Strategies for Local Adoption Campaigns: Successes and Lessons Learned from Localization Grantees

Peer to Peer Meeting | August 20, 2015

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Peer to Peer Series

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Housekeeping

- This meeting is 60 minutes long, including time for questions and discussion.
- We will record this meeting and have it available on the NRCDR website.
- Your line will be unmuted during parts of the presentation. Please mute your line when you are not speaking to prevent background noise.
Agenda: Part 1

- Welcome and introductions
- Context and purpose of the peer to peer series
- Localization: context and resources
- Questions and discussion
Agenda: Part 2

- Current Grantees discuss best practices and lessons learned
  - Adoption Rhode Island
  - Northwest Adoption Exchange
- Questions and discussion
- Services and support available through NRCDR
- Closing remarks
Localization: Overview and Resources

Melissa Otero, Marketing and Communications Director
AdoptUSKids
Localization: What is it?

- Localization allows child welfare systems to feature local contact information such as:
  - Agency name
  - Agency Website
  - Agency phone number
  - Agency logo
Localization: Key Benefits

- Expansion of the national campaign at the local level
- Use of high-quality, FREE recruitment campaign materials
- Savings of time and money
- Encourages audiences to contact and utilize local resources
Localization: Television

- Customizable :05 TV end frame:
  - Agency Name
  - Logo
  - Phone number
  - Website

Sample End Frame
Localization: TV Example

- Example Localized PSA Endframe

Adoption Rhode Island
AdoptionRI.org
401-865-6000
Localization: Radio

- Pre-Localized
  - One :30 localized radio spot available for each state
- End tag features a pre-localized URL
  - Example: adoptuskids.org/CO
Localization: Outdoor

- Customizable billboards:
  - Logo
  - Web address
  - Phone number (as applicable)
National Adoption Recruitment Campaign

YOU DON'T HAVE TO BE PERFECT
TO BE A PERFECT PARENT.

AdoptionRI.org
Localization: Print

- Customizable full-page print ads:
  - Logo
  - Web address
  - Phone number
Localization: Requesting and Accessing Materials

Step 1
- Determine which media, lengths, and sizes you are interested in localizing

Step 2
- Complete localization order form available at: adoptuskids.adcouncil.org/spread-the-word/

Step 3
- Submit completed form and EPS file of your logo to motero@adoptuskids.org
Localization: Requesting and Accessing Materials

- Allow time for State approval
- Allow time for production of localized materials
- Materials will be posted on psacentral.org for easy access and distribution
Localization: Requesting and Accessing Materials

- [link] AdoptUSKids.adcouncil.org
- [link] PSACentral.org

Specific questions and requests can be directed to:
- Melissa Otero
  - motero@adoptuskids.org
  - 410-636-7034
Localization: Online Toolkit

Adoptuskids.adcouncil.org

Thanks for becoming an Adoption From Foster Care campaign advocate!

Here you’ll find free access to campaign materials, including PSAs, and tips on how to promote the campaign online and in your community. Help us spread the message that children in foster care don’t need perfection, they just need the commitment and love a permanent family can provide.

Interested in localizing the PSAs for your area? Contact Melissa Otero at motero@adoptuskids.org

Three easy actions to get you started:

- **Campaign PSAs**
  - Access national and localized PSAs for broadcast use.
  - VISIT PSA CENTRAL

- **Like AdoptUSKids**
  - Join our growing community on Facebook.
  - VISIT OUR FACEBOOK PAGE

- **Media Outreach**
  - Contact local media to place PSAs.
  - DOWNLOAD (PDF - 225 KB)
Localization: Guidelines for Usage

- Use the PSA during approved usage periods
- Use the PSA only in donated media space or time
- PSAs cannot include any references to commercial advertisers or their logos
- Do not alter or use the body of any PSA for any other purpose or provide it to any third parties
Localization: Promoting the PSAs

- Available resources and tools:
  - Media outreach guide
  - Letter to PSA Directors
  - Localizable press releases
  - Media tips and tactics
Questions and Discussion
AEA Localization Grantees

Donna Rivera, Communications Director
Adoption Rhode Island

Nicole MuriSearles, Media Liaison
Adoption Rhode Island
Best Practices and Challenges of Localization
Grant Activities – Adoption Rhode Island

Pursuing Localization – best practices in place and planned

- Established relationships
  - State and local child welfare agencies
    - A solid relationships with RI DCYF and other agencies is key
  - Media Outlets – TV, Radio, Print, Billboard
  - Community partnerships – Speaking Engagements with Corporate, Community and Organizational friends of ARI offer additional opportunities to provide education about AUSK partnership and resources

- Dedicated staff
Activities Contributing to Success

- Established relationships
- Think out of the box – other mediums to pursue, ie Theaters, Church Bulletins, Web Banners, Business Newsletters, etc
- Press releases
- Stay in touch – personal/individual follow-up
- Spokesfamilies
- Prepared video/audio/written materials – Having prepared interviews, sound bites, etc. can be appealing to media outlets looking to quickly fill a slot
Best Practices and Challenges of Localization
Grant Activities – Adoption Rhode Island

Areas for Growth

– Media extensions – PSA placements are often extended beyond the original allotted time if paid advertising is not available
– New/untapped media opportunities – again – ‘out of the box’ thinking as well as local cable, local print, community blogs, etc.
– Leveraged relationships – an appearance or airing can be easily shared to an extended audience via social media, community partners looking for speakers, high profile media relationships, etc.

Areas of Challenge

– National vs Local spots -
– Technology
Benefits of Partnership – Adoption Rhode Island

- Increased awareness/Name recognition
- National partnership - enhances credibility, increases community awareness
- Resources… national photolisting, professional collateral material/Ad Council’s PSA Central, spokes family training, AUSK campaign toolkit
- Attract supporters – financial, in-kind and mission driven supporters
- Dispel Myths
- Social Media – PSA shares, AUSK posts, child stories, statistics
- Advocacy/Promotion of adoption as a positive way to build a family
AEA Localization Grantees

Tyler Helbach
Northwest Adoption Exchange
Northwest Adoption Exchange Washington Localization Grant Efforts

- 2 year partnership effort involving:
  - AdoptUSKids
  - Washington State Children’s Administration
  - Northwest Adoption Exchange
  - AdCouncil
- Campaign has resulted in TV, print, and radio coverage localized PSAs and adoption from foster care
Successful Activities

- Positive response to campaign press releases
- Smaller outlets focused on localization of materials
- Larger outlets focused on in-depth personal stories
- PSAs perfect for sharing on social media
Successful Activities

– To be most efficient, NWAE’s PSA campaign was designed to:
  • Provide families with information and resources on the adoption process
  • Direct families to an easy to remember landing page (www.adoptwashingtonkids.org)
  • Integrate with Children’s Administration’s current recruitment efforts
AdoptWashingtonKids.org

- Integrates with existing foster parent recruitment model
- Page educates on both public and private agency options
- Campaign has recruited 279 potential resource families

How to Adopt

We encourage and celebrate all families that come forward to adopt from foster care. Every family wanting to adopt from foster care needs to complete a homestudy through a private or public agency. We encourage families to explore both options. Click on your region below to find out how to get started with the process in your area.

Washington  Oregon  Idaho  Alaska  National

How to Adopt in Washington State

Adopting through DSHS
Washington families interested in adoption may complete a homestudy through Washington’s Department of Health and Human Services (DSHS). These families may be limited to inquiring on children in-state. Families interested in finding more information on how to complete a homestudy through DSHS should fill out the form below to connect with DSHS adoption and foster care recruiters.

Connect with a DSHS Adoption and Foster Care Recruiter!

Adopting through Private Agencies
Many Washington State families choose to work with a private agency to complete the homestudy process. These agencies work with DSHS to help facilitate the adoption of children in foster care. While private agencies may require a fee for their services, many offer additional training and support. We encourage families to contact some of the private agencies below to see if they may be a good fit for your family.

A Place Called Home
Adoption Referral & Information Service
Santich Adoptions
Amara Parenting & Adoption Services
Bethany Christian Services
Casey Family Programs
Benefits of Localization Campaign Partnership

– Increased media coverage
– High-Quality recruitment materials
– Flexibility
– Organizational capacity building
– Specialized campaign for adoptive parent recruitment
Questions and Discussion
Next Peer to Peer Meeting

Save the Date!

Developing and Engaging Speakers Bureaus and Media Spokespeople

Thursday, October 1, 2015
2:00 p.m. - 3:00 p.m. Eastern
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