

National Foster Care Month 2020 Outreach Toolkit

Communication Tools to Spread the Word
#NFCM2020 #FosterCareMonth



National Foster Care Month 2020

Foster Care as a Support to Families,
Not a Substitute for Parents

www.childwelfare.gov/fostercaremonth



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Contents

- Introduction..... 2
- Social Media Posts 3
 - All Audiences..... 3
 - Professionals 3
 - Communities 4
- Key Facts and Statistics 5
- Graphics..... 6
 - Facebook Cover Photo 6
 - Twitter Cover Photo 6
 - Facebook Profile Frame 7
 - Shareable Graphics 8
- Sample Email Messages 11
- Email Signature Blocks 13

Introduction

The success of National Foster Care Month (NFCM) depends on your efforts to engage your community and raise awareness about the need to invest in the lives of children and youth in foster care. Thank you for helping to disseminate resources that aim to strengthen the capabilities of the thousands of caregivers opening their hearts and homes to provide stability for children and youth.

This year, we are focusing on ways in which the child welfare system can engage parents, youth, community partners, legal professionals, and others to positively impact reunification and permanency outcomes and truly support the families it serves.

Stay connected to the campaign and [subscribe](#) to email updates.

If you have any questions, please contact us at NFCM@childwelfare.gov.

Social Media Posts

Tell your followers and friends about National Foster Care Month!

Social media can help you inspire your colleagues, friends, and followers to promote National Foster Care Month (NFCM)! Encourage your contacts to learn more about all the resources, tools, and real-life stories. Ask them to share these posts and resources with their own networks to help make a difference in your community!

Stay connected with the hashtag #FosterCareMonth and use the following to tag or mention Child Welfare Information Gateway or the Children's Bureau!

Twitter

@childwelfaregov

Facebook

www.facebook.com/childwelfare

www.facebook.com/thechildrensbureau

All Audiences

May is National Foster Care Month! Follow Child Welfare Information Gateway and the Children's Bureau and help spread the word on ways to strengthen families and their support systems. #FosterCareMonth #NFCM2020

<https://www.childwelfare.gov/fostercaremonth/>

Foster care should be a support system for families in need, not a substitute for parents. Child welfare agencies, courts, and related professionals can help keep families together with the right mix of support services and partnerships. Find out more on the #FosterCareMonth website. #NFCM2020

<https://www.childwelfare.gov/fostercaremonth/>

May is National Foster Care Month! Share these inspiring real-life stories and raise awareness of the need for strong, collaborative communities that help keep families together. #FosterCareMonth #NFCM2020

<https://www.childwelfare.gov/fostercaremonth/reallifestories/narratives/>

Professionals

Involving youth and families in permanency planning, court hearings, and other meetings empowers them to become self-advocates. Engaging youth directly also enables professionals to use their perspectives to improve practices. #FosterCareMonth #NFCM2020 <https://www.childwelfare.gov/fostercaremonth/resources/>

Supporting collaborative relationships between birth parents and foster caregivers is one important way the child welfare system can assist families. Check out the

#FosterCareMonth resources to learn more. #NFCM2020
<https://www.childwelfare.gov/fostercaremonth/resources/>

Give families and youth involved in child welfare the opportunity to be heard. Learn how to engage youth voices and use their input when making critical decisions that affect their lives. #FosterCareMonth #NFCM2020
<https://www.childwelfare.gov/fostercaremonth/resources/>

Communities

Invest in the capacity of parents to care for their children. Foster care can be a way to form meaningful relationships and human connections, even under less-than-ideal circumstances. Learn more. #FosterCareMonth #NFCM2020
<https://www.childwelfare.gov/fostercaremonth/>

Inspire the individual. Engage the community. Share these real-life stories about foster care as a support to families and not a substitute for parents. #FosterCareMonth #NFCM2020 <https://www.childwelfare.gov/fostercaremonth/reallifestories/narratives/>

Follow @childwelfaregov before, during, and after #FosterCareMonth for important resources on how to support families with services that strengthen and empower their ability to stay together. #NFCM2020
<https://www.childwelfare.gov/fostercaremonth/engagement/>

Key Facts and Statistics

Include these key points in your messaging to demonstrate how the child welfare system can prioritize foster care as a service to families and promote reunification.

1. There are over 437,000 children and youth in foster care. Over half have a case plan goal of reunification with their parents or primary caregiver.
2. Collaborating with court systems can pave the way for timely, safe, and stable reunification.
3. Child welfare agencies can work with community providers to ensure that appropriate services are available to children and families as well as build their own capacity to serve this population.
4. Competent legal representation for parents is associated with the achievement of timely reunification.
5. In addition to supporting brain development, encouraging young people to be active participants in planning their own lives supports development of leadership skills, improves self-esteem, and helps form critical social connections.

Graphics

Grab attention with these free graphics! Add them to your social media pages, websites, blogs, newsletters, emails, and other print or digital communications. Each graphic uses the National Foster Care Month 2020 branding and style approved by the Children's Bureau. To use these graphics, visit the [website](#) and select the preferred image.

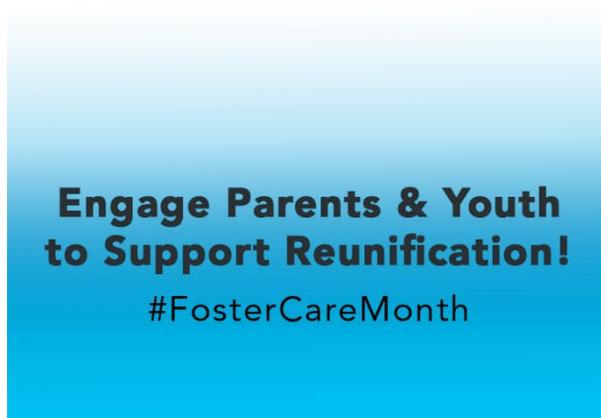
Facebook Cover Photo



Twitter Cover Photo



Facebook Profile Frame



To add a frame to your Page's profile picture:

- Go to www.facebook.com/profilepicframes
- Click your profile picture in the bottom left and select your Page
- Search for a frame by entering the frame's name, the creator's name or related words
- Choose the frame you want to use from the results
- Click **Use as Profile Picture**



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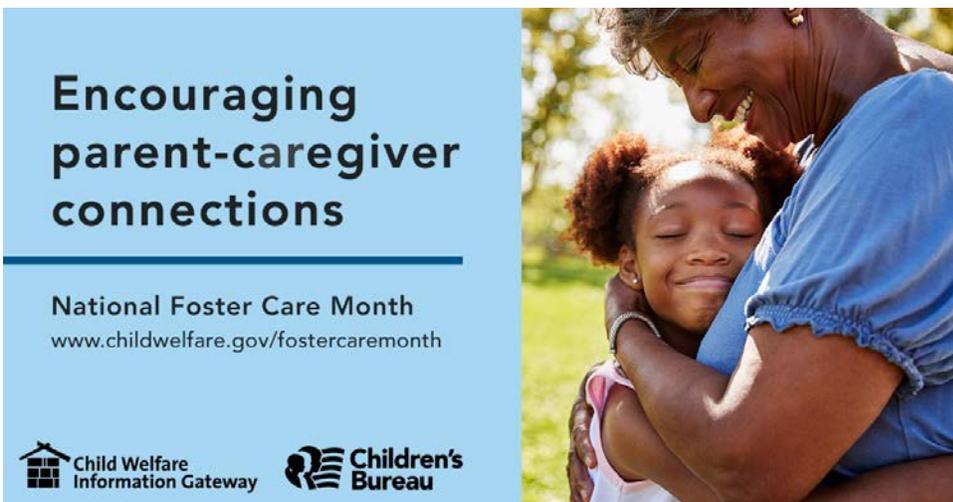
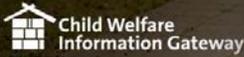
A recipe for success includes caseworkers, caregivers, and families who prioritize partnership.

National Foster Care Month
www.childwelfare.gov/fostercaremonth



Support the Child
—and the Family.

National Foster Care Month
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Encouraging
parent-caregiver
connections

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Everyone's story is unique.

Know the youth you work with.
Listen. Advocate.

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May is National Foster Care Month

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 Children's Bureau

Sample Email Messages

Use the sample messages below to promote NFCM 2020 and its theme, "Foster Care as a Support to Families, Not a Substitute for Parents," with your colleagues, media contacts, policymakers, families, and other contacts interested in foster care. Modify the content to fit your newsletters, websites, press releases, talking points, or other products. They also point audiences to the resources and tools available on the NFCM [webpage](#).

Sample 1

Subject: May Is National Foster Care Month!

Strengthening families and focusing on their well-being is the key to building strong communities. Whether it's promoting a collaborative relationship between birth parents and foster caregivers or providing parents with the right combination of supportive services to enable reunification, keeping families together is the primary goal in a successful child welfare system.

This May, National Foster Care Month recognizes that foster care must act as a support system for families, not a substitute for parents. Developing partnerships between local agencies, community organizations, and individuals within a family's network is key to building a supportive foundation that supports family reunification and preservation.

Visit the [National Foster Care Month website](#) to find resources in these three categories:

- Child Welfare Agency and [Community Partnerships](#)
- [Collaborative Relationships](#) Throughout the Child Welfare System
- Wraparound [Support Services](#) and Improving Family Well-Being

The website also provides tools to support your engagement in the local community and inspiring real-life stories from families with foster care experience.

Visit and bookmark the National Foster Care Month website today at <https://www.childwelfare.gov/fostercaremonth/>. For more information, contact Child Welfare Information Gateway at NFCM@childwelfare.gov or 1.800.394.3366. Tell us what you think by taking our survey at <https://buff.ly/2NWz1V6>.

Sample 2

Subject: Get Involved With National Foster Care Month in Your Community

Families involved with the child welfare system have an array of needs that can challenge their ability to provide for their children's well-being. This May, during National Foster Care Month, we recognize the important role community partners play in meeting those needs through partnerships with local agencies and child welfare professionals.

Visit the [National Foster Care Month website](#) to find important resources on ways to strengthen families with community-based support systems and partnerships, tools for community engagement, and real-life stories from families with experience in foster care.

Community members can support National Foster Care Month in the following ways:

- Help educate the public by sharing information and resources on [social media](#) using the hashtag #NFCM2020.
- Host, attend, or [share information](#) on local events that support children and youth in foster care and their families.
- Connect with [local community groups](#) working with foster youth.

The website also provides examples of child welfare agencies from across the country that are successfully partnering with their community to support families, as well as sample state or local proclamations to help you promote National Foster Care Month during the month of May.

Visit and bookmark the National Foster Care Month website today at <https://www.childwelfare.gov/fostercaremonth/>. For more information, contact Child Welfare Information Gateway at NFCM@childwelfare.gov or 1.800.394.3366. Tell us what you think by taking our survey at <https://buff.ly/2NWz1V6>.

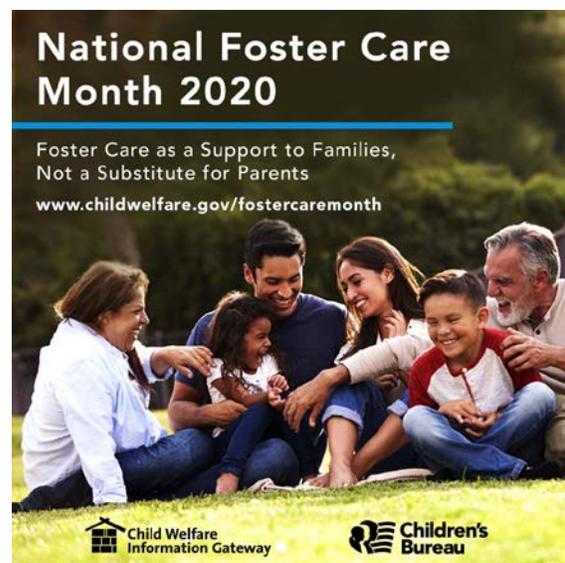
Email Signature Blocks

Updating your email signature is a quick and easy way to remind everyone about the importance of National Foster Care Month!

Each email you send will help spread the word, and it's simple to do! Select from the sample signature texts and graphic below and insert them into your email signature:

- Raise Awareness for National Foster Care Month!
<https://www.childwelfare.gov/fostercaremonth/reallifestories/>
- May is National Foster Care Month! #NFCM2020
<https://www.childwelfare.gov/fostercaremonth/>
- Engage Parents & Youth to Support Reunification.
<https://www.childwelfare.gov/fostercaremonth/resources/>

To download a graphic to add to your email signature, right-click on it and select "Save Picture As." You can also copy the image and paste it directly into your signature block.



Let us know what you think of this year's campaign. [Take the survey!](#)