

Adoption from Foster Care

Campaign Sponsors: Children's Bureau; AdoptUSKids

Volunteer Advertising Agency: kirshenbaum bond senecal + partners

BACKGROUND:

In 2003, the Ad Council partnered with the Children's Bureau and AdoptUSKids on a national adoption recruitment campaign to encourage the adoption of children from foster care. PSAs have been developed with a specific annual focus including, teens, Spanish-language, sibling groups, and children 8 and older. The consistent tag line, "You don't have to be perfect to be a perfect parent," has been used to communicate a humorous angle to the seemingly challenging task of adopting a child from foster care, reassuring prospective parents that even if not 'perfect,' they have the ability to provide the stability and security that children in foster care need and deserve.

The latest series of PSAs in this award-winning campaign ask prospective parents to consider adopting older youth ages 11-17. The new PSAs portray humorous scenarios that reaffirm the campaign's notion that being an imperfect parent is "perfectly normal." The PSAs reveal this through special bonding moments such as, a committed mother who hopes to share her son's love for the outdoors but isn't quite in tune with nature, a caring father who attempts to teach his daughter important life lessons, and a father who takes his son on vacation but can't seem to stomach all their different adventures. These new PSAs illustrate to potential parents that older youth in foster care don't need perfection; they need the commitment and love a permanent family can provide. The PSAs direct audiences to visit AdoptUSKids.org or call 888-200-4005 for current, accurate information about the foster care system and the adoption process.

CAMPAIGN OBJECTIVE:

To encourage the adoption of children from the U.S. foster care system and to increase the number of potential families inquiring about adoption. This year, older youth ages 11-17 are featured as they face more difficulty in being adopted.

TARGET AUDIENCES:

Primary: Prospective parents who are considering adopting from foster care but who have not yet started the process.

Secondary: General public.

DID YOU KNOW:

- There are nearly 400,000 children in the foster care system in the United States of America.
- Of those, nearly 102,000 are waiting to be adopted and more than 30% are older youth between the ages of 11 and 17.
- Adoptive parents can receive support in the form of subsidies, tax credits, and Medicaid.
- Generally, there are few or no fees/costs when adopting a child from foster care.

FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

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