Child Connect
Yearly Recruitment/Retention Plan
2009-2010

"*" denotes retention activity "-" denotes recruitment activity

July	-Clothing Exchange Drive at Child Connect	50	50
August	-Renew Yellow Page Advertisement -foster parent promotional for providers *Foster Family Support/Training Group	3,750 200 100	4,050
September	*Fun Plex *Foster Family Support/Training Group -PRIDE -Omaha World Herald Ad (SEE NOV)	1400 100 75	1,575
October	* Fall Festival *Foster Family Support/Training Group	1000 100	1,100
November	*Foster Parent Appreciation Dinner *Fostering Parents Today Subscription -Commercial Ad (in development -Omaha World Herald Ad (MOVED TO SEPT)	2400 1044 4000 500	7,900
December	-Toys for Tots>Foster parents may bring a friend to help wrap gifts. *Holiday Baby-sitting awarded to foster parents -PRIDE	100 100 75	275
January	*Foster Family Support/Training Group	100	100
February	*Winter Foster Family Social Event *Foster Family Support/Training Group *Hy-Vee Wine and Food Expo	800 100	900
March	*Foster Family Support/Training Group -PRIDE	100 75	175
April	-Promotional items give away *Foster Family Support/Training Group	250 100	350
May	*Foster Family Support/Training Group	100	100
June	-Run for the Young *Foster Family Support/Training Group -PRIDE -College World Series- promotional give away	750 100 75 250	1175
		Activity total:	$17,750

RETENTION Activity: **PRIDE TRAINING**

DATE:	4X a year
TIME:	Evenings/week-ends
STAFF:	Mary Uhlig,
MATERIALS:	Course books
COSTS:	$ 75 X 3 =$220
PERCEIVED EFFECTIVENESS	Recruitment training-mandatory

Activity: **YELLOW PAGE ADVERTISEMENT**

DATE:	August 2010
TIME:	
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman
MATERIALS:	Renew yellow page ad, which is renewed automatically through campus
COSTS:	$3750
PERCEIVED EFFECTIVENESS	Very High. It's the number 1 source of foster parent referral beside foster parent referrals.

Activity: **FOSTER PARENT PROMOTIONAL TO PROVIDERS**

DATE:	April 2010 June 2010
TIME:	
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman
MATERIALS:	Use of promotional gifts and printing for attached flyers
COSTS:	$500
PERCEIVED EFFECTIVENESS	Very Good

RETENTION Activity: **FUN PLEX**

DATE:	September 2010
TIME:	All day event
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman, Child Connect Staff
MATERIALS:	Fun Plex
COSTS:	$1400
PERCEIVED EFFECTIVENESS	Very Highly attended and good opportunity for support and recreation

Activity: **CLOTHING EXCHANGE DRIVE AT CHILD CONNECT**

DATE:	July 2010
TIME:	10-2 on a Saturday
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman, Child Connect Staff Volunteers and Foster Parents
MATERIALS:	boxes
COSTS:	50.00
PERCEIVED EFFECTIVENESS	Unknown, but supportive activity

RETENTION Activity: **FALL FESTIVAL**

DATE:	October 2009

TIME:	Sunday at Mahoney State Park or other location site
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman, Child Connect Staff
MATERIALS:	Food, napkins, utensils, drinks, site
COSTS:	$1000
PERCEIVED EFFECTIVENESS	Very high and well liked activity for all.

RETENTION Activity: **FOSTER FAMILY APPRECIATION DINNER**

DATE:	November 2009
TIME:	6-10PM 11/20/09
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman, Child Connect Staff
MATERIALS:	Door prizes, name tags, photo montage/entertainment
COSTS:	$2400
PERCEIVED EFFECTIVENESS	Very High. Well attended and very appreciated.

RETENTION Activity: **FOSTERING FAMILIES SUBSCRIPTION**

DATE:	November 2009
TIME:	
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman
MATERIALS:	Subscription to "Fostering Families Today"
COSTS:	$18.00 each family (approx-58 families) Total: $1044
PERCEIVED EFFECTIVENESS	Very High and very appreciated. Use it continuing education hours

RETENTION Activity: **TV ADVERTISEMENT-KPTM**

DATE:	November 2009
TIME:	
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman
MATERIALS:	
COSTS:	$4000
PERCEIVED EFFECTIVENESS	Very High and very appreciated. Use it continuing education hours

RETENTION Activity: **OWH-ADVERTISEMENT**

DATE:	
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman
MATERIALS:	
COSTS:	$500
PERCEIVED EFFECTIVENESS	

RECRUITMENT Activity: **TOYS FOR TOTS-COMMUNITY SIGN UP AND GIFT WRAPPING**

DATE:	December 2009
TIME:	8-7pm

STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman, Child Connect Staff (FOSTER PARENTS BRING A FRIEND TO ACTIVITY)
MATERIALS:	Pizza, drinks, snacks. Etc. Truck rental is free.
COSTS:	$100
PERCEIVED EFFECTIVENESS	Very High

RETENTION Activity: **FOSTER PARENT HOLIDAY BABYSITTING AWARDS**

DATE:	December 2009
TIME:	varies
STAFF:	All staff and volunteers
MATERIALS:	Pizza, drinks, snacks, activities
COSTS:	$100
PERCEIVED EFFECTIVENESS	Very High

Activity: **FOSTER FAMILY WINTER SOCIAL ACTIVITY**

DATE:	February 2010
TIME:	Week-end day
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman and Child Connect
MATERIALS:	Food and cost of activity
COSTS:	$800
PERCEIVED EFFECTIVENESS	-Moderate depending on the weather, but well liked in terms of low cost family activity.

Activity: **PROMOTIONAL ITEMS**

DATE:	April and June 2010
TIME:	
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman
MATERIALS:	Promotional items
COSTS:	$500
PERCEIVED EFFECTIVENESS	Well received, new strategy in the community

Activity: **RUN FOR THE YOUNG**

DATE:	June 2009 (specific date yet to be determined
TIME:	7:00 am
STAFF:	Mary Uhlig, Janet Sprague, Pam Kirschman and all Child Connect staff and volunteers
MATERIALS:	Materials previously purchased. Donated items for winners, trophy, printing of applications, postage, t-shirts, food, water. Tent **Use TRI BOARD with pics and information at the race.**
COSTS:	$750 -what is put out. We get donations/appeals to offset costs.
PERCEIVED EFFECTIVENESS	-Community recognition and education. Run gets bigger every year

RETENTION Activity: **FOSTER PARENT SUPPORT GROUP**

DATE:	2009-2010
TIME:	9 times per month (scheduled monthly except July Aug, Nov, Dec)
STAFF:	Janet Sprague,

MATERIALS:	Speaker and food
COSTS:	$100 each x 9 per year=$900
PERCEIVED EFFECTIVENESS	convenient for foster parents to get ceu's, but not well attended

RETENTION Activity: **ZOO PASS**

DATE:	2009-2010
TIME:	Through out the year.
STAFF:	Pam Kirschman
MATERIALS:	Calendar for scheduling
COSTS:	$ Gratis Zoo membership
PERCEIVED EFFECTIVENESS	Well received and well used throughout the year.

RETENTION Activity: **HYVEE WINE AND FOOD EXPO**

DATE:	FEBRUARY 2010
TIME:	9-7pm
STAFF:	Pam Kirschman, Mary Uhlig, Janet Sprague, Monica McMahon, Jen Kiolbasa, Yvonne Wortman, Anna Stech, Laurel Jensen, Karen Batten and all
MATERIALS:	None
COSTS:	None
PERCEIVED EFFECTIVENESS	Well received well received and recognized for community exposure

Foster Parenting/Training Budget

1500.00 for CPR/First Aid- 3X a year $30 PP for 50 participants yearly=1500
1050.00 for Bea Hatch (co-trainer) (350.00 x 3 per year)
600.00 for criminal history (25 for new families, 10 for respite, 25 renewals)
100.00 state patrol fingerprint (reprints)
17,750.00 for activities throughout year (see total at bottom of previous page)

$21,000.00