Examples of Speakers Bureau Correspondence

For your assistance, we are providing you with examples of email correspondence to help you get started with reaching out to potential spokespeople and the ongoing communication throughout the process.

# Example Email: Prospective Spokespeople

Hi, my name is **<contact name>** and I am the main contact for the speakers bureau at **<organization name>.** You were referred by **<name and organization name>. <He/She/They>** let us know that you may be interested in being a part of our speaker’s bureau and sharing your story about **<foster care, adoption, kinship care, etc.>**.

We believe that one of the best recruitment tools for new foster and adoptive parents is sharing personal experiences and stories. Sharing your story can inspire others to foster or adopt from foster care.

**<Referral/name>** may have explained to you that the media will often request an interview with families or individuals who have specific experiences, such as: <**recruitment goal (adoption, foster care, sibling groups, teens)**>. Our goal is to have trained families, youth, and professionals that we can call on immediately to share their positive adoption and foster care experiences.

As a member of the speaker’s bureau, we may call on you to:

* Speak to state/local representatives
* Represent <**organization name**> at foster care and adoption events
* Have your story featured on our website, social media accounts, email newsletters, and other publications

Does this sound like something you would like to be a part of? If so, we would love to have you participate!

Please contact us and we will schedule an informational call.

# Example Email: Follow-Up Outreach

We are excited that you are interested in being a part of the **<organization name>** speaker’s bureau. In order to get started, please complete and return the following: Application and Questionnaire, a summary of your family’s <**foster care, adoption, etc**.> story, and a recent family photo. The information you provide is confidential and helps us get to know you better as well as identify opportunities that best fit your experiences. When attaching the family photo, please identify all the members of your family. Please be sure your family photo does not include any children or youth you are currently fostering due to legal and privacy issues.

Please email required materials by **<insert date (today’s date plus 7 days as an example>.** Feel free to contact **<insert contact person name, phone, email>** if you have any questions or need assistance.

We look forward to working together to bring awareness to the need of foster and adoptive families.

# Example Email: Spokespeople Approval(s) Outreach

Hi <**perspective spokesperson’s current or past caseworker name/state program manager name>:**

My name is **< staff name>** and I’m reaching out to you regarding **<spokesperson’s first and last name(s)>. <Spokesperson’s first name(s)>** has expressed an interest in becoming a part of the **<organization name’s>** speakers bureau. <**spokesperson’s name**> was referred to us by <**referral source’s name**>.

We knowthat one of the best recruitment and retention tools for new foster and adoptive parents is the stories shared by those with active foster and adoptive experiences. Often, the media will request an interview with families or individuals who have specific child welfare experiences, such as: fostering, adopting, caring for sibling groups, or caring for pre-teens or teenagers.

**< First name(s)**> may be called upon to:

* Speak to local, state, and national media representatives
* Represent <**organization name**> at foster care and adoption events
* Have their story featured on our website, social media channels, email newsletters, and other publications

This family/individual was recommended to us by **<insert name that recommended family/individual>,** she/he/they believes they would be a great addition to our speaker’s bureau. Is there any reason why we should not pursue this family/individual as a speaker? I have attached their application and consent forms for your review. It would be great to hear back from you by <**insert today’s date plus 7 days>**. Thank you for your time.

# Example Email: Thank You for Participating in the Event

On behalf of <**organization name>**, we would like to thank you for participating in the <**event or media opportunity**> on <**date**>.

We know prospective families are most likely to begin the journey to foster and adopt when they are encouraged by stories like yours. We appreciate your willingness to share your story. Thank you for your continued support of waiting children and youth.