

Child Foster Care Outreach Toolkit

Communication Tools to Spread the Word



THE TOOLKIT

Otter Tail County is pleased to offer this outreach toolkit to help you plan, promote and raise awareness about the need for foster parents. The toolkit contains graphics, content and other downloads that provide messaging and resources to help recruit foster parents. Use these tools on websites, social media, in offices, at community events or wherever potential foster parents congregate.

There is a need for foster parents in Otter Tail County, and the county would like to partner with compassionate organizations and individuals to help recruit and promote. The objectives for this toolkit are to:

1

Encourage others to become foster parents

We need loving homes for children of all ages. If members of your organization have ever considered fostering, now is the time for them to learn more and explore whether it's right for them.

2

Support current foster parents

Not everyone can become a foster parent, but everyone can help! Whether it's through providing a meal, offering a listening ear, or helping with daily needs. There are many ways to support foster families through your organization and in your community.

3

Spread the word

Help raise awareness about the need for foster parents. Share this information with your network, use the included resources on social media, and become a champion for foster care in Otter Tail County.

CHILD FOSTER CARE

There are children in Otter Tail County that need foster parents -- and you may be able to help! When a child or sibling group is placed in your home, a journey begins that can last anywhere from overnight to several months. After the immediate safety of the child has been addressed, the next priority is reunifying the child with the family from which they were removed. While a child is placed in your home, you will need to ensure that their emotional, medical, dental, and educational needs are being met.

Graphics and other materials can be accessed by visiting the Otter Tail County Toolkit webpage or scanning the QR code provided in the toolkit.



OTTER TAIL
COUNTY - MINNESOTA

All kinds of families are needed. To foster, you can:

- › Be single, married, cohabiting or divorced
- › Have experience in parenting or be a first-time parent
- › Own or rent where you live

Characteristics needed to be a good foster parent include:

- › Being stable, mature, dependable, and flexible
- › Having the ability to advocate for children
- › Being a team player with the family and child welfare worker



THE CHILDREN

Children and youth enter foster care because they have been abused, neglected, or abandoned by their parents or guardians. All of these children have experienced loss and some form of trauma. In other ways, foster children are no different from children who aren't in foster care: they are learning and growing, like to play and hang out with friends their age, and need the love and stability a permanent home provides. Children who need foster care come from all backgrounds. They are of every age, race, and religion. These children are your neighbors, friends of your children, your students and members of your community.

TOOLS FOR RECRUITMENT & PROMOTION

Otter Tail County provides tools to help you recruit and promote foster care. The items can be downloaded from the county's Foster Care Outreach Toolkit webpage.

Social Media Posts

Connect your followers and friends to the Otter Tail County Child Foster Care Outreach Toolkit by pairing the provided social media posts and graphics to drive engagement and raise awareness.

Flyers

Download and print 8.5x11 flyers to display in key locations and distribute to partners to display.

Digital Screen Graphics

Share 1920x1080px graphics for digital screens in organizations to highlight the need for foster parents in Otter Tail County. There are several design options to choose from.

Sample Text

Sample text is provided in this toolkit for use in newsletters, programs and bulletin announcements to encourage others to champion foster care in Otter Tail County.

CHILD FOSTER CARE RECRUITMENT MATERIALS



Flyers, social media, digital screen graphics and other materials can be downloaded from the Otter Tail County Foster Care Outreach Toolkit webpage by scanning the QR code or visiting ottertailcounty.gov/toolkit/foster-care



Social Media Content

Grab attention with these free Otter Tail County graphics. Add them to your Facebook and Instagram social media pages, websites, emails and other digital communications. To download them, visit the Otter Tail County Foster Care Campaign page or scan the QR code provided in this toolkit.

1

ENCOURAGE OTHERS TO BECOME FOSTER PARENTS



Facebook Social Media Messages

Step up and make a difference!

Foster parents are real-life heroes, offering care and stability during the most challenging times. You can be that hero for a child in need. The journey may be challenging, but the impact you can have is immeasurable. Learn more at ottertailcounty.gov/fostercare or call 218-998-8150.

Are you ready to change a life?

Becoming a foster care family means opening your heart and home to a child who needs love, stability, and support. Children in Otter Tail County are waiting for someone like you to step up. Learn more about how you can change a child's and your life. Visit ottertailcounty.gov/fostercare or call 218-998-8150.

Open your heart! A child needs YOU

Children in foster care are waiting for someone to step in and offer the love and support they need. You can be that person who changes a life forever. Will you answer the call? Find out how at ottertailcounty.gov/fostercare or call 218-998-8150.

Instagram Social Media Messages

Step up and make a difference!

Foster parents are real-life heroes, providing care and stability during life's toughest moments. You could be that hero. #FosterCare #OtterTailCounty #FosterParentsChangeLives

Are you ready to change a life?

Becoming a foster care family means opening your heart and home to a child who needs love, stability, and support. You could change a child's and your life. #FosterCare #OtterTailCounty #FosterParentsChangeLives

Open your heart! A child needs YOU.

Right now, children are waiting for someone to step in and make a difference. Will you be that person? The impact you can make is life-changing. #FosterCare #OtterTailCounty #FosterParentsChangeLives

Available Sizes

  Facebook/ Instagram Post
1080x1080px
1200x628px



Facebook Social Media Message

Foster parents need our support.

Foster parents are heroes in our community, but they need a village behind them. Not everyone can be a foster parent, but everyone can make a difference in the lives of children in foster care and the families that care for them. There are many ways YOU can directly support foster parents in our community:

Donate Supplies to a Family – Foster families often need extra clothing, diapers, school supplies, and toys.

Cook a Meal for a Family– Delivering a home-cooked meal to a foster family can be a huge support, especially during the first days of placement.

Offer Emotional Support – Foster parenting can be emotionally challenging. Offering a listening ear or checking in on a family's well-being makes a big difference.

Instagram Social Media Message

Foster parents need our support.

Foster parents are heroes in our community, but they need a village behind them. You can help by lending a hand or simply offering words of encouragement. Ask a foster family how you can support them! #SupportFosterParents #OtterTailCounty #FosterParentsChangeLives

Available Sizes

  Facebook/ Instagram Post
1080x1080px
1200x628px



3 SPREAD THE WORD



Facebook Social Media Message

Did you know Otter Tail County needs foster care families?

Children need safe, loving homes in communities and school districts throughout the county. Not everyone can be a foster parent, but everyone can make a difference. Share this message and help us spread the word! Together, we can ensure every child has a safe place to call home. Learn more today: visit ottertailcounty.gov/fostercare or call 218-998-8150.



Instagram Social Media Message

Did you know Otter Tail County needs foster care families?

Not everyone can be a foster parent, but everyone can make a difference! Share the message and help us spread the word: "Become a foster parent in Otter Tail County!"
#FosterCare #OtterTailCounty #MakeADifference
#SupportFosterFamilies

Available Sizes

  Facebook/ Instagram Post
1080x1080px
1200x628px

FOSTER CARE TOOLKIT USAGE

By accessing and utilizing the the Child Foster Care Outreach Toolkit, you agree to the following terms:

1. Text Usage

The provided text content is strictly for promotional and informational purposes. You are permitted to use the text as is, without any modifications, alterations, or deletions.

2. Image Usage

The images included in this toolkit are for your use in accordance with the provided guidelines. You are not permitted to alter, modify, or edit the images in any way, including resizing, cropping, or adding graphics.

Altering the images may result in a breach of usage terms.

3. Purpose

This toolkit is intended solely for the specified marketing or communication purposes, and should not be used in a manner that is inconsistent with the objectives or guidelines provided.

4. Copyright and Ownership

All text and images in the toolkit are copyrighted and remain the property of Otter Tail County. Unauthorized redistribution, modification, or misuse of these materials is prohibited.

By using this toolkit, you acknowledge and accept these terms of use.

Outreach Sample Text

Sample Text will allow you to convey the need for foster parents in Otter Tail County and drive them to the website to learn more. Feel free to use this text in your newsletters, programs and bulletin announcements.

ENCOURAGE OTHERS TO BECOME FOSTER PARENTS

1

Interested in Becoming a Foster Parent?

Otter Tail County is seeking compassionate individuals and families to provide loving homes for children. If you've ever thought about becoming a foster parent, now is the time to learn more! Becoming a foster parent is a rewarding experience that makes a lasting impact on both the child and your family. Licensed foster care throughout the county allows children to remain in their schools and communities. To get started, visit ottertailcounty.gov/fostercare or call 218-998-8150 for detailed information, requirements, and resources on how to begin the process.

SUPPORT A FOSTER PARENT

2

Support a Foster Family!

Foster parents are true heroes in our community, but they can't do it alone. While not everyone can become a foster parent, everyone can play a vital role in supporting the families who care for children in foster care. We encourage you to consider forming or joining a group in your community dedicated to supporting foster families. By working together, we can strengthen our efforts and make an even greater impact! Here are some meaningful ways we can help:

- Organize donation drives for essential supplies. Identify a foster family in need and donate directly to them.
- Prepare meals or create a meal train for families (mealtrain.com).
- Offer emotional support through regular check-ins.

Together, we can build a network of care for foster families throughout Otter Tail County. Ready to make an impact? Learn more about how you can support foster families at ottertailcounty.gov/fostercare or call 218-998-8150.

SPREAD THE WORD

3

Help Us Spread the Word About the Need for Foster Families in Otter Tail County!

Did you know that providing licensed foster care throughout the county allows children to remain in their schools and communities? While not everyone can be a foster parent, everyone has the power to make a difference. We invite you to share this message and help us raise awareness about the importance of licensing foster families within all our communities and school districts. Your voice can inspire others to open their hearts and homes to a child who needs support and love. Share this message with friends, family, and colleagues. For more information and to access the Child Foster Care Outreach Toolkit visit ottertailcounty.gov/fostercare.

