Community Based Recruitment Strategies

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Heartland for Children
Setting the Stage

- QPI Journey
  - Redefining the Brand
  - Expectations around Fostering
  - Enhanced Training
  - Quality Customer Service
  - Who are our Quality Foster Parents?
  - Hearing and Steering Conversations
  - Dispelling Myths
  - Roll of Foster Parents in Healing
Internal Approaches

- Staff survey
- Café Talk recruitment event
- Commitment cards
- PI commitment (set goal) and requested resources
- Leveraging Marketing Opportunities – cross-promoting with GAL office
- Alignment of system priorities to our “greatest need”
External Approaches

- Targeted media opportunities (positive newspaper stories)/video testimonials
- Community presentations – Opening statements about our greatest need
- Gaining buy-in from community stakeholders
  - Churches
  - Schools
  - YMCA
  - Children’s Services Council
  - Local businesses
  - Civic Organizations
  - “Foster Ware” parties
Multi-Media

- Traditional Efforts – Billboards, Radio (Christian Channel), Movie Theater Ads, Bus Wraps, Benches, Posters and Brochures
- Social Media – Follow us on Facebook, Twitter, Pinterest
- Website Redesign – Coming Soon! www.heartlandforchildren.org
Faith Based

111 Project
- Pastor led initiative
- National model
- Partnership and sharing in decision-making
- Recognition that Child Welfare is bigger than government and the Church has a role to play
- Direct linkage to licensing team
- Natural network of engaged churches is growing
Children’s Services Council of Highlands County

- Embraced the Challenge
- Community Ownership over the Children from the Community
- Set a goal – recruit 25 new foster homes for Highlands County
- Engaged Community Leaders
  - Sheriff
  - Judge
  - High School Principal
  - Others
Progress

- Foster Parent Survey Results
  - Heard/seen recruitment activities: 69% (2010), 82% (2011)
  - Since 2012 over 80% of foster families report attempting to “recruit” families

- Leadership Meetings with Foster Parents to Further Inform Recruitment Strategies

- Steady Increase in Foster Parent Inquiries since FY 10/11
  - 26% increase in inquiries from FY 12/13 to present

- Net gain in network (FY 12/13 and FY 13/14)