

## Recruitment Summit 2008: Slogans Created by the Summit Participants

October 22, 2008

**Recruitment Slogan:** **Grow Your Family: Keep Siblings Together**

**Target of Recruitment:** Foster homes for sibling groups

**Artwork:** A picture of a tree with a sibling group of three below the tree

**Recruitment Strategies:**

- Teachers, Counselors/School Staff
- Daycare Providers
- Coaches
- 4-H, Brownies, Cub Scouts
- Posters in Teachers' Lounge
- Pay Stub Stuffer
- Fliers
- Staff Meetings
- Coaches' Meetings
- Newsletters
- Area Churches

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**Recruitment Slogan:** **Mentor a Mom...Help a Baby Grow**

**Target of Recruitment:** Pregnant Foster youth

**Artwork:** Pictures of three women and outstretched hands on the side of the poster

**Recruitment Strategies:**

- PTA
- Right to Life
- Pro Life Groups
- Pediatric Hospitals
- OBGYN's and Nurses
- Daycares
- Birth to 3 Program
- Churches
- Home Schoolers

**Recruitment Slogan: Foster Aid: Our Most Fragile Children**

**Target of Recruitment:** Medically Fragile Youth

**Artwork: Big Red Heart with a band aid in the middle**

**Recruitment Strategies:**

- Nurses, Doctors & Other Medical Providers
- Parents of Medically Fragile Children
- RN & CAN Programs
- Flyers in Pediatric Hospitals and Break rooms
- Newsletters for Medical Professionals
- Support Groups
- Newsletters
- Colleges/Speak to Classes
- Flyers and Brochures
- Newspaper Ads

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**Recruitment Slogan: Special Folks for Special Kids**

**Target of Recruitment:** Special Needs Youth

**Artwork: Two big S's and one little S with smiley faces**

**Recruitment Strategies:**

- Staff meeting presentation at Goodwill
- Flyers in store, bags, dressing rooms
- Coupon
- Paycheck flyer
- Company News Letter
- Staff Lounge Posters in Schools
- Brown Bag Breakfast Presentation with Special Education Staff
- Teacher's In-service
- Special Education Conference Booth and Presentation

**Recruitment Slogan:** Foster Diversity

**Target of Recruitment:** LGBTQ Youth

**Artwork:** Heart with a Rainbow in the Middle

**Recruitment Strategies:**

- Outreach to churches who are welcoming to LGBTQ parents/couples/individuals
- Outreach to gay/straight (GS) alliances at high schools
- Outreach to Universities and Technical Schools
- Posters at Coffee Shops
- Churches: speak to groups and post flyers and posters in pews and in newsletters and bulletins
- Talk with youth ministries
- Schedule talks on healthy relationships and education on LGBTQ youth issues
- Start foster care party using gay/lesbian couples who are already fostering LGBTQ youth
- Speak to gay and lesbian groups on campuses and invite gay and lesbian licensed foster parents to speak at these meetings
- Flyers in Art Museums and Art Programs
- Handouts at performances, and provide short information meetings at performances
- Outreach to gay friendly businesses by including recruitment messages on bags, payroll stuffers and newsletters

**Recruitment Slogan:** Got a Burning Desire to Foster? Shower a Child with Kindness...Become a Foster Parent

**Target of Recruitment:** Foster Homes for Fire Starters

**Artwork:** The Slogan is in a big circle and in the middle of the circle are two parents with a child underneath them. There are lines drawn between the child and the parents with the following statements:

- Understanding
- Patience
- Affection
- Guidance
- Love
- Support

**Recruitment Strategies:**

- Fire Department
- Social Workers
- Counselors
- Teachers
- Doctors and Nurses
- Outreach during fire safety week at school
- Participate in fund raisers
- Brown bag lunch
- In-services



**Recruitment Slogan:** Help Her See Her Soul...Become a Foster Parent

**Type of Recruitment:** African American Teen Girls

**Artwork:** A large mirror with the slogan in the middle of the mirror

**Recruitment Strategies:**

- Attend Cultural Events
- Cosmetology Schools
- Hair Salons
- Beauty Salons
- Nail & Spa Places
- Place flyers on cars at beauty shops
- Let me tell you about foster care buttons
- Posters
- Foster parents and youth in care conduct presentations
- Create brochures
- Specific churches with youth groups
- Women's groups
- Spa's
- Talk to owners in African American community
- Ask businesses to donate their services for foster girls
- Ask businesses to donate spa days for foster girls and their foster mothers
- YMCA, YWCA & Boys and Girls Clubs: Do activity with kids, teach self defense classes for teenage girls and the following week; invite parents and teach them too
- Malls & Music Stores: Have a karaoke day where kids can come and rap about kids' issues
- Church youth groups and choirs: set up a youth table or booth at church, include information in church bulletins and include an insert directed at youth
- Outreach to youth ministry to get involved with all youth programs
- Let's be friends: Have youth and families team up with foster youth in their church or community
- Women's Groups: face to face meetings, speak at their dinners, programs, meetings and create flyers and brochures

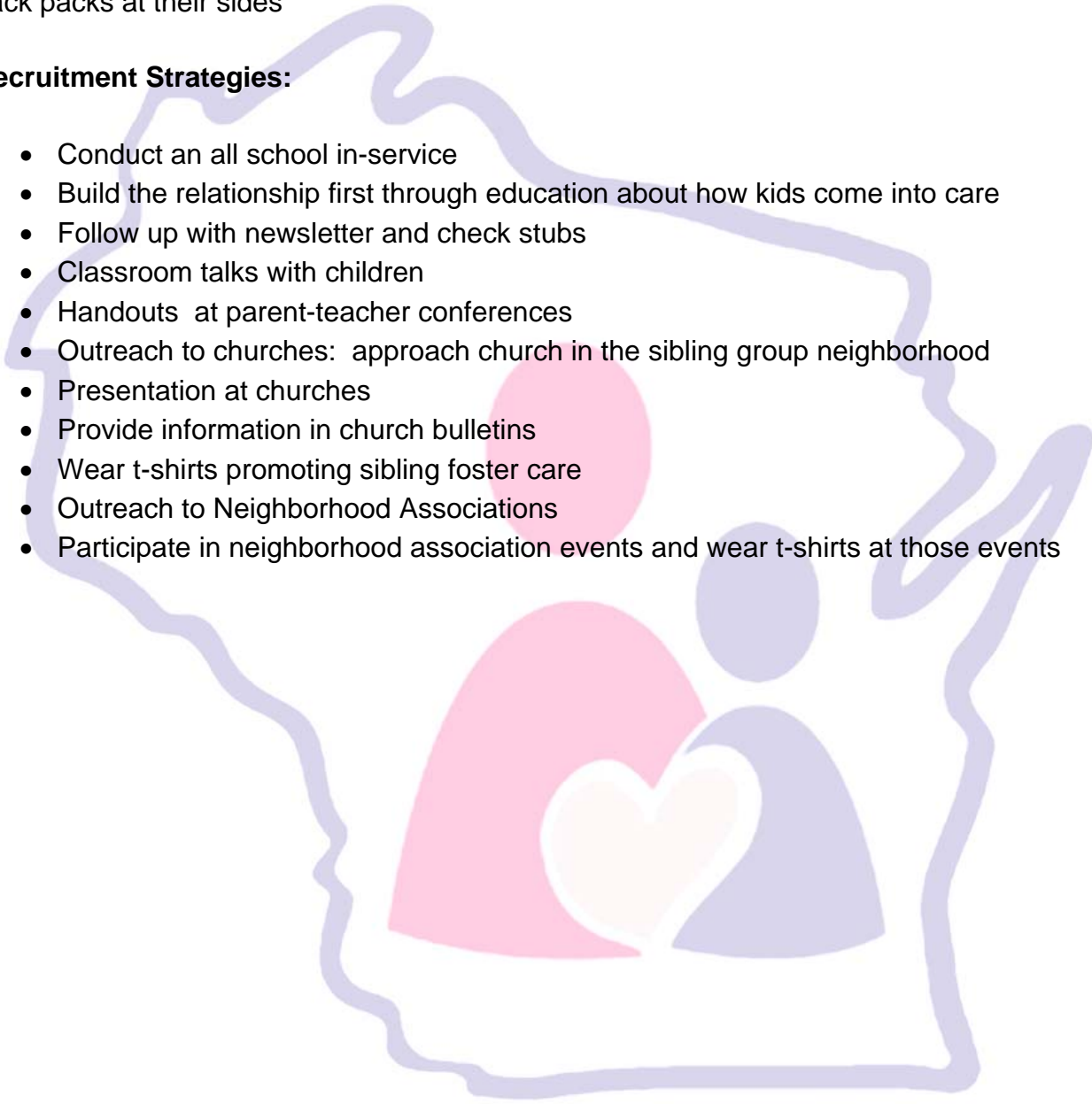
**Recruitment Slogan:** We're Better Together: Brothers and Sisters Need Each Other....and You! Be Our Foster Family

**Target of Recruitment:** Foster Homes for Siblings

**Artwork:** Parents holding hands and with their arms around a sibling group of three with back packs at their sides

**Recruitment Strategies:**

- Conduct an all school in-service
- Build the relationship first through education about how kids come into care
- Follow up with newsletter and check stubs
- Classroom talks with children
- Handouts at parent-teacher conferences
- Outreach to churches: approach church in the sibling group neighborhood
- Presentation at churches
- Provide information in church bulletins
- Wear t-shirts promoting sibling foster care
- Outreach to Neighborhood Associations
- Participate in neighborhood association events and wear t-shirts at those events



**Recruitment Slogan:** Care for Me, so I can Care for Her

**Target of Recruitment:** Foster Homes for Pregnant Girls

**Artwork:** Slogan on top of the page, a picture of a young pregnant girl holding her belly and on the bottom of the page, Be a Foster Parent with the contact number for the agency

**Recruitment Strategies:**

- Schedule meetings with staff at alternative education programs
- Meet with High School teachers
- Include information in staff newsletter as a follow-up
- Call specific foster parents
- Provide mandatory training with pregnant teens involved in the training
- Meet with staff in Neonatal unit, OBGYN, Pediatric Clinics
- Place posters in hospitals and cafeterias
- Outreach to local women's business associations
- Attend pro-life rallies
- Outreach to women's clubs and clinics

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**Recruitment Slogan:** Ayudenos a preservar...Conviertase en un padre de crianza

**Target of Recruitment:** Hispanic children between the ages of 6-12

**Artwork:** The slogan (Ayudenos a preservar) is on top of the page and in the middle, there are three interlocking circles containing the words, Ninos, Svenos and Cultura and on the bottom is the remainder of the slogan (Conviertase en un padre de criaza).

**Recruitment Strategies:**

- Develop and identify key people in the community; the culture and encourage them to help in the recruitment of families
- Focus on grassroots recruiting
- Outreach to churches, grocery stores, Mexican restaurants
- Develop a brochure to hand out in churches
- Design placemats for Mexican restaurants and food stores
- Outreach to ESL Teachers and ask them to talk with families

**Recruitment Slogan:** Extend a Healing Hand...Be a Foster Parent for Medically Fragile Kids

**Target of Recruitment:** Foster Homes for Medically Fragile Youth

**Artwork:** Slogan on top of the page (Extend A Healing Hand) with a smaller hand reaching out to an adult's hand in the middle of the page and at the remainder of the recruitment slogan on the bottom (Be A Foster Parent for Medically Fragile Kids).**Recruitment Strategies:**

- Post information in school and staff newsletters
- Outreach at in-service meetings and at after school meetings
- Include information in the form of flyers in paycheck stuffers
- Focus on educational aides and special needs staff
- Outreach to the medical community
- Post information in regional nursing newsletters
- Outreach to local nursing associations
- Post information in hospital or clinic newsletters
- Outreach to local Technical Colleges
- Place information in student newsletters and billboards
- Talk with students in Certified Nursing Programs
- Outreach to special needs parent support groups
- Attend meetings and post information in newsletters

**Recruitment Slogan:** Parent A Parent...They Both Need You!!!

**Target of Recruitment:** Foster Homes for pregnant girls

**Artwork:** Slogan on top (Parent a Parent) with a picture of a mother with her hands around a young pregnant girl and the remainder of the slogan (They Both Need You!!!) on the bottom of the page

**Recruitment Strategies:**

- Outreach to High Schools
- Coordinate brown bag lunch or breakfast meetings with educators
- Representative from agency present information at parent/teacher conferences and follow-up with paycheck stuffers
- Outreach to YMCA
- Present information to staff at team meetings and follow-up with paycheck stuffers
- Outreach to volunteers
- Outreach to Doctors and Family Practitioners
- Place posters and brochures in hospitals and clinics
- In-service about abuse and neglect and then discuss the need for homes for youth

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**Recruitment Slogan:** Guide a Girl to Greatness

**Target of Recruitment:** Foster Homes for Girls

**Artwork:** Slogan on top of the page (Guide a Girl to Greatness) and a picture of a foster mother and young girl walking along a path

**Recruitment Strategies:**

- Outreach to 4-H, Girl Scouts, Girl Power Groups, Big Brothers and Big Sisters, Boy/Girl Clubs, YMCA, YWCA, Little League, Community and Civic Groups, and Community Publications (Queen of Castle & Women Rock)
- Paste stickers on cookie boxes and snacks
- Place posters and publish advertisements in community publications
- Create and distribute flyers
- Outreach at Information Meetings

**Recruitment Slogan:** Boundaries Start in Your Home...Love a Child, Foster a Family

**Target of Recruitment:** Foster Homes for Youth with Behavioral Issues

**Artwork:** Slogan on top of the page (Boundaries Start in Your Home) with a picture of a house with a fence in front and the remainder of the slogan on the bottom (Love a Child, Foster a Family).

**Recruitment Strategies:**

- Specifically target single parents, helping professionals, teachers, empty nesters, and therapists
- Conduct face to face meetings and coordinate brown bag breakfasts and lunch meetings
- Meet with counseling agency professionals and teachers at schools

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**Recruitment Slogan:** Be a Sport...Join Our Team! Become a Foster Parent

**Target of Recruitment:** Recruitment of homes for youth who are involved in extracurricular activities

**Artwork:** Slogan on top of the page (Be A Sport...) with a picture of an adult male and a young boy in the middle with various sports equipment on the bottom (football, baseball, basketball, volleyball, and soccer ball) and the remainder of the slogan on the bottom (Join Our Team! Become a Foster Parent).

**Recruitment Strategies:**

- Target Community Recreation Departments, Local YMCA's, Boys & Girls Clubs, Professional Sports Games, and School Sports (Games and Practices).
- Post flyers at sporting events and games
- Create public service announcements and play them at sporting events
- Outreach to Score Board Advertisement Agency
- Conduct information meetings with coaches
- Teen speakers at events
- Host foster ware events