

CO4Kids National Adoption Month Toolkit 2024



Outreach Toolkit

Communication Tools to Spread the Word

Table of Contents

- 3 Introduction
- 4 Email Signatures
- 5 Public Relations Tools
- 7 Social Media Tools



Introduction

About this toolkit

This toolkit will provide digital assets counties and child placement agencies can use to spread the word about National Adoption Month.

This toolkit contains customizable email signatures, sample public relations tools and social media assets.

More information about adoption from foster care can be found on CO4Kids.org.

Thank you for your time and commitment to this cause.

Email Signatures

These tools can help spread awareness among your organization and in your community. Please make sure you have Internet access before you download or customize these tools.

Banners under e-mail signature

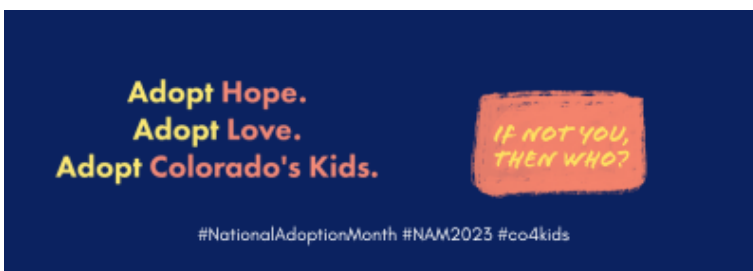
The following are banners we have created to add under your email signature. You can download them from each banner link or customize it as you like. If you choose to customize your signature banner, ensure you are logged in Canva and make a copy of the original file.



[Download](#)
[Customize](#)



[Download](#)
[Customize](#)



[Download](#)
[Customize](#)



[Download](#)
[Customize](#)

Public Relations Tools

These documents can help you raise awareness about National Adoption Month in your community during the month of November. The key messages document has updated data about foster care and adoption for this year. There is also a sample proclamation, blog post and letter to the editor which contain updated data for 2024.



Colorado Adoption Month Key Messages

Updated November 2024

- Foster families provide the safety, stability and care that children and youth need while their parents take time to learn new skills and address safety concerns.
- Whenever possible, caseworkers try to ensure the safety of the child(ren) in their own home by connecting parents and caregivers with support and services.
- On average, 8 kids enter foster care each day in Colorado. Kids in foster care are like every other kid you know. Each one is unique with their own needs, hopes and dreams.
- Foster care is temporary but the impact foster families have on a child and their biological family is forever.
- Children are resilient. Even when they've experienced adverse childhood experiences, such as abuse or neglect, they can overcome and reach their full potential with support from a dedicated foster parent.

[Download Key Messages](#)



November marks the beginning of National Adoption Month in Colorado. Every November the Colorado Department of Human Services (CDHS) recognizes four exceptional adoptive families from across the state and encourages more Coloradans to consider adoption from foster care.

The primary goal of foster care is to reunify children with their parents. However, if that option is not available, adoption or another type of permanency is the secondary goal. There are **xx** kids in foster care in **xx County** waiting to be adopted today. Many of the kids waiting to be adopted are teens.

National Adoption Month Proclamation 2024

WHEREAS, children are key to Colorado's future success, prosperity and quality of life; and

WHEREAS, children are resilient. Even when they've experienced adverse childhood experiences, such as abuse or neglect, they can overcome and reach their full potential with help and support from the community and a loving parent; and

WHEREAS, all children and youth deserve a safe, loving family yet there are 436 children and youth in Colorado who are waiting to be adopted; and

WHEREAS, affirming, supportive parents can help a child or youth overcome past traumatic experiences and reach their full potential; and

[Download the Sample Proclamation](#)



Adopt Hope. Adopt Love. Adopt Colorado's Kids.

2024 National Adoption Month

Sample Blog Post/Newsletter Article

We need your help to find families for children and youth in Colorado

Today in Colorado, there are 369 children and youth in foster care who are waiting to be adopted. **(To customize, use your community name and number waiting).** These children are resilient. Even though they have experienced abuse or neglect, they can overcome and reach their full potential with help and support from the community and a loving parent.

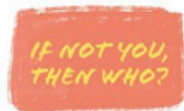
We need everyone in Colorado to help us find a parent for these kids. Here's how:

1. Become a foster or adoptive parent. Since last January alone, 379 children and youth **(to customize, use the number in your community)** in foster care were adopted, most frequently by their foster parents. Family reunification is the primary goal of foster care. When that isn't possible, we look for an adoptive family to provide the love, stability and safety that every child needs and deserves.

Visit CO4Kids.org to learn more about becoming a foster and adoptive parent. You don't have to be perfect to be a perfect parent. You must be at least 21 and be ready to make a difference in a child or youth's life at a time when they need you the most.

Foster and adoptive parents can be single, married, partners or friends; they can own or rent a house or apartment; and they can be all religions, races and ethnicities, and all sexual orientations, gender identities or gender expressions. It does not matter if a parent is older or young, has never been a parent or is an experienced parent.

[Download Sample Blog Post/ Newsletter](#)



Adopt Hope. Adopt Love. Adopt Colorado's Kids.

2024 National Adoption Month

Sample Letter to the Editor

This November, make a difference for a child or youth waiting to be adopted

This month, families and communities across the country and here in **COMMUNITY NAME** are celebrating National Adoption Month. Since January of this year, 379 Colorado children and youth in foster care were adopted! Unfortunately, there are 369 children and youth who are still waiting.

Everyone in **COMMUNITY NAME** can help find a family for our kids. They are resilient. With the help and support from us – their community – and a loving parent, these young people can overcome their adverse childhood experiences, such as abuse or neglect, and reach their full potential.

Here's how you can help:

Visit CO4Kids.org to learn more about becoming a foster and adoptive parent. You don't have to be perfect to be a perfect parent. You must be at least 21 and be ready to make a difference in a child or youth's life at a time when they need you the most.

Foster and adoptive parents can be single, married, partners or friends; they can own or rent a house or apartment; and they can be all religions, races and ethnicities, and all sexual orientations, gender identities or gender expressions. It does not matter if a parent is older or young, has never been a parent or is an experienced parent.

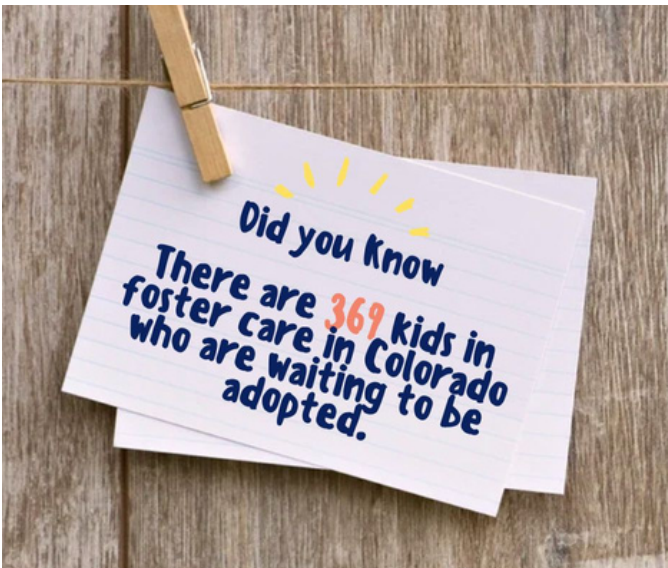
[Download the Sample Letter to the Editor](#)

Social Media Tools

Please use these images to help you raise awareness about National Adoption Month on your social media channels during the month of November.



[Download](#)



[Download](#)

YOU'RE NEVER TOO OLD TO NEED A FAMILY.

Many of the young people who are waiting to be adopted are teens. To learn more about some of the children and youth who are waiting to be adopted visit the Colorado Heart Gallery. coheartgallery.org



IF NOT YOU, THEN WHO?

[Download](#)

ADOPTING FROM FOSTER CARE

- Most kids in foster care who are adopted are adopted by their foster parents.
- Adoption from foster care has little to no cost.
- Everyone who adopts from foster care has to become a foster parent first.



CO4Kids.org

IF NOT YOU, THEN WHO?

[Download](#)

WHO CAN ADOPT FROM FOSTER CARE?

- You can be single or married.
- You can own or rent a house or apartment.
- You can be all sexual orientations, gender identities or gender expressions.
- You can be an experienced parent or have no parenting experience.
- You must be at least 21 years old.



CO4Kids.org

IF NOT YOU, THEN WHO?

[Download](#)



"Although this work is very challenging, I do it for the kids. When you do this work, it is important to do it from a place of love,"
- Vera

Adopt Hope.
Adopt Love.
Adopt Colorado's Kids.

[Download](#)



"The boys have worked really hard to get to where they are. They said, 'This is who I want to be' and we were just lucky enough to help show them how to get there,"
- Charlie and Max

Adopt Hope.
Adopt Love.
Adopt Colorado's Kids.

[Download](#)



"He knows we are always going to be there no matter what and I think that's been the best part."
-Jessica and Marty

Adopt Hope.
Adopt Love.
Adopt Colorado's Kids.

[Download](#)



**"These kids needed
someone but we
needed them too.
They are remarkable
and have taught us
so much about life."
- Victoria and Aaron**

**Adopt Hope.
Adopt Love.
Adopt Colorado's Kids.**

[Download](#)

IF NOT YOU,
THEN WHO?

CO4Kids.org