



**fosteringCHAMPS.org**

## 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 **CH**ildren need **AM**azing foster **P**arent**S**! 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](http://www.fosteringCHAMPS.org) website if you share these on social media.





**fosteringCHAMPS.org**

## **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.



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*“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**

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*“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**





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### **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 **CH**ildren Need **AM**azing **P**arent**S** -- 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](http://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.