

WHAT THIS PLAN CAN MEAN TO COUNTY AGENCY DIRECTORS

If all the **County Children Services Agencies** across Ohio were to have a professionally produced, professionally run, foster-only recruitment campaign consistently seen throughout the state and their counties—with more **emotional and empathetic messages** attracting and drawing in **more potential foster parents**—as well as the most compelling, convincing, and efficient means of intaking all those interested people and **keeping them motivated and engaged** through the moment they are certified and receive their first foster child, the benefits of such a recruitment program to the County Agency Directors like yourself would be **profound**.

Here's what it would mean to you:

- > Achieving your goal of being able to place more foster kids with foster families living nearby in your county who possess the skills required to provide the best outcomes for those children.
- > Plenty of eager foster parent candidates who live in your county, pre-screened and fully aware about the process, assigned to your training classes and ready-to-go.
- > No more of your limited time and resources spent trying everything you can to attract more foster parent recruits to your classes ... everything you and your caseworkers have in you can be dedicated to serving the children and families in need.
- > The better qualified, more motivated foster recruits sent to your classes will result in more good foster parents making it through certification and placement.
- > Less frustrated and overworked caseworkers who aren't spending as much time driving to other counties, who can **know** they are providing the **best options** for their clients, and who are deriving that much more satisfaction from their job.
- > Less turnover from burned-out caseworkers, and less expense replacing them.

Additional long-term benefits:

- > An improved perception about the 'quality' of your County Children Services Agency 'brand' and the children you place with fosters ... thanks to the consistent, cohesive, and more professional look and feel of your recruitment communications.
- > This improved perception can help motivate current foster parents, making them more eager to continue being part of an organization they will feel even more proud to be participating with and supporting.
- > If you depend on levies for part of your funding, a sustained recruitment campaign continuously out there reminding residents about your agency and improving perceptions and a sense of your 'professionalism' will only help win over more votes at levy time.