



**DCY Guidance Letter 24-025  
DIVISION OF Outreach and Engagement**

**TO:** All Public and Private Agency Employees

**FROM:** Katina Bays, Division Director of Outreach and Engagement

**DATE:** July 30, 2024

**SUBJECT:** Foster Home Recruitment Campaign Strategy Series

**Background**

On behalf of the Ohio Department of Children and Youth (DCY), Ohio Children's Alliance continues to make progress on the statewide marketing campaign to increase the number of qualified resource (foster and kinship) and adoptive families in the state. We are committed to working with all public and private agencies to make this campaign a success, and to increase the number of qualified families becoming certified with Ohio's foster care and adoption agencies.

**Purpose**

We invite all public and private agency employees to register for and attend the fifth session in our Strategy Series, "Traditional Advertising for Recruitment." This session covers how to use traditional advertising mediums—such as billboards, magazine ads, TV, radio, and more—to spread awareness about the need for foster and adoptive parents in Ohio. Attendees will also gain valuable insights on how to create impactful ads and use data in target markets to reach ideal prospects.

There are two dates to choose from:

- Wednesday, August 21, 2024, from 11 a.m. - 12:30 p.m.
- Thursday, August 22, 2024, from 11 a.m. - 12:30 p.m.

**[CLICK HERE TO REGISTER](#)** Registration is capped, so don't delay!

To view previous sessions in the Recruitment Strategy Session Series, [Click Here](#).



**Contact**

For questions about the previous strategy sessions, the upcoming sessions, or recruitment strategies through the It Takes Heart™ campaign, please contact Jana Pearce, Tiered Foster Care Project Manager at [Jana.Pearce@childrenandyouth.ohio.gov](mailto:Jana.Pearce@childrenandyouth.ohio.gov) or the Ohio Children's Alliance Resource Home Recruitment and Marketing Campaign team of Gabrielle Judy at [Gabrielle.Judy@ohiochildrensalliance.org](mailto:Gabrielle.Judy@ohiochildrensalliance.org), or Megan Modene at [Megan.Modene@ohiochildrensalliance.org](mailto:Megan.Modene@ohiochildrensalliance.org).