

**PROMISING STRATEGIES  
TO RECRUIT RESOURCE FAMILIES**  
MARK DALEY, DALEY SOLUTIONS



**RECRUITING  
RESOURCE PARENTS**

**KEY ELEMENTS**

1. Identifying your needs: Which foster youth populations do you need to serve?
2. Understanding Foster Parent's Motivations and Psychographics
3. Los Angeles County Probation Case Study

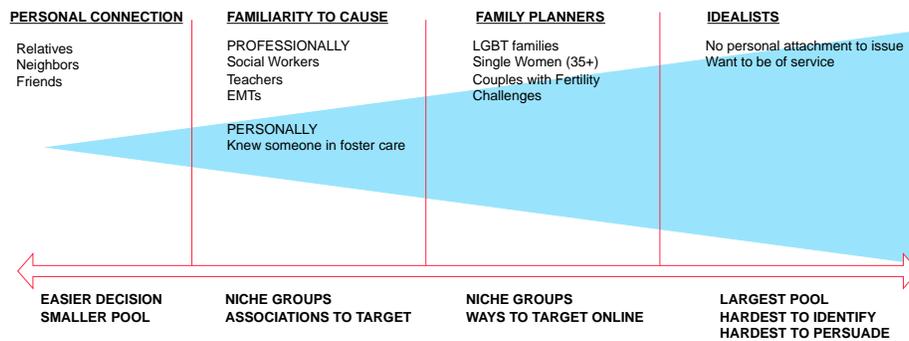
# FOSTER PARENT RECRUITMENT

## UNDERSTANDING YOUR RECRUITMENT NEEDS



# UNDERSTANDING YOUR AUDIENCE

## TYPES OF FOSTER PARENTS



## LA COUNTY PROBATION DEPARTMENT CASE STUDY



**Recruit Resource (Foster) Parents** for Los Angeles County with a primary focus on Probation foster youth.

## BACKGROUND



**Six Focus Groups** in LA County during July 2018 in areas of need for Resource Parents



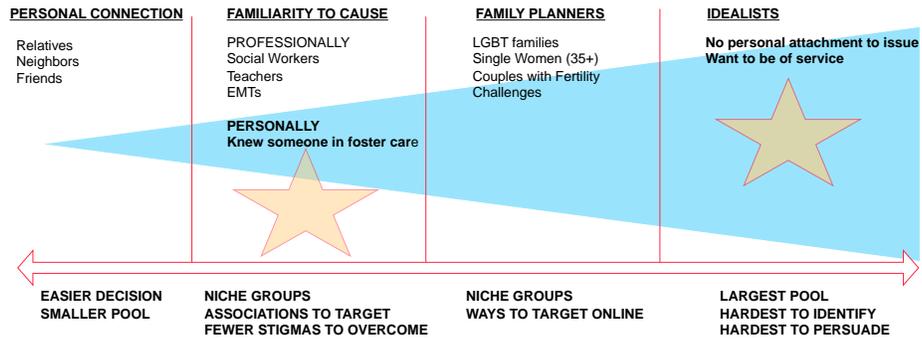
Participants represented the **ethnic and racial diversity** of their communities



Household incomes are within **\$20k of the median income** of their communities (roughly \$34k-\$74k annually)

# UNDERSTANDING OUR AUDIENCE

## TYPES OF FOSTER PARENTS



## RESEARCH

# KEY FINDINGS

- **Women ages 45-65** were the most likely to express interest in becoming a resource or adoptive parent to teens
- **Single, divorced and widowed women** were the most likely to be interested
- The interested persons **experience financial fragility**, likely living paycheck to paycheck
- They are **proud to be Angelenos**, in particular, they celebrate our diverse and integrated city
- **They could relate** to foster and probation foster youth and likely knew someone who was in care at some point
- The activities which landed youth in Probation's care were considered **byproducts of parental neglect or abuse**
- **They did not stereotype** the youth as we have seen in previous research with higher income Los Angeles households
- Responding to the "crisis level" number of kids in foster care in LA County was seen as our shared responsibility and they were **motivated to help**
- Information about becoming a Resource Parent is **not well-known**
- **Many lack space at home and money** to care for a young person
- The participants wanted to **know the Probation youth's background**



# PROCESS



**STEP 1**  
Individuals see an advertisement online, on cable, in their mailbox or hear it on the radio.



**STEP 2**  
They find the answers to their questions and sign up to learn more or attend an orientation event on [FosteringHome.org](http://FosteringHome.org)



**STEP 3**  
A nonprofit partner immediately connects with the interested parties and refers them to an FFA serving both DCFS and Probation foster youth.

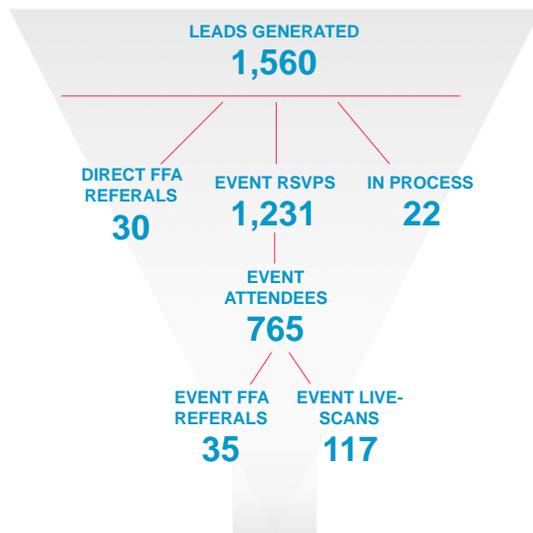
|                  |            |
|------------------|------------|
| David & Margaret | Penny Lane |
| Aviva            | Eggleston  |
| Optimist         | Alliance   |
| Fleming & Barnes | Rosemary's |

## DIGITAL RESULTS

MARCH 20 - JUNE 4

DIGITAL AD COST

**\$64k**





DALEY  
solutions

**THANK YOU**

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