

National Foster Care Month Campaign

During May, the nation's leading child welfare organizations come together to present a unified, compelling and robust public face for foster care. The national campaign raises visibility for the issue and attaches a strong call-to-action message that encourages more people to get involved and support the half a million children and youth living in out-of-home care throughout the year.

In [Tools](#) you will find several helpful marketing and promotional resources created for the national campaign. These materials can also be adapted for use at the local level. Additional resources may be found at www.fostercaremonth.org.

Campaign Goals

- > Raise **AWARENESS** about the magnitude of the issue and the urgent and sustaining needs of children and older youth in foster care and their families;
- > Issue a national **CALL-TO-ACTION** that motivates, inspires and facilitates many more Americans to come forward and help *change a lifetime* for a young person in foster care; and,
- > Develop a positive framework for maintaining visibility and interest in the foster care issue in **SUPPORT OF THE YEAR-ROUND EFFORTS** of the National Foster Care Month Partner organizations and other child welfare agencies.

The Partnership

- > **National Foster Care Month is presented by 17 of America's leading child welfare organizations** that work year-round on behalf of children in foster care and their families. A full listing of the partnership is included in [Tools](#). For more information, or to find links to the web sites of each Partner, please visit www.fostercaremonth.org.

Core Messages

- > **Use the national campaign's messages as a guide for creating customized talking points for your organization.** Core messages are very helpful for preparing local spokespeople for media interviews and presentations, for developing promotional copy, or simply for uniting your staff members and constituencies around what is most important (or often misunderstood) about foster care in your community. Check out [Tools](#) for the eight core messages developed for the national campaign.

Graphics and Promotional Materials

- > **There are several design elements and materials available to you via the national campaign.** Incorporate the logo graphic into your own collateral materials and on your web site. Consumer posters also are available free of charge (while quantities last) at National Foster Care Month Online Store at www.fostercaremonth.org. Check out [Tools](#) for graphics and advertisements you can use to promote foster care in your community.

National Foster Care Month Campaign *(continued)*

Fact Sheets

- > **Check out Tools for national data on foster care.** If you are interested in finding facts about your specific state, please log on to www.fostercaremonth.org and see the “About Foster Care” section of the web site. The site also features helpful backgrounders on foster care and educational outcomes and information about the disproportionality of children of color in foster care.

Change a Lifetime Menu

- > **No matter how much time you have to give, you have the power to do something positive that will *Change a Lifetime* for a young person in foster care.** There are many different ways that individuals, organizations and communities can get involved and make a lasting difference for America’s children. Although the rewards are great, some people in your community may not be ready or interested in becoming a foster or adoptive parent at this time. The *Change a Lifetime Menu* spells out many of the other options (organized by the anticipated level of time commitment) for those who would like to lend their support in another way. Consider customizing this menu with local agency contact information to make this tool even more valuable for people in your area.

Events and Promotions

- > **The Blue Ribbon Campaign** is presented by the National Foster Parent Association as a way of calling attention to the urgent needs of youth in foster care. Supporters wear a blue ribbon to signal their dedication to the cause and to honor those already working to make a difference. In nearly every state, ribbon tying ceremonies and special events are planned in celebration of Foster Care Month. For more information please visit www.nfpainc.org or log on to www.fostercaremonth.org to find a listing of scheduled ceremonies and events near your community.
- > **Band Together.** Something wonderful happens when young people reach out to help their peers in foster care. This special campaign, presented by a coalition of youth-led organizations, encourages young people to *understand, serve* and *speak out* about foster care. Take a look at the *Youth Engagement* section of this Toolkit or visit www.bandtogether.org for more information.
- > **Visit the Online Calendar of Events at www.fostercaremonth.org** to find out more about fundraisers, receptions, conferences, galas, art exhibits, theatrical premieres and other special gatherings being planned as part of the National Foster Care Month celebration.

Tools:

- > National Foster Care Month Partner Listing
- > Core Messages
- > Logo and Campaign Graphics
- > Style Reference Guide
- > Consumer Ad Campaign
- > Poster
- > Postcards
- > Facts about Children in Foster Care (National Data)
- > *Change a Lifetime* Menu (of ways to get involved)