



Adoption from Foster Care

Campaign Sponsor: Children's Bureau; AdoptUSKids
Volunteer Advertising Agency: kirshenbaum bond senecal + partners

BACKGROUND:

Since 2003, the Ad Council has 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.

CAMPAIGN OBJECTIVES:

The goals of the campaign are to:

- Encourage the adoption of children from the US foster care system and to increase the number of potential families inquiring about adoption.
- Call to Action: Visit adoptuskids.org or call 888-200-4005 for current, accurate information about the foster care system and the adoption process.

CAMPAIGN DESCRIPTION:

The latest PSAs in this award-winning campaign ask prospective parents to consider adopting older teens in foster care. 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 loving father as he tries to support and console his teenage daughter during her first breakup, and a resourceful mother who tries different methods of remedying her son's haircut gone wrong. These new PSAs illustrate to potential parents that teens in foster care don't need perfection; they need the commitment and love a permanent family can provide.

TARGET AUDIENCE:

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



DID YOU KNOW?

- There are 415,000 children in the US foster care system
- There are 108,000 children in the US foster care system awaiting adoption
- Of more than 5,000 children in foster care actively photolisted on adoptuskids.org, 41% are ages 15–18
- Older youth are overrepresented in the foster care population, as they generally wait longer to be adopted, and have lower overall adoption rates