

Project MATCH

Making Appropriate & Timely Connections for Children

UNDERSTANDING TARGETED RECRUITMENT

Q : What is Targeted Recruitment?

A : Targeted Recruitment efforts are strategically designed to reach certain groups of people, neighborhoods or communities who are the most likely to foster/adopt. Targeted recruitment focuses on getting the right message to the right people; yielding the highest number of families who complete the approval process and go on to receive a placement.



How to Do Targeted Recruitment:

1. **Describe the children in care:** Total number in care broken down by age, ethnicity or special needs
2. **Describe the current capacity:** Total number of beds broken down by acceptability criteria
3. **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.

“Insanity: doing the same thing over and over again and expecting different results.” Albert Einstein

Targeted recruitment is a new way of looking at how to find homes for children in foster care.

- Research recommends agencies focus the majority of their recruitment efforts on Targeted Recruitment.
- Recruitment is an agency-wide responsibility and ALL representatives of the agency should be knowledgeable about the process of becoming a resource parent and be able to answer questions.
- Include experienced resource parents as part of the recruitment team. Current resource parents can answer questions and provide support for prospective families. Current resource parents are considered to be the best recruiters and are seen as open, credible, and honest experts on foster care/adoption.
- Recruitment efforts should be culturally sensitive and inclusive. Services provided, information and forms should be in the language of those being served.
- Current and alumni foster youth should be used in recruiting when appropriate .

TIPS FOR TARGETING RECRUITMENT EFFORTS

Partnering with Communities of Faith

- Identify existing relationships with pastors, rabbis, priests and other spiritual leaders
- Seek access through members of that congregation
- Establish the relationship between foster care/ adoption and the mission of the church
- Ask questions, do your homework and do not make assumptions
- Be prepared to educate about confidentiality, informed consent, etc.
- Find churches that seem to be a good match with the kids in care

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
- Sponsoring a child in foster care
- Placing recruitment posters and brochures in the building
- Passing out recruitment brochures in church programs

Initially you may need to emphasize why the business should partner with you. Here are some strategies for “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

Here are some examples of 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
- FREE advertising

Ways businesses can help:

- Displaying posters in employees’ break rooms
- 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

TAKING ON HOMES FOR TEENS



Include Experts. Have teens and their parents speak to classes and at activities for resource parents

Use respite and mentoring. Develop current resource parents by providing opportunities for licensed families to provide respite or mentor teens in care so that they can develop relationships.

Ask a teenager. Have discussions with teens about permanency and consider their input when recruiting families for teenagers.