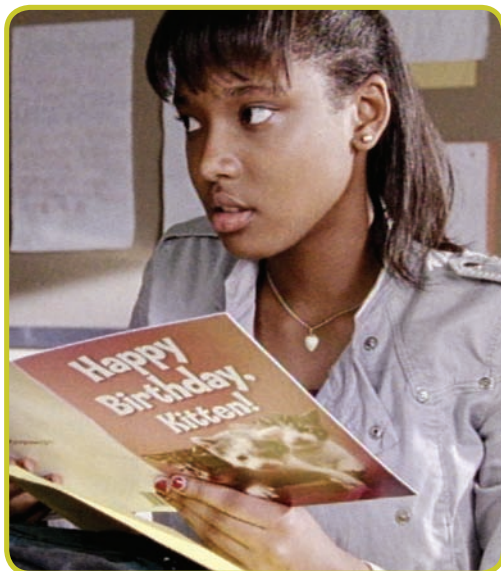


Answering the Call

NOVEMBER 2009

National Adoption Month Activities



You don't have to be perfect to be a perfect parent.

Photos are from the national adoption recruitment campaign of the Children's Bureau, the Adoption Exchange Association, and AdoptUsKids, in conjunction with the Ad Council.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>1 Join forces with your local or regional adoption exchange to plan events for National Adoption Month.</p>	<p>2 Create a theme tailored to your community to help further your recruitment message.*</p>	<p>3 Find foster care graduates who will help spread the message about the need for foster and adoptive parents.</p>	<p>4 Raise a banner over a busy street with the address for an adoption website.*</p>	<p>5 Create pocket-sized photolisting books to make it easy to share information about waiting children.*</p>	<p>6 Host a family movie night and provide information and training to help families move through the adoption process.*</p>	<p>7 Organize a matching event where prospective adoptive parents connect with waiting children by doing activities such as crafts or games together.</p>
<p>8 Display a Heart Gallery photo exhibit of waiting children and agency contact information in busy local businesses.</p>	<p>9 Partner with local banks in a "Children Are Banking on You" campaign to recruit families for children.*</p>	<p>10 Coordinate with CASA to create a public display of paper stand-ups that represent local children waiting for families.</p>	<p>11 Engage a local theater troupe to help adopted young adults tell their stories.*</p>	<p>12 Sponsor a bowling party for prospective adoptive parents to meet waiting children.*</p>	<p>13 Train local agencies to make quality videos of children waiting for families.</p>	<p>14 Arrange for an electronic scrapbooker to show families how to make videos to share with waiting youth.</p>
<p>15 Use targeted marketing to make the most of your recruitment dollars.</p>	<p>16 Connect with a local university for help in evaluating your recruitment efforts.</p>	<p>17 Use Information Gateway's Logic Model Builder to create a plan for postadoption support to share with potential funders.</p>	<p>18 Encourage a large company in your area to send adoption information with employees' pay stubs.</p>	<p>19 Meet with local Parent Teacher Associations to discuss adoption topics in schools and present information on waiting children.</p>	<p>20 Encourage TV and radio stations to run the new AdoptUsKids PSAs (a partnership of the Children's Bureau and the Ad Council).</p>	<p>21 Celebrate National Adoption Day at your local court; invite media to cover it.</p>
<p>22 Partner with the community to form a choir of children waiting for adoptive families to recruit more families for youth.</p>	<p>23 Connect with area agencies and pool resources to get more from your recruitment efforts.</p>	<p>24 Visit the Child Welfare Information Gateway website for successful recruitment strategies.</p>	<p>25 Tell prospective parents about www.AdoptUsKids.org, where they can find adoption information.</p>	<p>26 Enjoy Thanksgiving with your family!</p>	<p>27 Ask a local artist to create a pin with your agency's logo and give information about adoption and waiting children with all sales.</p>	<p>28 Host a Parent Appreciation Dinner, invite speakers to talk about adoption, provide child care, and feature pictures of waiting children.</p>
<p>29 Ask local businesses to sponsor a golf tournament to raise money to recruit new families.</p>	<p>30 Update your organization's website with clear links to AdoptUsKids and State adoption photolisting services websites.</p>	<p>Adoption Month Resources:</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p> AdoptUsKids</p> <p>www.adoptuskids.org</p> <ul style="list-style-type: none"> • Adoption Month Toolkit • <i>Answering the Call</i> Publications • Training and Technical Assistance </div> <div style="width: 45%;"> <p> Child Welfare Information Gateway</p> <p>www.childwelfare.gov</p> <ul style="list-style-type: none"> • National Adoption Month Website • National Foster Care & Adoption Directory • Adoption Assistance by State </div> </div>				

*Submitted by adoption organizations named on www.childwelfare.gov/adoption/nam

U.S. Department of Health and Human Services
Administration for Children and Families
Administration on Children, Youth and Families
Children's Bureau

