

The background of the slide features a blue gradient with a series of stylized, 3D human figures in a light blue color. These figures are arranged in a line, holding hands, and are rendered with soft shadows, giving them a sense of depth. They are positioned behind a white rectangular area that contains the text.

# **Promising Practices in Resource Parent Recruitment**

Mix & MATCH Meeting

# Objectives



1. Participants will view resource parent recruitment as an system wide issue
2. Participants will understand the different types of resource parent recruitment
3. Participants will understand the process of targeted recruitment
4. Participants will receive guidance to improve their targeted recruitment efforts

# Recruitment is everybody's business!



- Research recommends that ALL members of an agency understand the process of becoming a resource parent and be able to answer questions that prospective parents may have

# Types of Recruitment

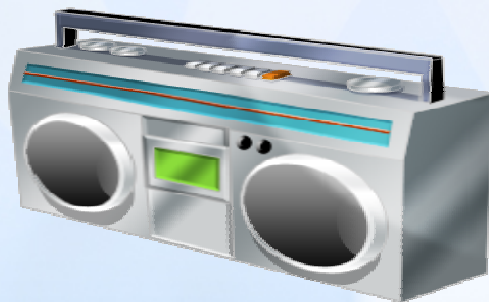


1. General Recruitment
2. Child Specific/ Child Centered Recruitment
3. Targeted Recruitment

Most agencies use multiple types of recruitment; however, research supports agencies focusing the **majority** of their efforts on **Targeted Recruitment**



# General Recruitment



- Reaches the largest number of people
- Good for raising general awareness
- Sources include: public service announcements, billboards, newspaper ads, banners, flyers, November Adoption Awareness Campaign

# Child Specific/Centered Recruitment



- Recruitment efforts that are aimed at reaching families for a specific child
- Used for children who are considered more difficult to place
- Strategies include: photo listings/ heart galleries, eco mapping and file mining to identify and locate potential families for the child, and flyers/ ads that highlight an individual child/sibling group, “matching” events.
- The Family Finding model is also one type of child specific recruitment strategy.



# Targeted Recruitment



- Strategically focused recruitment efforts designed to reach certain groups of people (neighborhoods, or communities) who are most likely to foster/adopt.
- Types include: Referrals from existing foster parents, targeting communities of faith, civic organizations, military families, the family-to-family model, and using Market Segmentation data.





# Characteristics of Targeted Recruitment



1. Data Driven
2. Culturally Competent
3. Right message, right media
4. Retention Obsessive





# Getting Started



- Describe the children in care: Total # in care broken down by age, ethnicity, special needs
- Describe the current capacity: Total # of beds broken down by acceptability criteria (age, willingness to care for special needs)
- Make a plan to fill in the gaps: Identify and reach out to families who can care for the kids most in need of homes



# YOU are the Messenger



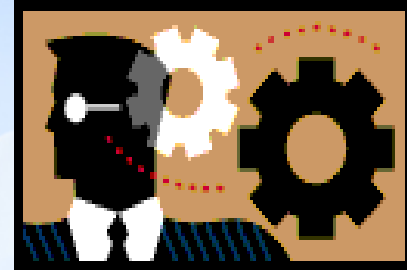
- Foster/adoptive parents are the best recruiters
- It may be important to partner with youth who have experience with the foster care system, clergy, business leaders, community leaders and elected officials
- Be an enthusiastic advocate— relaying the message from your heart



# Questions to guide your planning



- Is there agency personnel or current resource parents that are from the targeted community/group?
- What type of data best highlights the need for resource families (in that community)?
- What materials (flyers, brochures, posters) will you use? Where will you place them?
- What follow up will be done and who will do it?





# Partnering with Businesses



- Try to find a relationship or connection
- If cold calling is the only option— do your homework first
- Have a plan
- Contact the person in charge of community relations
- Be professional, clear and concise

# Selling the partnership

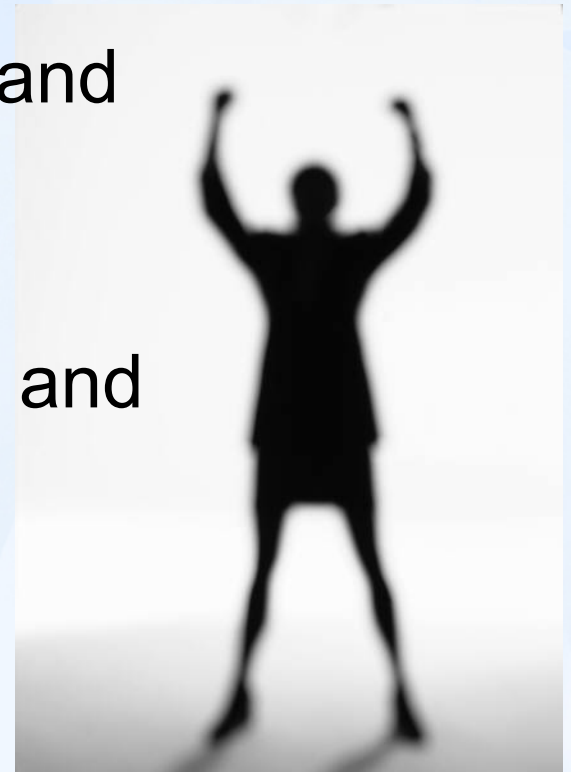


- Convince the business resource parent recruitment is worthwhile
- Clarify the need for resource parents
- Be prepared to address misperceptions about foster care/adoption
- Remind the business that working with you can enhance the image of the business in the community

# What you have to offer



- Employee Retention: Businesses involved in the community are more likely to retain employees
- Increased employee morale and attendance
- Enhanced brand image
- Increased customer goodwill and loyalty
- Improved risk management
- FREE advertising





# Ways businesses can help



- Displaying posters in employees' break rooms
- Setting up displays that include brochures
- Printing a story about the need for resource parents in company newsletter or through mass email
- Allowing you to distribute information about becoming a resource family in paychecks or new employee materials

# Tips for working in partnerships



- Communication is KEY!
- Always say “Thank you!”
- Give the partner public recognition whenever possible
- Ask what you can do for the partner
- Ensure you are not duplicating work
- Be mindful and appreciative of time



# Targeting for teens



- Develop your current resource parents by providing opportunities for licensed families to provide respite or mentor teens in care
- Have teens and their families speak to MAPP classes and activities for resource parents
- Provide extra training on issues that surround parenting teens



# Groups to target



- High school groups: PTA's, sporting events, teachers associations
- Community organizations: Boy scouts/ Girl scouts, church youth groups, teen community service organizations
- Professionals: group home staff, mental health professionals
- Senior groups: civic and church organizations that have high numbers of empty-nesters or retirees



# Working with communities of faith

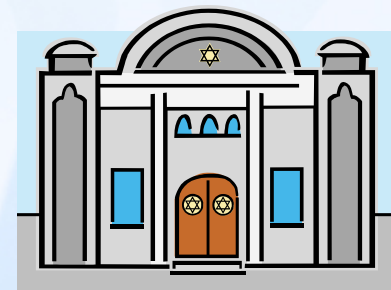
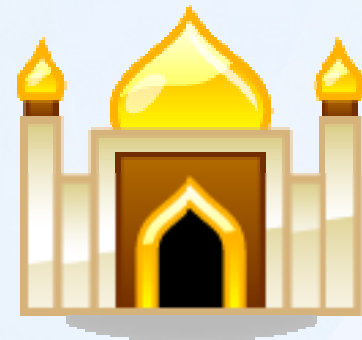
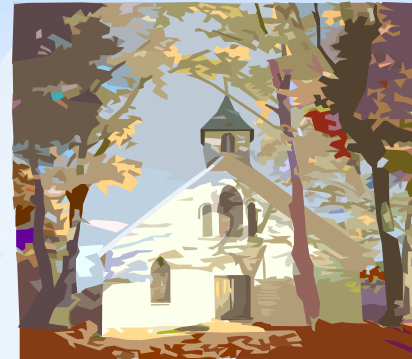


- Identify existing relationships with pastors, rabbis, priests and other spiritual leaders
- Seek access through members of that congregation
- Keep in mind that pastors are busy people
- Establish the relationship between foster care/adoption and the mission of the church
- Ask questions, do your homework and – don't assume
- Be prepared to educate about confidentiality, informed consent, etc.
- Find churches that seem to be a good match with the kids in care
- Respect
- Dress appropriately

# Ways congregations can help



- Adoption Sunday- service set aside to raise awareness in the congregation about adoption
- Small group presentations- facts are shared about the foster care/adoption process
- Donating items to kids in foster care
- Financially supporting kids in foster care





# More ways to help



- Placing recruitment posters and brochures in the building
- Passing out recruitment brochures in church programs
- Prayer for kids in foster care

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