

Just add chaos  
laughter  
awkwardness  
mistakes  
love



Mark Wahlberg  
Rose Byrne  
Octavia Spencer  
**instant family**

only in theatres november 16

instantfamily.org  
instantfamily

Prepare for the possibility of increased inquiries (e.g., phone, website, email, social media) in the first few months of the release.

Webinar starting soon!

Phone: 877-309-2074

Code: 572-839-822

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[instantfamily.org](http://instantfamily.org)  
Facebook icon  
Twitter icon  
Instagram icon



Consider holding orientation sessions or community discussions in connection with a movie screening.

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Coordinate with theaters to have information and materials and displays to reach potential foster and adoptive families.

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Create a respite opportunity for current resource parents to see the movie. Encourage them to bring other prospective parents. Provide child care or another movie for children.

Webinar starting soon!  
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# Welcome

Please join the meeting by calling in on your phone or by using your computer audio (with a microphone and speaker).

Phone number: 877-309-2074

Access code: 572-839-822

Audio PIN: shown after joining the meeting



# Responding to *Instant Family*

Webinar | November 7, 2018

Presentation: 3:30-4:00 p.m. eastern

Online chat discussion and Q&A: 4:00-4:15 p.m. eastern



# Housekeeping

- The presentation will be 30 minutes long.
- Afterward, there will be an optional 15-minute Q&A and discussion via the online chat.
- We will record the webinar and share the recording with you.
- Your line will be muted throughout the webinar.
- Please use the chat function to let us know if you are having technical difficulties.
- Please complete the evaluation survey when you leave the webinar.

# Welcome and introductions

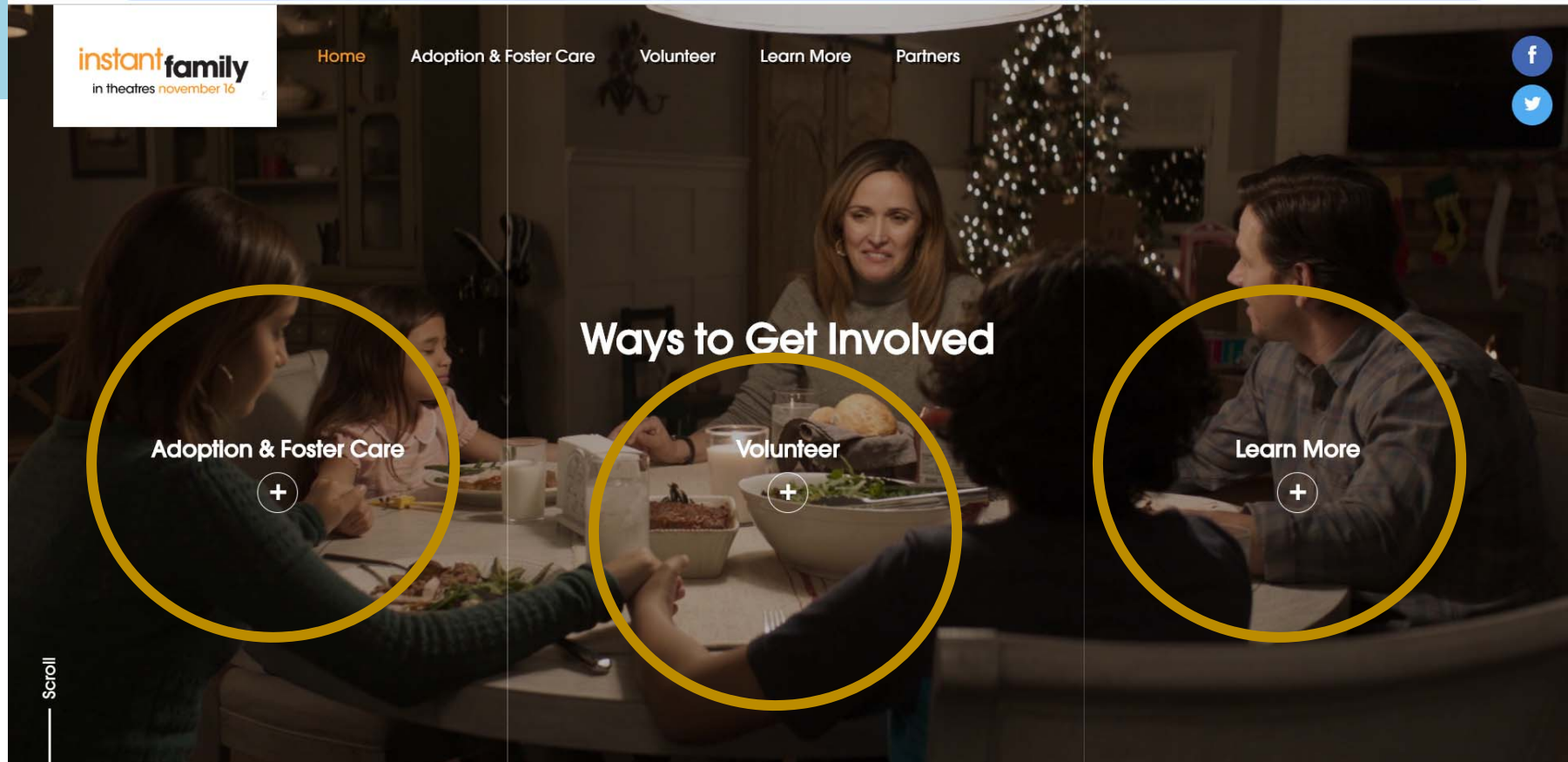
- Bob Herne, national project director, AdoptUSKids
- June Dorn, federal project officer, US Children's Bureau



# InstantFamily.org and screenings

Melissa Otero, national campaign director,  
AdoptUSKids

# InstantFamily.org



# InstantFamily.org

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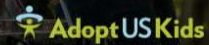
[Learn More](#)

[Partners](#)



## Open Your Heart and Home to a Waiting Child

Talk to a foster care and  
adoption specialist now



888-200-4005  
[info@adoptuskids.org](mailto:info@adoptuskids.org)

Español: 877-236-7831  
[espanol@adoptuskids.org](mailto:espanol@adoptuskids.org)

Step-by-Step Guide to  
Adoption

[Download Now](#)



Dave Thomas  
Foundation  
for Adoption

Finding Forever Families for Children in Foster Care

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## You Can Make a Difference in a Child's Life

[Become a court-appointed special advocate \(CASA\) volunteer](#)

[Mentor a child in foster care](#)

[Become a respite care provider](#)

[Learn More About Supporting Foster Care Organizations](#)

 **AdoptUSKids**

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 **AdoptUSKids**

# Upcoming screenings

- Free screenings 11/7–11/15 in cities across the US
- For more information on dates, times, and locations, please contact: Melissa Otero: [motero@adoptuskids.org](mailto:motero@adoptuskids.org)

# AdoptUSKids: Preparing our response system

Nicole Robinson, national recruitment response manager, AdoptUSKids

# AdoptUSKids: Preparing our response system

Foster care and adoption resource specialists (FCARS) will:

- Extend chat and phone hours the week following the premiere
- Be available to respond to phone inquiries opening weekend of the film

# AdoptUSKids: Preparing our response system

- Ensure demographic and email information is captured for all inquiries
- Enter families into a database for follow-up contact and share contact information with states
- Provide interested families with contact information for their state recruiters



# AdoptUSKids: Preparing our response system

- Send automatic follow-up email to families two weeks after initial inquiry
- Offer online learning modules to families and provide them to state recruiters to share with families
- Assess and respond to need for additional follow-up and support

# AdoptUSKids: Website and social media

Anna Marshall, digital media director,  
AdoptUSKids



AdoptUSKids is a national project that supports child welfare systems and connects children in foster care with families. [Read more.](#)

# Find out about adoption from foster care.

[Learn more](#)



You don't have to be perfect to be a perfect parent



Inspired by *Instant Family*?



Talk to a specialist



## Feeling inspired after watching *Instant Family*?

Learn more about adopting from foster care



The movie *Instant Family*, which premiered in theaters across the country on November 16, tells the story of Pete and Ellie, a couple who adopt a 15-year-old girl and her little brother and sister from foster care.

The film is based on the director's experience of adopting several years ago.

Did you see *Instant Family* and wonder how typical Pete and Ellie's experiences are—and if foster care is for you? Then read on!

**At the start of the movie, the caseworkers immediately start talking about how families are needed for teens. Is this true—and why?**

Unfortunately, it is true. Each year, nearly 20,000 teens are out of foster care

# AdoptUSKids: Social media

On social media, AdoptUSKids will:

- Post content we create
- Use hashtags, tags (#instantfamily, @markwahlberg)
- Share content from *Instant Family* website and social media channels
- Monitor our channels and theirs, respond to questions

# Online resources

- [adoptuskids.org/inspired-by-instant-family](https://adoptuskids.org/inspired-by-instant-family)
- [instantfamily.org/](https://instantfamily.org/)
- [facebook.com/AdoptUSKids](https://facebook.com/AdoptUSKids)
- [facebook.com/InstantFamily/](https://facebook.com/InstantFamily/)
- [facebook.com/groups/OurInstantFamily](https://facebook.com/groups/OurInstantFamily)
- [twitter.com/AdoptUSKids](https://twitter.com/AdoptUSKids)

# Response system strategies and resources

Tracy Serdjenian, director of capacity building and engagement, AdoptUSKids

# Response system strategies

Recognize that prospective families may be in the early stages of exploring and learning:

- Provide opportunities to continue learning
- Offer a variety of ways to become involved



# Response system strategies

Prepare staff responding to inquiries:

- Create opportunities for staff to see the movie
- Develop talking points
- Highlight data on the local need

# Response system strategies

- Provide clear, consistent, complete information and next steps
- Consider additional information and orientation sessions and webinars
- Connect and partner with resource parent groups

# Resources

- [“Why Children Need Families”](#)
- [“What Kind of Families Are Needed”](#)



# Resources

- [\*Instant Family: Tips for Child Welfare Systems\*](#)
- [\*Making the Most of Your Recruitment Efforts: Effective Response System Strategies\*](#)

# Colorado recruitment strategies

Beverly Gmerek, adoption/foster care  
recruitment and retention specialist,  
Colorado

# Colorado recruitment strategies: screenings

- Invite potential and current foster and adoptive families
- Show a kid-friendly movie at the same time
- Use invites via Facebook boost to targeted audiences
- Hold a Q&A afterward with foster and families and youth alumni

# Colorado recruitment strategies: social media

- Boost and share the trailer and other media mentions of the film
- Use repetitive boosts to link your agency name to the film
- Tie information back to the local need using local data

# Colorado recruitment strategies: social media

- Provide agency contact information
- Include a call to action
- Highlight upcoming information nights



# Colorado recruitment strategies: media engagement

- Develop a press release to coincide with the November 16 premiere, tying in the local need
- Provide real numbers (data), contact information, and details on next information session/open house nights
- Prepare foster parent and youth to be interviewed

# Colorado recruitment strategies: in theaters

- Arrange for a video trailer (or a still-frame ad with contact information) to be shown before the movie
- Display posters
- Distribute flyers
- Staff an information table

# Questions and discussion

Please use the online chat to enter:

- Questions for the presenters or other participants
- Strategies to share with peers

# Closing remarks

- Thank you for joining the webinar!
- Please complete the survey.
- Contact us to partner and for support:  
[consultation@adoptuskids.org](mailto:consultation@adoptuskids.org).



# AdoptUSKids

*Together we hold their future*

888-200-4005 • [WWW.ADOPTUSKIDS.ORG](http://WWW.ADOPTUSKIDS.ORG)

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