

**From:** Scott Corcoran [scott@afamilyforeverychild.org]  
**Sent:** Thursday, July 18, 2013 4:49 PM  
**To:** scott@afamilyforeverychild.org  
**Subject:** Promoting Your Family  
**Attachments:** Recruitment guide for families.docx



Dear ,

Marketing your family is a key component in the adoption journey, and it is very simple. A Family for Every Child has a few ways for you to promote your family to caseworkers to gain more exposure, and have access to more children's profiles. A list of our recruitment options is attached to this email for your convenience.

### **Family Biography**

Every Matching Assistance family should have a well-written biography. Your family biography is a way for you to introduce your family to a child's caseworker, and make your family stand out. A caseworker sees your family biography when you submit on a child through our site, but there is also another way to let caseworkers view it without having to submit on a child: making your biography public.

When you grant us permission to make your family biography publicly viewable, it gives your family more exposure to caseworkers. By granting us permission to post your family biography on our site, we can do the following:

- Feature your family on our home page for one week as our **Web Feature Family**. It will just be **your** family biography, front and center on our home page for **one week!**
- Allow caseworkers to see your biography when they visit our site, without having to login, making your family biography **more accessible** to them.
- Feature your family biography in a **Feature Family Recruitment Email!**

To grant us permission to make your family biography public, simply login to your family profile. On your Family Home Page, at the bottom of box #2, click on the link that says "[OPTIONAL] Grant Permission for Display on the Internet". On the next page, click on the check box, and click "Submit".

### **Feature Family Recruitment Email**

Our Feature Family Recruitment email is the **best** way to promote your family. This email goes out to thousands of caseworkers across the country, and allows caseworkers to send us child profiles that they think would be a good match specifically for your family. They have a very high success rate! By granting us permission to display your family biography on the Internet, this allows us to send your biography out in our Feature Family emails. We also include a link to our Waiting Families page so caseworkers can browse all the families who are publicly displayed on our site. These emails go out weekly to caseworkers.

### **General Newsletter Recruitment**

In addition to the Feature Family Recruitment email, we also send out a Matching Assistance Newsletter every couple of months. This newsletter also contains a section where we can highlight families biographies.

### **Child Matching Events**

Signing up for Child Matching Events is another way to promote your family. During our online webinar events families will have private access to many special children, where you can view photos and/or video and hear from people who are actively involved in these children's lives.

Social workers will be on hand to answer family's questions and give feedback and information about the type of families that would be the best match for these children. Once the event has concluded families will be given the opportunity to submit their home study on children that they feel would be a good fit for their families.

### **Family Online Matching Event**

As a Matching Assistance family, you can participate in our Online Matching Event. This event is similar to the child matching events, except **families** are featured to over 50 caseworkers nationwide! During this event, your family biography will be shown, and you will

have the opportunity to discuss your home life and what you can offer a foster child. Caseworkers will have the opportunity to gain information about families that might be a good match for children on their caseload. The benefits of this include instant exposure to over 50 caseworkers, adoption workers and recruiters **nationwide**, and they will be able to learn about your family, straight from you! These events are open to all Matching Assistance families, and all you need is a computer with Internet access to attend! It's an easy, free way to promote your family **directly** to a child's caseworker!

Please feel free to contact me with any questions about how you can promote your family!

Best,

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