 12</u>	You can be the person a foster child needs. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 13</u>	You can improve outcomes for foster children one popsicle at a time. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 14</u>	What's holding you back from your adventure? Begin today. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 15</u>	Create unforgettable memories through fostering. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 16</u>	There are so many moments that make fostering teens worth it. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 19</u>	You don't need the perfect life to foster. All you need is love. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 20</u>	Fostering means you'll never have another boring day! #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 21</u>	Be a part of the amazing adventure that is fostering. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 22</u>	<p>Si bien la cantidad de hogares de acogida en los últimos años disminuyó un 23%, la cantidad de jóvenes que necesitan su ayuda no disminuyó.</p> <p>While the number of foster homes over the last few years decreased 23%, the number of youth that need your help did not. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc</p>
<u>February 23</u>	Find your purpose. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc



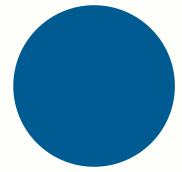
Calendar



<u>February 26</u>	It's time to prepare your heart for an adventure. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 27</u>	Be unforgettable. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 28</u>	Climb to the highest peaks with fostering. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc
<u>February 29</u>	You got this. Make the call today. #fosteringadventurenc #fosteringhopenc #adventureawaitsnc



Social Media Tips



LinkedIn

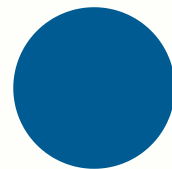
- **Profile Optimization:** Ensure your profile accurately represents your brand and expertise by using relevant keywords and phrases in your headline and summary.
- **Tag Influencers and Employees:** Expand your reach and engagement by tagging or mentioning relevant influencers and employees in your posts. It's a way to show appreciation, start conversations, and connect with industry leaders. Tagging employees can also boost your employer brand.
- **Visual Content:** Utilize the power of video on LinkedIn to share engaging content that reflects your brand's personality and expertise. Consider sharing interviews, product demos, behind-the-scenes content, and more. Additionally, use images, infographics, slideshows, and polls to make your posts visually appealing and interactive.
- **Thought Leadership:** Position yourself as a trusted advisor and thought leader in your industry by sharing valuable content that educates and engages your audience. Offer insights and tips that provide value to your followers and establish your expertise.
- **Content Sharing:** While creating and sharing your original content is important, don't hesitate to share relevant content from other sources within your industry and interests. This helps establish you as an expert and can boost your visibility. Be sure to credit the original source or author when sharing.
- **Engagement:** Build relationships and credibility by engaging with others in your industry. Comment on their posts, share their content, and participate in relevant discussions. Use LinkedIn's advanced search features to find and connect with potential clients, partners, or influencers in your niche. Maintain a respectful and genuine approach without being overly promotional.

Twitter/X

- **Optimal Posting Times:** Tweet during peak engagement hours, typically between 2 and 3 am, or from 8 pm to 11 pm.
- **Use Polls:** Increase engagement with interactive polls on relevant topics.
- **Trending Conversations:** Join trending discussions in your industry for increased visibility and engagement.



Social Media Tips



Instagram

- Instagram Stories Stickers: Build a loyal community by engaging with your audience through Instagram Stories stickers. These include quick and easy options like polls, questions, and quizzes.
- Carousel Posts: Harness the power of engagement with carousel posts. You can share up to 10 pictures, videos, and text graphics in a single post, increasing the chances of likes, comments, and shares, especially since they often appear in users' feeds multiple times.
- Optimal Posting Times: Post during peak engagement hours on Instagram, including Monday 11 AM to 12 AM, 8 PM to 9 PM, Tuesday 11 AM to 12 AM, Thursday 12 PM to 1 PM, and Friday 11 AM to 12 PM. Monday is considered the best day to post on Instagram.
- Relevant Hashtags: Enhance reach and engagement by using relevant hashtags. Greater reach typically leads to higher engagement levels.

Facebook

- Optimal Posting Times: Post on Facebook during peak engagement times: 7 AM to 9 AM, 1 PM to 3 PM, and 7 PM to 9 PM.
- Prioritize Comments & Replies: Interact with comments to boost engagement. Responding to comments fosters interactions and builds a positive relationship with your audience.
- Use Call To Action: Encourage engagement by adding a call to action, like posing a question or sparking discussions.
- Shorten Posts: Keep posts concise for mobile users; avoid lengthy content. Use quick questions, quotes, or witty statements with images.
- Leverage Advocates: Enlist employees and partners to share your content, expanding your reach beyond your brand page.



Press Releases

Below, you'll find a series of press releases that you can readily employ to engage local media outlets and inform them about the "Adventure Awaits" campaign, as well as the urgent need for additional foster parents within your local community. These releases are at your disposal, and you can also access them conveniently [here](#).

NEWS RELEASE

[Release Information]

[Company Name]

[Date]

"Adventure Awaits": [Your Organization's Name] Launches Exciting Foster Parent Recruitment Campaign

[Location], [Date] – News release content.

[Your Organization's Name] is thrilled to announce the launch of its "Adventure Awaits" foster parent recruitment campaign. This campaign is an opportunity for individuals and families in our community to make a profound impact on children's lives by becoming foster parents. This exciting campaign, a part of Vaya Health's *Pathways to Permanency* project, seeks to inspire compassionate individuals and families to open their hearts and homes to children who need safe, loving environments.

"Adventure Awaits" is a call to action, inviting compassionate individuals to open their hearts and homes to children in need. By becoming a foster parent, you can change a child's life, experience personal growth, and be part of a supportive community.

Key Highlights:

1. **Change Lives:** Your love and support can provide the stability and care that many local children desperately need.
2. **Personal Growth:** Fostering offers a unique opportunity for personal growth and fulfillment.
3. **Comprehensive Support:** We provide training, resources, and a strong community of fellow foster parents.
4. **An Adventure:** Fostering is an adventure filled with challenges, triumphs, and memorable moments.

To learn more about "Adventure Awaits" and how you can make a difference, contact [Contact Information].

Join us in creating a brighter future for our community's children.

About [Company Name]

(This is a brief boilerplate description of what your company is and what it does. In this paragraph you should state what makes your business unique.)

Media Contact:

[Name]

[Job Title]

[Email address]

[Phone number]

[Website]

NEWS RELEASE

[Release Information]

[Company Name]

[Date]

"Adventure Awaits": [Your Organization's Name] Launches Exciting Foster Parent Recruitment Campaign

[Location], [Date] – News release content.

[Your Organization's Name] is thrilled to unveil its latest initiative, "Adventure Awaits," a compelling foster parent recruitment campaign aimed at creating brighter futures for children in our community. This exciting campaign, a part of Vaya Health's *Pathways to Permanency* project, seeks to inspire compassionate individuals and families to open their hearts and homes to children who need safe, loving environments.

In a world filled with uncertainties, "Adventure Awaits" is a call to action and an invitation to embark on a remarkable journey of love, compassion, and personal growth. The campaign aims to address the urgent need for more foster parents in our region, ensuring that no child is left without a stable and nurturing home.

[Your Organization's Name] is dedicated to making a positive impact on the lives of children in need. With "Adventure Awaits," we are reaffirming our commitment to this mission and calling upon our community to join us in this noble endeavor.

Key Campaign Highlights:

1. **Change a Child's Life:** By becoming a foster parent, you have the power to change a child's life forever. Your love and support can provide the stability and care that many children in our community desperately need.
2. **Personal Growth:** "Adventure Awaits" is not just about making a difference in a child's life; it's also about personal growth and fulfillment. Fostering offers a unique opportunity to learn, adapt, and create lasting connections with young hearts.
3. **Comprehensive Support:** [Your Organization's Name] is committed to providing comprehensive support to foster parents throughout their journey. We offer training, resources, and a strong community of fellow foster parents.
4. **A Life-Changing Adventure:** Fostering is an adventure filled with challenges, triumphs, and countless memorable moments. "Adventure Awaits" celebrates the joy and fulfillment that comes from providing a loving home to a child in need.

We invite all members of our community to learn more about "Adventure Awaits" and how they can make a difference in the lives of local children. Together, we can create a brighter future for the next generation.

To get involved or learn more about the campaign, please contact [Contact Information].

[Your Organization's Name] is dedicated to making our community a better place for all, and "Adventure Awaits" is a testament to our commitment to that vision.

About [Company Name]

(This is a brief boilerplate description of what your company is and what it does. In this paragraph you should state what makes your business unique.)

Media Contact:

[Name]

[Job Title]

[Email address]

[Phone number]

[Website]

Print Media

Also for your printing pleasure are 3 different brochures highlighting the campaign. While they can be printed in any size, they are designed for letterhead (8.5 x 11), a 5x7 notecard, or a 5.5x 4.3 notecard. Each of these documents are available [here](#). Also, if the documents are opened with Adobe, each individual agency can insert their own information in the yellow section under “Learn More”.

Full Page

Adventure Awaits Become a Foster Parent Today

The adventure awaits

Change lives

Your love and support can provide the stability and care that many local children desperately need.

Personal growth

Fostering offers a unique opportunity for personal growth and fulfillment.

Comprehensive support

We provide training, resources, and a strong community of fellow foster parents.

An adventure

Fostering is an adventure filled with challenges, triumphs, and memorable moments.

[Learn More](#)



Notecard (4x6)

Adventure Awaits
Become a Foster Parent Today

The adventure
awaits
[Learn More](#)

Notecard (5x7)

Adventure Awaits Become a Foster Parent Today

Change lives

Your love and support can provide the stability and care that many local children desperately need.

Personal growth

Fostering offers a unique opportunity for personal growth and fulfillment.

Comprehensive support

We provide training, resources, and a strong community of fellow foster parents.

An adventure

Fostering is an adventure filled with challenges, triumphs, and memorable moments.

[Learn More](#)



Tips on Engaging the Community

Engaging the community in recruiting foster parents is crucial for expanding the pool of potential caregivers and ensuring a diverse and supportive foster care system. By involving the community, you reach individuals who may not have considered fostering otherwise and benefit from the trust, familiarity, and local support networks that community involvement brings. It also helps match children with caregivers who can better understand their unique backgrounds and needs.

Furthermore, community engagement promotes awareness, dispels misconceptions, and educates the public about the fostering process, fostering a sense of advocacy for child welfare. Ultimately, these efforts lead to more stable and long-lasting placements for foster children and a stronger support system for foster families, contributing to the well-being of children in the foster care system.

- **Interact:** Get out in your local community and interact with your audience. Attend/present at public meetings. Set up a booth/SWAG table at community events. Warmly greet every person who approaches you and thank them for their interest/support. This can allow our audience to get to know your organization, and vice versa. Both parties can ask questions of each other. You can use this engagement time to poll your audience.
- **Involve:** Get your local community involved. Recruit ambassadors or liaisons, such as community leaders or leaders of community-based organizations, who easily connect with foster parents. Creating a diverse group of ambassadors/liaisons should allow for a diverse audience.
- **List:** Create a list of local community agencies and resources and develop a list of groups to collaborate with. Ask if they would host recruitment events, put up flyers, or help in other ways. Thank them for their time/support.
- **Advertise:** Advertise ways that those unwilling to foster can still help. They may be willing to mentor children involved in the child welfare system. Perhaps they would provide help for foster parents by means of meals, emotional support, childcare, or respite. If they are involved in local community organizations, maybe they will help your organization partner with theirs to increase awareness and recruitment.
- **Incentivize:** Incentivize participation by rewarding liaisons for their work or hosting activities that encourage community growth.

Engaging Potential Parents

Engaging a potential foster parent once they have shown interest is a critical step in the recruitment and selection process. Here are some key steps to follow:

- 1. Initial Contact:** Once someone expresses interest in becoming a foster parent, promptly reach out to them to acknowledge their interest and express gratitude for considering fostering. This initial contact can be a phone call, email, or an in-person meeting, depending on the individual's preference.
- 2. Information Session:** Invite the interested person to attend an information session or orientation meeting. These sessions provide detailed information about the fostering process, requirements, expectations, and the needs of foster children. It's an opportunity for them to ask questions and gain a comprehensive understanding of what fostering entails.
- 3. Assessment and Screening:** Conduct a thorough assessment and screening process, including background checks, interviews, and home visits, to determine the potential foster parent's suitability. This process helps ensure that the person meets the legal and safety requirements for fostering.
- 4. Training:** Provide training and educational resources to prepare the prospective foster parent for the challenges and responsibilities of fostering. This may include courses on child development, trauma-informed care, and relevant local regulations.
- 5. Supportive Resources:** Offer information about the support services available to foster parents. This includes access to support groups, mentorship programs, respite care, and counseling services. Make it clear that they won't be fostering alone and that a network of support is available.

Engaging Potential Parents

Engaging a potential foster parent once they have shown interest is a critical step in the recruitment and selection process. Here are some key steps to follow:

- 6. Personalized Guidance:** Offer personalized guidance and support throughout the application and assessment process. Address any concerns or questions they may have promptly and empathetically.
- 7. Matching Process:** If the prospective foster parent successfully completes the assessment and training, involve them in the matching process. Discuss the specific needs and preferences they have regarding the age and background of the children they are willing to foster. Work together to find suitable matches.
- 8. Transition Planning:** Assist the new foster parent in preparing their home and family for the arrival of a foster child. Provide resources on how to create a welcoming and safe environment for the child.
- 9. Ongoing Support:** Once a foster parent is approved and begins fostering, continue to provide ongoing support. Regular check-ins, access to support services, and opportunities for further training and development are essential for their success and the well-being of the foster children.
- 10. Recognition and Appreciation:** Foster parents should feel valued and appreciated for their dedication and commitment. Recognize their contributions through events, awards, and acknowledgments to reinforce their sense of purpose.

Samples

“ Even though I’m retired, I’m still having a positive impact on society ”

Adventure Awaits

Become a Foster Parent Today



“ No lo cambiaría por nada del mundo ”
I wouldn't change it for the world

La Adventura Espera
Adventure Awaits

Conviértete en padre de crianza hoy
Become a Foster Parent Today



“ Put some good back in the world ”

Adventure Awaits

Become a Foster Parent Today



“ It's going to be a wild ride, but one that you do not want to miss ”

Adventure Awaits

Become a Foster Parent Today

