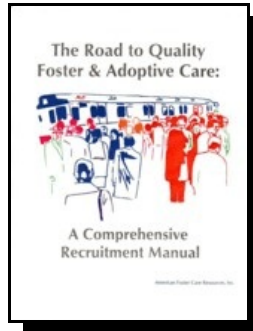


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## The Road to Quality Foster and Adoptive Care: A Comprehensive Recruitment Manual, Eighth Edition

Individuals and task forces charged with the responsibility for recruiting and retaining foster and adoptive family homes are usually faced with creating something from nothing. They must learn as they go, belatedly succeed through trial and error, and piece together whatever they can from scattered and incomplete resources. It is a tribute to their ingenuity that any successful recruitment programs have been implemented.



For twenty eight years and now in its Ninth Edition, *The Road to Quality Foster and Adoptive Care: A Comprehensive Recruitment Manual* presents in a single volume all the elements of public relations, planning, recruitment research and evaluation, needs assessment and proposal development necessary for successful recruitment.

- How to Begin and Why: Why Recruit, Why Retain? Effective Recruitment. Recruitment Task Forces and Advisory Committees
- Defining the Problem and Assessing the Need: Recruitment and Retention Baseline Data; Assessing Support and Anticipating Problems and Obstacles
- If You Don't Know Where You're Going, You Will Probably End Up Somewhere Else: Goals and Objectives; Begin with your definitions
- The People to Do the Job
- Choosing a Focus and a Theme: General and Child Specific Recruitment; Standard Message Units
- Recruitment Tools: Planning; the Recruitment Calendar; Print and electronic media
- Putting it Together - Developing Your Proposal and Action Plan
- Data Collection and Record-keeping: A Recruitment Data and Filing System

The manual also includes suggestions, tricks of the trade and pitfalls to avoid – all drawing from the experiences of successful recruiters. The manual guides the reader through an actual planning process resulting in a program that can be implemented immediately. **#0809 - \$50.00 Ea.**

### #0353 The Recruiter's IDEA Book

With twenty years of "on the road" with Recruitment and Retention workshops, AFCR's associates have gleaned a *bushel* of recruitment themes and marketing tools. Our Associate Director, Janette Hodge, has compiled our **IDEA Book** of twenty six themes, expanding on each with a brainstorming list of associated Buzz Words and Catch Phrases supported by a laundry list of

suggested marketing tools for each theme. Presented in a looseleaf-three ring binder format, the **IDEA Book** offers concrete suggestions to initiate a recruitment campaign or jump-start a stalled effort. **#0353 The Recruiter's IDEA Book \$25.00 Ea.**

### #0362 Foster Home Retention: A PLANNING GUIDE

Just as successful recruitment requires planning, effective retention is, too, a planned program. The **PLANNING GUIDE** offers a generic *how to* for organizing retention events plus a comprehensive list of events, activities and opportunities by season and calendar month. This tool provides a framework for an annual, comprehensive retention program and suggestions for implementation. For each and every quality home you retain you reduce by one the number of new quality homes you must recruit. Perhaps easier said than done but it will *never* happen unless you plan.

**#0362 Foster Home Retention: A PLANNING GUIDE \$17.50 Ea.**

### #0391 Your Foster Care & Adoption Newsletter: A Tool for Home Recruitment, Retention and Education

Traditionally viewed as an educational and informational tool between the agency and foster/adoptive home, your invest in newsletter may offer underutilized opportunities for home recruitment and retention. This newsletter kit offers some newsletter basics with an expanded list of format and content suggestions all targeted at home recruitment and retention. Utilizing a series of topical and calendar *Feature Columns*, the kit explores specific suggestions for integration with your recruitment team efforts and retention planning program.

**#0391 Your Foster Care & Adoption Newsletter: A Tool for Home Recruitment, Retention and Education \$15.00 Ea.**

### #0344 The Homes-Recruiting-Homes "Media Kit" Kit

**Common knowledge:** your best recruiters are your current homes. This **Kit** provides a model for a remarkably cost effective tool to arm your current homes with a materials packet that will dramatically enhance their ability in promoting service to your agency. The **Kit** offers suggestions for posters, handouts, calling cards, bookmarks and training tips on getting the program up-and-running in your agency.

**#0344 The Homes-Recruiting-Homes "Media Kit" Kit \$12.50 Ea.**

### #2004 The Media, Public Relations, and Child Protection: An in-service training program for child protection professionals and foster families

The Curriculum is presented in five sections.

**Section 1: Public Relations:** The serious misunderstanding of public relations and its critical role in achieving agency excellence is based on a confusion of terms. First, public relations is not advertising, although advertising is usually an element in a successful public relations program. Public relations is not "public information" either, although effective public information activities are critical to successful public relations. Public relations is not marketing, although no agency, public or private, can achieve excellence in today's services environment without well-developed marketing expertise. Successful public relations, all

agency relationships with the public, start inside your agency. First and foremost, the success of your agency's public relations rests on relationships, people interacting with people. This section focuses on internal transactions, agency mission and values, developing your public relations plan and targeting public relations initiatives.

**Section 2: The Media:** At almost every conference, gathering, or meeting you have heard members of the child protection community argue for more and better communication with the media and the community. However, the call for action is typically a discreet, one-time activity. If "X" is done, then the problem will be lessened and things will be instantly better. Negative public attitudes and beliefs do not change quickly or easily, especially when they are daily reinforced by national, state, and local stories from other communities that have no direct relationship to you or your agency. Your public relations success thus depends on how effective you are in assuring that your messages are clear enough and powerful enough to counteract the ongoing negative conditioning of the public by the media. This section presents a comprehensive outline for developing a successful strategy for engaging and communicating with the media.

**Section 3: Including Foster Parents:** In years past, foster parents could simply leave public relations worries to other people. All they needed to do was be responsible people and take good care of the children. In fact, the agency did not have to concern itself much with public relations either. It was enough to have an attractive brochure and take care to be nice to the right people, especially in relation to fund raising activities. In recent years, though, the situation has changed dramatically. Child protection in general and foster care in particular have become the focus of significant, negative public attention. State Governors, national and state legislators, advocacy groups, and local officials call for investigations and sweeping change. The public is told that there are severe system problems, that children are receiving inadequate and perhaps incompetent care, and that things are bad and getting worse. Public relations are no longer something that can just be left up to someone at the agency or to the few people who are really interested in that sort of thing. The problems and issues have become far too serious to be ignored by anyone in the child protection community, including foster parents. This section offers a clear "role definition" for foster parents in the public relations plan and ten techniques to becoming a successful partner in the public relations representative role.

**Section 4: Participant Worksheets:** Included are worksheets suitable for photocopying as handouts for each of the first three sections of the curriculum. Each worksheet is identified by reference in the text and numbered sequentially in the section.

**Section 5: Trainer's Key Points:** For the group training settings a user's guide to creating the overhead transparencies, a series of overhead transparency masters for each section, a generic evaluation form and certificate of participation. The curriculum is published in a three ring binder format; the worksheets and overhead masters are easily removed for reproduction and saved for reuse. **#2004 - \$30.00 Ea.**

#### **#2011 Recruiter's Tool Box**

Janette S. Hodge

From A to Z, a nuts and bolts collection of programming suggestions, guides, form letters, data collection forms for the foster care agency. Beginning with your foster home inquiry

packet this TOOL BOX offers a comprehensive inventory of information and data collection instruments to establish or upgrade your foster family home recruitment and certification process. Presented in a loose leaf notebook format, the forms and data instruments may be reproduced by adding your agency imprint or may serve as a pick and choose design suggestion for creating new or modifying your current materials. Inquiry packet, orientation packet, home study packet for family members and structure, safety and health review are all included.

**#2011 - \$20.00**

#### **#9818 Public Relations Tools for Human Service Providers: Developing a Press Kit**

A comprehensive guide for developing a press kit for human service providers in expanding media opportunities for foster home recruitment programs. The guide provides a step-by-step description from "what is a press kit." "How can a press kit be used," to designing your press releases and PSA's **#9818 - \$7.50.**

#### **#0518 "How to Prepare a Press Kit" Kit**

In addition to a twenty-four page monograph: Public Relations Tools for Human Service Providers: The Press Kit - each kit contains: Generic Feature Story; 3 Generic Backgrounders; Cover Letter; PSA; Media Contact File Form; and, Biographical Information Form. The "kit" is an informational package presenting a guide and ready-made forms for your foster family home recruitment program press kit preparation. **#0518 - \$15.00 Ea.**

#### **#0530 The Foster Home Recruiter's Notebook and Planning Guide ...**

for the family foster home recruiter this notebook and planning guide presents a place to start. Utilizing a monthly recruitment plan format, the recruiter is able to set specific goals and establish measurable steps for accomplishing recruitment objectives; to ensure that recruitment activities are varied to reach the entire community; to enlist the participation of additional community resource persons; to maximize results and opportunities by systematic planning; and, to provide feedback and evaluation of your recruitment program. The notebook includes a generic planning guide with two example monthly recruitment reports; the notebook also includes a comprehensive listing of recruitment activities and events which could become the focus of your recruitment planning. As a sample planning session, two activity categories: General Media and Reaching Families, are presented in a planning format which includes a list of children to be served, the target audience and specific action steps. The Recruiter's Notebook and Planning Guide supplements the Comprehensive Recruitment Manual by offering specific planning examples.

**#0530 - \$20.00 Ea.**

#### **#0531 The "How to Establish and Maintain a Speaker's Bureau" Kit...**

The "Kit" includes a short monograph on the "why" and "how to" of establishing a speaker's bureau, a guide to effective public speaking and a series of generic "starter" letters and forms for the recruiter's use: thank you letters to speakers, speaker profile forms, speaker's follow-up form, fact sheet about foster care, speaker's bureau log, telephone log and referral card and samples of a wish list and press releases. The forms are generic and suitable for photocopying to use in maintaining your speakers bureau. **#0531 - \$15.00 Ea.**

**#0431 Getting Ready to Recruit ...** offers the foster home recruiter specific suggestions and concepts in designing a foster home recruitment program. Establishing the "recruitment attitude", Getting Ready to Recruit guides the reader through the diagnostic phase of recruitment program design: defining roles and responsibilities, defining wants and needs, clarifying program definitions, and, evaluating your resources and program support. Getting Ready to Recruit supports the recruiter in designing a foster home recruitment program that has a clear definition of where its going and how its going to get there. **#0431 - \$3.50 Ea.**

**#0432 Organizing Recruitment Efforts ...** is designed to assist the foster home recruiter in successfully implementing their foster home recruitment program. "The most creative, innovative, adequately funded and fully supported recruitment effort can be done-in by disorganization." Organizing Recruitment Efforts discusses selection and scheduling of recruitment activities, record keeping systems, task timetables, twelve month master calendars and three month working calendars, and, tips to help you manage your time. Organizing Recruitment Efforts includes several templates as planning aids for the recruiter. **#0432 - \$6.50 Ea.**

**#320 Consider Foster Parenting...**

Designed as a mailer insert, Consider Foster Parenting ... presents a general introduction to foster care and foster parenting; what foster care is, why the program is necessary, why some children need out-of-home placement, and, a brief outline of qualities and qualifications universally standard for fostering. Each flyer includes a "For further information" block on the reverse for agency stamp or imprint information; the flyer is 8 X 4 inches, printed two sided/two color on coated paper. **#320 - \$3.00 Ea., 10 - \$2.60, 25 - \$6.00, 50 - \$11.00; 100 - \$20.00, 500 - \$90.00**

**#321 Some Facts About Foster Parenting ...**

Also designed as a mailer insert, Some Facts About Foster Parenting ... is an eight page booklet offering a comprehensive overview of the foster care program, a detailed description of foster parenting - the role and responsibilities, the challenges, rewards and expectations. Some Facts About Foster Parenting ... includes a "For further information" block on the reverse cover for agency stamp or imprint information; the flyer is 8 X 4 inches, eight pages, printed two colors. **#331 - \$.75 Ea., 10 - \$.69, 25 - \$16.50, 50 - \$30.50, 100 - \$56.00, 500 - \$260.00**

**#0722 A Focus on Recruitment Toolkit: Creating and Maintaining a Public Education Project**

Public education is absolutely essential to recruitment. Remember, most people know very little, if anything, about family foster care. What they have heard, or learned incidentally, primarily consists of misinformation or the horror stories and negative aspects of foster parenting. Your agency recruitment campaign's first, and continuing, task is to inform, educate and dispel the negative myths. "You can't sell something that is not recognized, believed or accepted." All messages and materials should inform even if their primary function is to persuade.

The Toolkit contains seven (7) chapters plus an appendix, a *nuts & bolts* presentation of:

- Public Education 101: What is it and Why do we need it?;
- Where Do We Start?;
- What Should We Do? Basic Project Ideas;
- How Should We Do It? Creating a Comprehensive Plan;

- Who Will Help?: People to Do the Jobs;
- Project Funding and Resource Development; and,
- Making a Broader Impact through Public Relations;
- Plus an Appendix of data collection and maintenance forms, sample permission and release forms, sample press and news releases.

The Toolkit is printed in a three-hole drilled format and shipped in a three-ring binder.

**#0722 A Focus on Recruitment Toolkit: Creating and Maintaining a Public Education Project \$20.00 Ea.**

**#233 Straight Talk About Family Foster Care - Serious Questions ... Candid Answers**

Using a question and answer format in a series of five interviews with foster parents, advocates and practitioners, Shane Hills presents a comprehensive picture of family foster care that focuses on the day-to-day, nitty-gritty learning through living that exemplifies the fostering experience. As a recruitment or orientation tool, *Straight Talk* provides years of experience in addressing the gamut of issues to be faced by the new, or soon to be, foster family - motivation, the relationships with agency, workers and courts, attachment and bonding, adoption, the positive and the not so positive realities of family foster care ... all presented in honest discussion of some tough issues. **#233 - \$4.50 Ea., 25 - \$3.75 Ea.**

**#0583 "Kids' Art Program" Kit: A Programming Model for Foster Home Recruitment & Retention**

A causally organized collection of brainstorming on developing and implementing an annual Kids' Art Program as a component of your annual recruitment and retention calendar. The "activity" functions on several levels: it is, first, an event for all the kids, young and old-foster, birth-adopted-to participate in a fun program; second, the activity's product (art) provides your recruitment and retention program with substantive fodder for PR, in-house communications and secondary and tertiary activities enhancing your program objectives. The kit provides an essay on the concepts with numerous variables, practical suggestions on format, design, resources, and implementation plus several samples of PR friendly uses for the kids' art.

**#0583 "Kids' Art Program" Kit: \$15.00 Ea.**

**#0435 As Many As You Need, An Approach to Recruiting Foster Families**

The myth that "You just can't get enough foster families" is just that - a myth. Your agency can have as many foster families as it needs. As Many As You Need describes the successful recruiting model of foster family recruitment - from making contact to preparation for placement.

**#0435 \$6.50 Ea.**

**#M048 An Advocate's Media Guide**

Successful advocacy presupposes a purposeful campaign of public relations and public education; this brief monograph offers a few tips on working with, and through, the media. Successful communications with, and support from, the media can be the cornerstone of your personal or organizational efforts.

**#M048 - \$2.50 Ea.**

## Recruitment Posters, Brochures & Mailers

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Three Themes:

Your Open Door Is Hope . . .

11X17 Poster - #9871    Tri-Fold Brochure - #9872    Mailer Insert - #9873

Your Home Is The Bridge To A Child's Future

11X17 Poster - #9681    Tri-Fold Brochure - #9682    Mailer Insert - #9683

Hope Blooms In Family Foster Care

11X17 Poster - #9691    Tri-Fold Brochure - #9692    Mailer Insert - #9693

|                 | Single (1) | Pack of 10 | Pack of 25 | Pack of 50 | Pack of 100 | Pack of 500 |
|-----------------|------------|------------|------------|------------|-------------|-------------|
| <b>Poster</b>   | \$1.50     | \$13.90    | \$32.00    | \$58.50    | \$109.00    | \$520.00    |
|                 | Unit Cost  | \$1.39     | \$1.28     | \$1.17     | \$1.09      | \$1.04      |
| <b>Brochure</b> | \$0.75     | \$6.90     | \$16.50    | \$30.50    | \$56.00     | \$260.00    |
|                 | Unit Cost  | \$0.69     | \$0.66     | \$0.61     | \$0.56      | \$0.52      |
| <b>Insert</b>   | \$0.30     | \$2.60     | \$6.00     | \$11.00    | \$20.00     | \$90.00     |
|                 | Unit Cost  | \$0.26     | \$0.24     | \$0.22     | \$0.20      | \$0.18      |

**Poster\Brochure Sample Pack:** #9699 - \$7.50 | each of the three posters, brochures and inserts.

# January, 2012