COMMUNICATIONS TOOLKIT FOR LAUNCH

LAUNCH SCHEDULED: THURSDAY, JUNE 22, 2017 AT 12:35 CDT

This toolkit provides sample Facebook posts, social media images, tweets and a blurb for a newsletter to coincide with the launch of the CHAMPS campaign on June 22, 2017.

Facebook
Please tag @FosteringCHAMPS page whenever “CHAMPS” is mentioned.

We support CHAMPS because CHILDren need AMazing foster PARENTS! Join us Thursday, June 22, 2017 at 12:35PM (Central Daylight Time) for a major announcement on Facebook Live!

We are partnering with the new CHAMPS campaign because our policies must support quality parenting for children and youth in foster care. No intervention is more powerful. Together, we can change policies for the better! Check out our exclusive Facebook Live launch Thursday, June 22 at 12:35PM (CDT).

Join us and the CHAMPS campaign as we advocate for the amazing parents that help foster children recover from trauma, grow, and flourish. Connect with us for the CHAMPS launch Thursday, June 22 at 12:35PM (CDT).
Social Media Images for Sharing - NOTE: Photos are placeholders, not final choices. Starting Thursday, June 22, please link to the www.fosteringCHAMPS.org website if you share these on social media.

Ensure bright futures for kids in #fostercare

#FosteringCHAMPS

Stay tuned for a major announcement about a foster care policy campaign.

Visit www.fosteringCHAMPS.org to learn more.

Visit www.fosteringCHAMPS.org to learn more about a new policy campaign to ensure bright futures for kids in foster care by promoting the highest quality parenting.
Twitter

Please schedule tweets for Thursday, June 22, 2017

Don't miss the CHAMPS launch on Facebook Live 12:35 pm CDT, Thurs, June 22, 2017
https://www.facebook.com/FosteringCHAMPS/

We're proud to be joining a new campaign to improve foster parenting in the US. #FosteringCHAMPS Learn more: http://fosteringCHAMPS.org/

Don't forget to like us on Facebook to learn more about how we're improving #fostercare
https://www.facebook.com/FosteringCHAMPS/ #FosteringCHAMPS

Learn more about a new campaign to ensure bright futures for kids in #fostercare... Follow #FosteringCHAMPS http://fosteringCHAMPS.org/

Want to help children in #fostercare? Learn about a new campaign and how you can help! #fosteringCHAMPS
https://www.facebook.com/FosteringCHAMPS/

DYK? Quality foster parenting is key to helping children heal, grow and thrive. #FosteringCHAMPS Learn more: http://fosteringCHAMPS.org/

Loving, supportive families – birth, kin, foster, adoptive – are critical to healthy development
#FosteringCHAMPS http://fosteringCHAMPS.org/

Foster parents are the real CHAMPS for children and young people in foster care. #FosteringCHAMPS
http://fosteringCHAMPS.org/

By supporting foster parents, we achieve better outcomes for children in #fostercare - Learn more #FosteringCHAMPS http://fosteringCHAMPS.org/

CHAMPS is bringing together a coalition of natl organizations committed to improving foster parenting policies #fosteringCHAMPS

Sign up for occasional email updates from CHAMPS – a national campaign to ensure bright futures for kids in care. http://fosteringCHAMPS.org/
Photos to tweet
Please use #FosteringCHAMPS with these images.

“Nothing, and I mean nothing, can prepare a foster parent for what it means to have a child in your home, even if you already have children. Until that time, it is only abstract. It’s the first night the child sleeps in your home and every moment thereafter that is the real learning experience. That’s where the rubber hits the road.”
- Foster Parent

“When I was with my grandmother in foster care, she knew a lot more about what was going on than my social worker ever did. She was there when I was acting out, when I didn’t want to talk to anyone. She even knew stuff I didn’t want her to know.”
- Young Adult Formerly in Foster Care
CHAMPS
children need amazing parents

fosteringCHAMPS.org

E-Newsletter blurb
The CHAMPS campaign invites and encourages you to share information about the campaign with your networks. Here is a sample newsletter message:

CHAMPS is a new campaign to ensure bright futures for kids in foster care by promoting the highest quality parenting. CHAMPS invites you to take part in the campaign’s launch by tuning in to Facebook Live on Thursday, June 22, at 12:35 CDT. The Facebook page can be found here: https://www.facebook.com/FosteringCHAMPS/

CHAMPS -- which stands for CHildren Need AMazing ParentS -- highlight the vital importance of foster parenting to policymakers. CHAMPS builds on research that shows loving, supportive families – whether birth, kin, foster or adoptive – are critical to the healthy development of all children. Quality foster parenting can mean better outcomes for children in foster care. It can help children heal from trauma, keep siblings together, increase stability and ensure that children achieve permanency through reunification with birth families, placement with relatives, or through adoption.

We invite you to join CHAMPS today! You can learn more about CHAMPS by visiting the campaign’s website at www.fosteringCHAMPS.org. Please check out “how to get involved” for ways you can connect to CHAMPS, such as: “Liking” us Facebook, signing the CHAMPS pledge, and helping us spread the word about CHAMPS to your friends and colleagues (see attached communications toolkit).

Don't miss the CHAMPS launch on Facebook Live 12.35 pm CDT, Thurs, June 22, 2017.