



Steps for Developing an Annual Recruitment Plan

1. Review Data

- a. Start by reviewing DCF data to learn from which communities children are entering custody, as well as where your current resource families reside.
- b. This information can be obtained in *Management Reports* that can be found on the DCF shared folders. The District Directors in each office can assist with obtaining and reviewing this information with the Resource Coordinator.
- c. Use this data to focus your general recruitment efforts towards the areas with the highest volume of entrants.
- d. Also review your kinship care data and the practices in your office with regard to educational stability and how this impacts on your recruitment strategies. Traditional foster family recruitment should not supersede strong Family Finding work.

2. Build Community Partnerships

- a. School Connections
 - Develop or update [School Directories](#) to capture contact information and expand relationships with school personnel.
- b. [Recruitment and Retention](#) Team
 - Reach out to other organizations that do similar/complementary work with children and form a team to collaborate on family finding, recruitment, training and retention activities.
- c. Collect contact information for other partners in family finding, recruitment and ed. stability efforts.
 - LIT Teams
 - Family Court
 - [PINS \(Partners in Service through faith-based organizations\)](#)

3. Develop Schedule for Annual Recruitment Activities

- a. On the computer or paper, develop [a 12-month calendar](#). Fill in any yearly must-do recruitment activities in your district.
- b. Build or update School Directory (September).
- c. Schedule regular meetings of Recruitment and Retention Team.



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- d. Arrange presentations to educate community partners on the importance of educational stability and keeping local kids local. Show how it relates to recruitment.
- e. Use [FAST FACTS](#), a version of the VT-FUTRES Educational Stability Powerpoint or resources from the [LINKS](#) section of this website. Try for meetings with:
 - School staff - resources include: [Endless Dream curriculum](#) or VT-FUTRES PowerPoint.
 - Legal Community via a Bench Bar presentation - resources include [Bench Bar PowerPoint](#) and the LINKS section of this website.
 - L.I.T team - resources include [LIT PowerPoint](#) and the LINKS section of this website.
 - P.I.N.S. -Partners in Service – Resources include FAST FACTS and video clips from the LINKS section of this website.
- f. Consider any annual or special events in your community/district where you want to have a recruitment presence.
 - Farmers Markets
 - Field Days
 - Special community days i.e. Octoberfest, 4th of July, Memorial Day
 - Concerts
 - Fairs
 - Home Shows
 - Town Meetings
 - School activities
- g. Press Releases and Using the Media
 - Update District Section of the DCF Website
 - Use Toolkit press release templates for school and religious organization newsletters. (Found in Recruitment and Retention Steps 1 and Steps 4.)
 - Submit press releases to local papers, newsletters or community websites for specific occasions.
 - May – [National Foster Care Month](#)
 - [To celebrate a specific foster parent](#)
- h. Child Specific Recruitment
 - Building relationships with school and community partners ensures that they are on board to help brainstorm placement possibilities when a child coming into custody needs a home.
 - Target child specific recruitment on the DCF web site.
 - Target child specific recruitment in the schools beginning with the I/A unit.
 - Work with Community Partner Agency Team if appropriate.



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- i. Seek referrals from current foster and kinship families.
 - At least twice a year, ask current foster and kinship families if they know of anyone else who might be interested in caring for a child through DCF.
 - Explain the importance of keeping local kids local for educational stability and well-being. Share [FAST FACTS](#)
 - Educate and work with your kinship care families. They may need additional concrete assistance.

