Appendix A

2024 Year in Review – Marketing & Outreach

A Focus on Communication

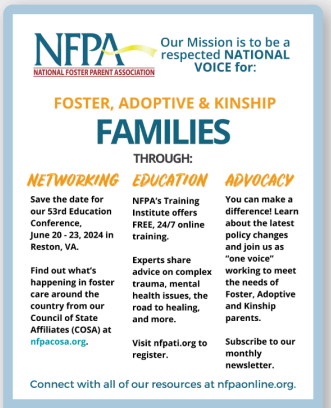
In 2024, we focused on using all of our available outlets to communicate opportunities, updates, trainings, and advocacy needs to our audience. We have also worked hard to make our communications more visual. We have had very positive feedback on what we have developed, including our secondary targeted branding.

The following details will provide context and details for what we've been doing, how we're reaching out, and some analytics and stats on the reach we are achieving.

Fostering Families Today Magazine Advertisements

Goal for 2025 – Ads Will Provide Relevant Content Tied to FFT's Theme and to NFPAti Courses

Fostering Families Today has a readership of **30,000 Foster, Adoptive and Kinship parents**. We submit several full-page ads throughout the year a few months before the publication date. This allows us to look ahead at what messaging we need to give to our audience, as well as how our offerings and services align with that edition's theme.



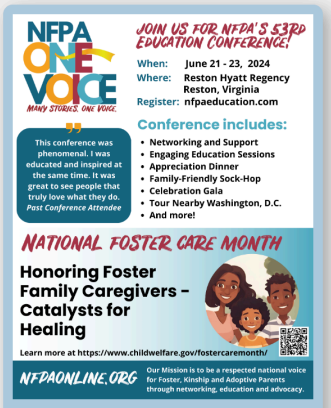
Jan/Feb '24 FFT Ad

Our focus to start the year was on the 3 major areas of focus from our mission statement.



March/April '24 FFT Ad

Conference reminder and registration info, celebration of National Foster Care Month.



May/June '24 FFT Ad

Conference reminder and registration info, celebration of National Foster Care Month.



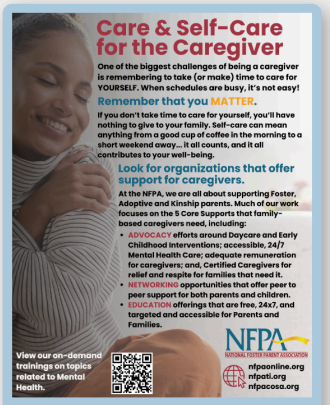
July/August '24 FFT Ad

FFT began introducing a theme for each edition, this one was '**Understanding the Trauma Effects on Children in Foster Care**'. We used the opportunity to share a collection of Trauma-related NFPATI courses (available via the QR code). We also began our membership drive by outlining some of the work that we do on behalf of our members.



Sept/Oct '24 FFT Ad

This edition's theme was, '**Intentionality in Foster Child Care & Recruiting**'. We utilized this opportunity to illustrate how the work that we in the areas of Advocacy, Networking and Education do aligns with this topic, and to provide a QR code link to our membership pages on the website.



Nov/Dec '24 FFT Ad

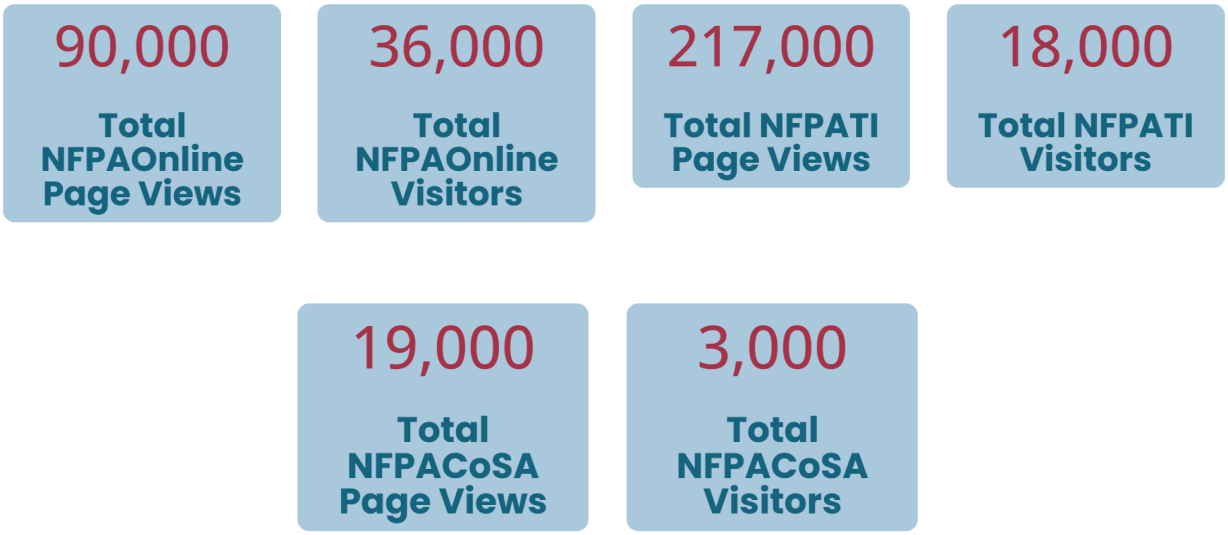
The theme was, '**Care & Self-Care for the Caregiver**'. We offered an encouraging message to the important audience, highlighted how our work in our 3 main focus areas support this theme, and provided a QR code to a collection of trainings on the topic of Mental Health.

The Fostering Families Today themes for the coming year are:

- **Jan Feb** 2025 FOCUS: Fostering Behavioral Health
- **March April** 2025 FOCUS: Helping Youth After They Exit Foster Care
- **May June** 2025 FOCUS: Importance of Cultural Competencies
- **July August** 2025 FOCUS: Ensuring Digital Wellbeing of Kids in Your Care
- **September October** 2025 FOCUS: Back to School
- **November December** 2025 FOCUS: Many Facets of Respite and Kinship Caregiving

For each Ad, we will present information about current NFPA events and trainings that are important for our audience as well as info relating to the FFT and Child Welfare themes.

A Quick Look at Website Reach



Our biggest source of web traffic is on our NFPATI.org website, where our training is hosted. **In 2025, our goal is to increase the offerings found on the Training Institute to further leverage this traffic and demand.**

We have more 'eyeballs' on the NFPAOnline website, but get more traffic/activity on the TI site.

CoSA has a smaller audience, so the traffic/activity there is less, but will be a focus of our efforts in 2025.

Social Media and Our Other Outlets

Goal for 2025 – Continue our Robust Postings Through Our Current Social Media Outlets and Create a LinkedIn Account

How does the NFPA communicate with our audience? Our primary outlets are:

- **Facebook** We reach 25K followers!
- **X** 4,447 Followers
- **Instagram** 750 Followers
- **YouTube** 57 Subscribers – we've not driven to gain subs here, mostly a video hosting platform

- **Our NFPAOnline Blog**
- **Our ConnectU Newsletter** 11,000+ contacts monthly
- **Our Websites**
    - **NFPA Online**
    - **NFPA Training Institute**
    - **NFPA CoSA**
    - **NFPA Education** (Conference website)

We share links to partner resources, legislative updates, notifications of trainings, and more via these outlets with the goal of keeping our audience aware of what we are doing at the NFPA, as well as developments in the world of foster/adoptive/kinship parenting.

All of our blogs have subscription options where folks can sign up to receive new posts in their inboxes.

Utilizing Partner Resources

2025 Goal – Leverage, Organize and Present Relevant and Useful Resources

In 2025, we will be dedicating project time to mining and creating an inventory of the resources that are available on the websites of our partners.

For example, the CHAMPS website is rich with content such as presentations, printable resources, legislative guides, and more. We will create an inventory that can be shared on our websites in appropriate locations, and that can be used in support of each month's promotional theme and in Fostering Families Today advertisements.

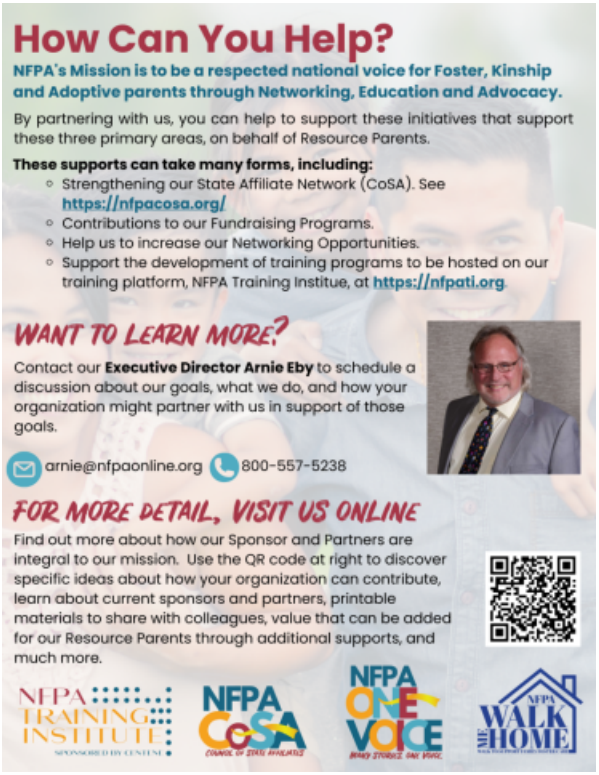
For example, January's promotional theme is Human Trafficking Awareness. NFPA does not have self-designed resources on this topic, but many of our partners do, so we will collect that inventory of resources that spans those many websites and make that available in our communication online throughout the month.

Our intention is to develop this inventory then analyze gaps in those resources that we might fill with NFPA-designed webinars, trainings, printables, etc.

The key word is 'leverage', rather than defaulting to creating something new – we can utilize what is already available, then spend our design time creating resources that do not already exist elsewhere. This not only allows us to have more resources to offer but also enhances our relationship with our partner organizations.

2024 – Marketing Samples

The following is a sampling of marketing and outreach pieces we created in 2024. Included are Scholarship announcements, invitations to sponsor or partner with the NFPA, Conference announcements and materials, and more. *Click to see a larger version*.



NFPA
NATIONAL FOSTER PARENT ASSOCIATION

Sponsor or Partner

With the National Foster Parent Association

Our Sponsors and Partners allow us to implement programs and provide supports and resources that directly impact Foster, Adoptive and Kinship parents (known as 'Resource Parents') across the entire U.S.

What We Do

- **Networking** with Resource Parents and state-level organizations, and with National-level lawmakers who create legislation that impacts these parents.
- **Educating** parents on the best practices that can help make their role easier.
- **Advocating** for the supports that they need.

Why We Do It

- Almost 3,000,000 children in the United States are in temporary care.
- Foster Families are a vital community resource, but there aren't enough of them to care for these children.
- Children come to foster families frightened, confused and unsure of what their future holds, and need solid, well-equipped parents to guide them.
- **Our job is to equip and empower foster parents to provide care for these children, oftentimes at a moment's notice.**

The NFPA Brings...

- **Deep expertise** in child care through authentic, lived experience.
- **First-hand knowledge** of the challenges of children in foster care.
- We know the difference it can make in a child's life to be in a **loving family**.



NFPA
NATIONAL FOSTER PARENT ASSOCIATION

Intentionality In Foster Care Recruitment & Retention

At the NFPA, we believe that a well-supported Foster, Adoptive or Kinship Family is best able to care for their children, and is the best recruiter for potential new Resource families.

Our initiatives are intentionally designed to equip our members with the supports that they need.

NFPA CoSA
COUNCIL OF STATE AFFILIATES

GOAL: Facilitate a network of State Resource Parent Agencies from across the US. Key contacts discuss the **issues and challenges** they face, and **supports** that are needed.
OUTCOME: A better understanding of **ADVOCACY areas** that we can pursue in support of our constituents, and of what **resources** are needed.

NFPA ONE VOICE
MANY STORIES. ONE VOICE.

GOAL: Coordinate **Support Hubs, Focus Groups, Webinars, Interactive Learning Labs, and more** where parents can **NETWORK** and exchange information.
OUTCOME: We acquire **data & feedback** that can be used to develop **Advocacy initiatives**, and that help us speak as 'one voice' in important forums.

NFPA TRAINING INSTITUTE

GOAL: Provide **online, free 24x7 EDUCATION resources** geared specifically to Resource parents.
OUTCOME: Parents gain new skills that support their critical child-care role; State training requirements are met.

JOIN & SUPPORT OUR MISSION!

Our Mission is to be a respected national voice for Foster, Kinship and Adoptive Parents through Networking, Education and Advocacy.

nfpaonline.org

JOIN US FOR NFPA'S 53RD EDUCATION CONFERENCE!

NFPA ONE VOICE
MANY STORIES. ONE VOICE.

When: June 21 - 23, 2024
Where: Reston Hyatt Regency Reston, Virginia
Register: nfpaeducation.com

> I really enjoyed the conference and all of the presenters. Every session was thought provoking. I look forward to using the information and resources to learn more. Thank you!!
> *Past Conference Attendee*

Conference includes:

- Networking and Support
- Engaging Education Sessions
- Appreciation Dinner
- Family-Friendly Sock-Hop Gala
- Tour of Nearby Washington, D.C.
- And more!

NFPA COSA
COUNCIL OF STATE AFFILIATES

Is your state a member of NFPA's Council of State Affiliates? Would you like to know more? Visit our updated COSA website at nfpacosa.org and consider joining our community.

NFPA TRAINING INSTITUTE
SPONSORED BY CENTENE

Looking for online learning that's free, available 24x7, and provides certificates and learning that meet State requirements for training hours? Visit us at nfpati.org!

NFPAONLINE.ORG

Our Mission is to be a respected national voice for Foster, Kinship and Adoptive Parents through networking, education and advocacy.

MANY STORIES. ONE VOICE.

You can make a difference! Join us as "One Voice" making impactful changes to help meet the needs of Foster, Adoptive and Kinship parents and the children in their care.

ADVOCACY IN ACTION

We have made great in-road in connecting with legislators at the state and national levels to address the needs of parents. We are grateful to have had the opportunity to contribute to the passing of HR 3058, the Recruiting Families Using Data Act, by the House of Representatives recently which will improve recruitment, retention, support and training for kin and foster families.

5 CORE NEEDS OF FOSTER PARENTS

The most critical step is for youth and foster families to have access to a core set of supports. The NFPA is advocating for "core supports" for family-based foster care. These include: Daycare, 24/7 mental health care, certified caregivers for relief/respite, peer-to-peer support for parents and children, & training.

BECOME A MEMBER

Join as a Regular Member, an Affiliate/Agency, or as a Friend of the NFPA.



Enjoy benefits like our annual Tax Guide for Resource Parents who are NFPA Members.

nfpaonline.org/membership

GET INVOLVED

We welcome diverse voices and points of view at the NFPA. Apply to become a Board of Directors member, serve on a Board committee (members only), submit training content to NFPATI... how can you contribute your voice? Contact us to discuss the possibilities!

CONTACT US

800.557.5238
info@nfpaonline.org
nfpaonline.org

NFPA
NATIONAL FOSTER PARENT ASSOCIATION

Our Mission is to be a respected national voice for Foster, Kinship and Adoptive Parents through networking, education and advocacy.



Join other foster, adoptive and kinship parents supporting, advocating for and learning from one another.





2025 – Look Ahead at Events & Posting Schedule

Goal for 2025 – Ensure Synchronization with Other Child Welfare Organizations Related to Monthly Themes to Build Strength and Visibility

We'll continue to update our **NFPA Calendar of Events** as opportunities are added. We are looking ahead at the 'themes' for each month, and will prep messaging ahead of time, often utilizing resources from our partner organizations.

Promotions/Themes by Month

- **January** – Human Trafficking Prevention Month
- **February** – Black History Month
- **March** – Social Worker Appreciation Month, Adoptive Parents Month
- **April** – National Child Abuse Awareness Month, Autism Appreciation Month
- **May** – National Foster Care Month, 5/12-18 is Mental Health Awareness Month
- **June** – LGBTQ+/PRIDE Month, National Reunification Month
- **September** – Suicide Prevention Month, Child Welfare Workforce Development Month, 9/11-15 is Child Welfare Worker Appreciation Week, National Kinship Care Month, FASD (Fetal Alcohol Spectrum Disorder) Awareness Month, Hispanic Heritage month
- **October** – Hispanic Heritage Month, Domestic Violence Awareness Month
- **November** – National Adoption Month (Children's Bureau)
- **December** – Universal Human Rights Month

INVITATION
If a Board member would like to write a blog or create a printable document or video for any of these months it would be most welcome. (You provide the content, we'll format it for publication). Videos are often easier to produce as you can just speak without worrying about the formality of writing.

For example, a small e-book on the considerations of the LGBTQ+ Foster/Adoptive parent or child for PRIDE month, a personal history in fostering, a story about a special social worker that impacted your journey… anything that we can do to bring the personal experiences of our Board to our communication to members and contacts would be powerful.

2025 – Online Goals

We've put together a list of goals that will enhance our online presences. A sampling follows.

- **SEO** (Search Engine Optimization) on all sites to gain better traction and visibility.
- Solicit reviews to obtain more social proof of NFPA's contributions.
- Rework the **NFPAOnline.org** home page and reorganize the menu and some of the resources. We are about a year out with our new site, we've added new content, and it's time for a **refresh**.

- More **video of Arnie** (and the Board, where possible) speaking about relevant topics that impact our audience.

- Pre-stage as many of our promotional **social media imagery** as possible; create them early in 2025 so we have a solid set of themed imagery ready for easy/fast posting through the year. We can add to it through the year.

- **Reinstate Coffee with Caregivers** with a fresh, shorter format (<10 minutes of conversation with a key contact).

- **More blog posts** that give immediate updates to complement the monthly ConnectU newsletter.