

Social Distancing Recruitment Strategies

The world of social distancing has eliminated the typical face to face strategies used to recruit new foster families. However, ***YOU CAN STILL RECRUIT!*** Here are a few ideas and helpful messages to use.

- ✓ **Up your usage of social media**—Now is the time to maximize your use of social media.
 - Daily** posts on Facebook, Twitter, Instagram, Tik Tok
 - Ask others to like your page, post messages on friends/family pages
 - Send suggested posts to staff and foster parents for them to post on their sites
- ✓ **Use others' social media**
 - ask churches, schools, businesses, community service organizations to post your information on their Facebook pages, add links to your website to their website.
- ✓ **Letters to the Editor**
 - write a letter to the editor or an Op Ed for your local newspaper or local online news outlets and share the good works that foster parents do and the need for more in your community.
 - Share that your agency is still in need of foster parents as children and teens are still being removed from their homes.
- ✓ **Human Interest Stories**
 - work with your local newspaper or local online news outlets to feature stories of foster families and relatives that have stepped up to care for kids during Covid 19 and share the need for more families
- ✓ **Post on others websites**
 - work with schools, faith organizations, businesses, community service providers to post stories, recruitment materials and your website's links on other's pages.
 - ask to have a pop up or link on their website
 - if religious services, classes or meeting are livestreaming, ask if they can give a shout out for recruitment of foster homes
- ✓ **Newsletter Stories**
 - write a short article about what foster parents do and what they have done during the Covid 19 pandemic to be there for youth and their families
 - the story can be put in church, school, business, governmental agency and community organization's online newsletters.
- ✓ **TV Stories**
 - contact your local television station and offer to do a short story that can run on the morning or 5 o'clock news. You can record it right from your home and send it to the TV station!
- ✓ **Radio Spots**
 - recording a message that could be played on the radio is easy! Contact the station and ask for their help.
 - call-in shows are another option. You and a foster parent can talk and field questions from the radio audience.
- ✓ **Re-Recruit Past Families**
 - reconnect with families that have shown interest in the past, such as:
 - have finalized adoptions in the past 3-5 years
 - began the process in the past 1-2 years but did not complete
 - were past foster parents and closed on good terms with the agency
 - were kinship or child-specific from the past 3-5 years.
 - Current Kinship or child-specific families can be asked to consider expanding their license to care for non-related children
 - came to orientation and requested follow up later

A simple letter, phone call or email inviting them to reconsider becoming a foster or adoptive parent (again) and inviting them to a special online orientation might be just the encouragement they needed to sign up -

again! Be sure to have outlined, in advance, if and what can be waived (like training and certain paperwork) when speaking with past families.

WHY BECOME A FOSTER PARENT NOW??

• ***You may have time now due to Shelter in Place/Stay At Home Orders.*** You may be laid off (we're sorry) or working from home. This allows you the time to complete the application process, training and interviews.

• ***"Orientation can be done online or over the phone."*** We can make it very convenient for you to complete this step in the process. May I share the options with you?"

• ***"Training is now VIRTUAL!"*** Virtual trainings took a huge leap forward due to Covid-19. You can most, if not all, of your trainings online or through Zoom or other applications."

• ***"There's flexibility in process!"*** Most interviews can be done virtually, you can scan or photograph your documents and email them to us. And some requirements are being deferred until social distancing is over. (You'll have to complete them at later.)"

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