Christian Heritage
FOSTER CARE

Christian Heritage 2010 Recruitment Plan

Due to the changes that have occurred within the foster care system, new strategies have been developed to meet the demands of a privatized foster care system with a no-reject/no-eject policy. Strategically, Christian Heritage is focused on developing resource families outside of Lancaster County in the Southeast Service Area; specifically Polk, Saunders, York, Seward, Cass, Otoe, Fillmore, Saline, Gage, Jefferson, and Thayer Counties. Below is the detailed plan that Christian Heritage will implement to accomplish our objectives.

- Christian Heritage rolled out our new marketing campaign, "Are You Called To Be A Foster Parent?" New Billboards, Pamphlets, Posters, and recruitment materials have been designed and are being distributed.

- Beginning November 2nd, advertisements were posted in 33 weekly newspapers throughout the Southeast Service Area in the counties of responsibility and will be posted for a period of four consecutive weeks.

- Advertisements targeting foster parents are being run for a period of 3 months in the "Star City Sports," a monthly publication. This is the first time that our agency advertised in this publication.

- Continued efforts are being made to establish relationships with pastors and churches that have shown an interest in getting involved in foster care. New relationships are being formed with new churches throughout the Southeast Service Area. Special efforts will be made to identify families within churches in the new targeted counties. Foster families typically receive additional support from their local church and church members.

- Recruitment opportunities will be pursued within churches where relationships have been established. This will include posters notifying families of the event beforehand, a brief introduction within church services, and an informational booth following the service.

- Continue efforts on recruiting foster parents willing to accept teenagers, sibling strips, children with special needs, pregnant teen moms, and children from diverse cultures.

- Christian Heritage will strive to recruit foster parents in every school district.

- Christian Heritage is focused on recruiting diverse foster parents so that we become more culturally responsive to all youth needing foster homes (Keeping MEPA in mind).

- Finally, new recruiting events will be sought out that might draw new interest from individuals who have not yet considered providing foster care services.