

# Targeted Recruitment Strategies



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# Kinds of Recruitment

General

Targeted

Child Specific

# Critical Components of Targeted Recruitment

- **Specificity**
- **Identification of Community Resources**
  - **Variety of Strategies**
    - **Personal Touch-Face Time**
- **Relationships**
- **Local Champions**

# Critical Components of Targeted Recruitment

**Follow-up contacts**

**Network**

**Tangible Goals**

**Know what you want  
But listen and be flexible**

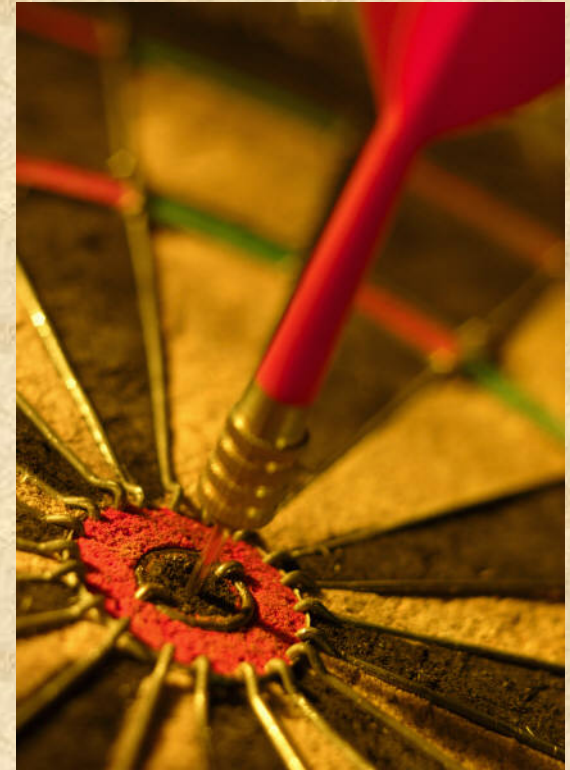
**Accurate Budget**

**Details, Details**

**Use Teens/Resource Parents**

# Types of “Targets”

- Child Characteristics
  - Race, Color or National Origin
  - Geographic Location



# Child Characteristics

- **DATA IS YOUR FRIEND!!!**

- **WHO are the kids?**

**Examples: teens, siblings, medically fragile, teen mothers, children with mental health issues**





## **Race, Color, National Origin or Tribal Affiliation**

- **impact disproportionality**
- **culturally appropriate slogans and logos**
- **recognize cultural/racial issues**



# Geographic Location



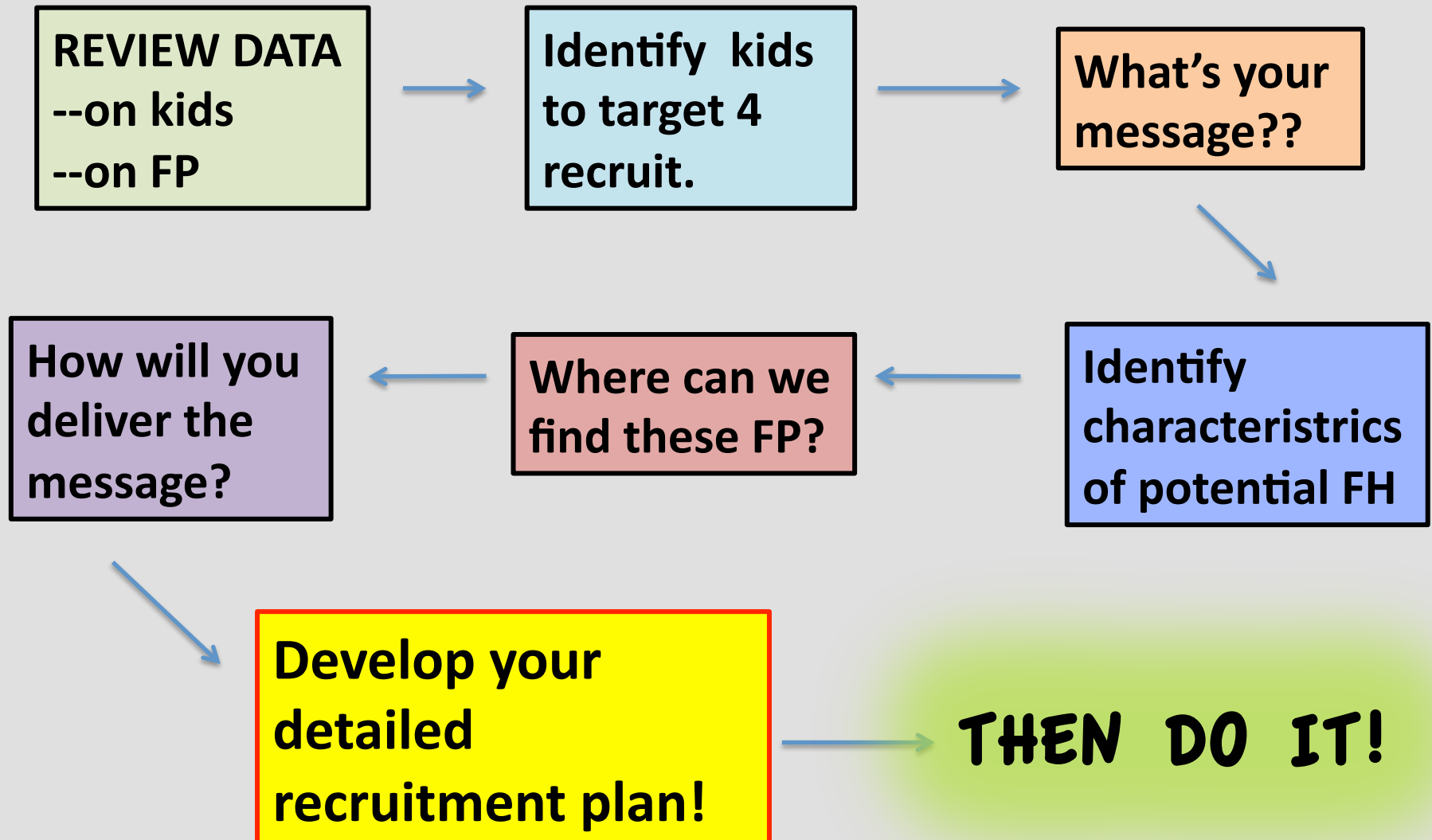
## TWO questions:

1. Where do the kids come from?
2. Where are our families?

**Identify Key Leaders in the community**



# Targeted Recruitment



Target Audience	Strategy
Little League Coaches	<ul style="list-style-type: none"> <li>•speak at coaches' meeting</li> <li>•mail letter to each coach</li> </ul>
Little League Families	<ul style="list-style-type: none"> <li>•put posters up in snack shack</li> <li>•put advertisement in Little League annual program</li> <li>•purchase snack bags/napkins with logo/slogan for snack shack</li> <li>•attend opening day and put flyers on cars</li> </ul>
Elementary/Middle School Teachers	<ul style="list-style-type: none"> <li>•speak at inservice day</li> <li>•posters/flyers in lounge w/data</li> <li>•paycheck stuffers</li> </ul>
Cub Scout/Boy Scout Leaders	<ul style="list-style-type: none"> <li>•article in "Scouting News"</li> <li>•meet with local leaders</li> <li>•assist with service project/badges</li> </ul>

# Planning ahead is a key to your success!

Goals	Baseline Data	Results	Activity	Action Steps for Success	Timeline
Recruit foster families in Oceanside neighborhood for teens and newborns	2013 data: 22 FHs  41 youth in care- 27 out of area (65%)	2014: 5 new FH (net)  maintain 50% of youth in area	Partner with Word of Life Church to engage members and share info on foster parenting on 6/21/14	Archie to contact Rev. Pastor by phone	by 4/1/14
				Veronica will develop the flyers and posters	by 4/30/14
				Betty will draft talking points	by 5/9/14
				Kevin will handle logistics (a/v, food, drinks, etc.)	by 6/1/14
				All will meet to draft agenda/assign roles	on 5/22/14
				Archie to meet with Rev. Pastor to finalize plans	6/15/14

# Recruiting for Reunification



- Use clear, focused messaging
- Target people with a “community mind”
- Use strong, experienced foster parents as spokespeople
- Integrate messaging into pre-service training
- Give a reality check with data
- Feature birth parents in media and training

# Don't say that...Say THIS!

1. Review each of the phrases on the left
2. As a group, create new recruitment phrases that are more likely to promote recruitment for reunification families
3. Select a recorder and a spokesperson



# **Instead of saying that...**

**We rescue children who have often been horribly traumatized by their parents by being abused, neglected, sexually victimized or abandoned.**

**By providing care, love and nurturing that these children so urgently and dreadfully need, they will give you love back!**

**Become a foster parent to a meth lab child!**

**Give the gift of family—Become a foster parent!**

**Be a hero to a child—Foster Today!**

# QUESTIONS???

