



Helpful  
Tips

## TIPS AND TRICKS ON RESOURCE FAMILY RECRUITMENT STANISLAUS COUNTY

### RESOURCE FAMILY RECRUITMENT IDEAS

- Use your former youth alumni to help you recruit new families
- Use your current and/or former resource parents to help you recruit new families
- Hire current and/or former resource parents to be a Resource Family Mentor
- Create a Facebook Page for resource parent recruitment with orientation and training dates
- Use your community and attend events that are already happening in your community. Ask to attend these meetings and do a quick presentation on the need for resource families. Such as faith based groups, Toastmasters, child advocacy groups such as CASA, youth sports meetings
- Use community bulletin boards (Starbucks, colleges, libraries, etc.) to post flyers of upcoming resource family orientations
- Tap into groups of professionals who already work with special needs populations such as school staff, therapists, nurses, and ask employer to post recruitment flyers in employee break rooms
- Leave recruitment flyers in waiting rooms frequently visited by parents and youth such as dental offices, therapist lobby, tutoring businesses, etc.
- Host a display table at churches, library, or businesses for awareness months: National Foster Care Awareness Month (May), National Adoption Awareness Month (November) and National Child Abuse Prevention Awareness Month (April).
- Use the Foster Parent Recruitment and Retention Funds (FPRR) to help families with any barriers they may have with becoming an approved home. Funds can be utilized to set up a CPR/FA contract so families do not have that added expense, assist in funding for minor home repairs so youth can be granted placement, etc.



### RESOURCE FAMILY RETENTION IDEAS

Once you recruit the resource family, your job has just begun! Retention is crucial!

- Create a monthly resource family newsletter
- Highlight a new and an experienced family each month in the newsletter
- Facilitate monthly support groups
- Assign new resource families to a Resource Family Mentor who can support them through their first placement and answer any questions they may have
- Host a quarterly “Coffee Connection” – bringing staff and resource families together from 11 am -1 pm. Provide snacks and drinks and have a community service come in and talk about their services. Offer continued training hours to the resource families



that attend. Having this time for staff and resource families to mingle together is crucial for building relationships and retaining families!



- Create a Facebook Page for approved Resource Families and welcome them to become a “friend” of the page. Post training dates, event dates, welcome new families, post community resources, etc.
- Host events for resource families and staff throughout the year to continue to build on relationships



### LESSONS LEARNED

As the resource family recruiter for many years, I learned that recruiting resource families is a job done best out in the community. It is really about building relationships within the community and spreading the information about the need of having more resource families.

Recruitment is everyone’s job - from the clerical staff all the way up to the Director. Good customer service and a positive attitude go a long way! Learn to think outside the box about recruitment and retention and support different ways of engagement. Word of mouth is the strongest form of recruitment so it important to develop and build relationships within the community.

Some methods of recruitment that were not successful in Stanislaus County:



- Booths at local festivals and/or fairs
- School fliers sent home to parents through weekly folders
- Newspaper ads or Yellow Pages advertisements

