



# Child Specific Recruitment: Photo Listing FAQ

## Why photo list?

- Photo listing is an easy way to reach people who are thinking about adoption. Many people see online photo listings first when they are attempting to learn more. This often leads to them contacting the Coalition to find out how to get licensed.
- In 2021, we had a quarterly average of **55,500** page views on the WI Kids database.
- We receive **75** child inquires per quarter on average.
- We usually have **40-60** children and youth photo listed. There is more traffic on the website as new photo listings are posted.
- Photo listing has a secondary benefit of raising awareness about the need for foster and adoptive parents. However, the primary focus is on finding a family for a specific child rather than having the youth serve as a representative for other children in foster care.

## When is it recommended?

Photo listing may be requested if:

- Child has been living in out-of-home care for 9+ months or grounds exist for TPR
- Reunification no longer appears likely and a TPR may be likely
- The Legal Permanency Status Rating is below “good”
- The permanency goal is adoption, guardianship, or OPPLA
- No Identified Permanent Resource exists for the child or youth

## How do I start the process?

The forms needed are linked below and can also be found here: [Forms - wiadopt.org](https://www.wiadopt.org/forms)

- [Referral Request Form for Child Specific Recruitment Services](#)
- [Child Description for Adoption Recruitment](#)
- [Getting to Know You Questions](#)
- [Child Specific Recruitment Consent \(for all counties with the exception of Milwaukee\)](#)
- [Request a Volunteer Photographer \(optional\)](#)

Send completed forms with the child/youth's **photo** to [info@coalitionforcyf.org](mailto:info@coalitionforcyf.org).

**COALITION FOR CHILDREN, YOUTH & FAMILIES**

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## **What is a Strengths-Based Narrative?**

The next step involves a Coalition staff member writing a strengths-based narrative. The ultimate goal of a public profile is to reach prospective adoptive parents through an emotional connection. To accomplish this goal, public narratives must present a positive depiction of the child that protects their safety, privacy, and dignity. Narratives should draw prospective parents in, rather than narrow the field. Because public narratives can be viewed by anyone - birth family members, peers, and the child themselves - it's important to make sure the narrative is all positive.

## **What happens after the photo listing is posted?**

After the photo listing narrative is posted, a link will be sent to you to share in your recruitment efforts. Interested families will submit inquiries to the Coalition.

### **Inquiries:**

#### **If the family has a completed home study:**

- We forward worker contact information to families.
- They are instructed to forward this contact information to their workers who will then communicate with each other.
- We let families know that a worker from the child's team will be in touch if they are a potential match or if they require additional information.
- We explain that caseworkers are extremely busy so patience is needed, but they may reach out to the worker after two weeks if no response is received.

#### **No home study:**

- We help them get started in the process of public adoption by sharing an information packet and information meeting schedule.
- These families are added to our database and contact information will be provided to workers on monthly reports.

### **Coalition Reports:**

#### **Quarterly Photo Listing Review**

Each quarter you will receive a link to the photo listing in order to review the profile and provide us with any updates. It's encouraged to update photos and review text to see if there are any changes needed. Some workers review the photo listing with the child or youth to see what they would like to keep or change.

#### **Monthly Inquiries**

At the end of each month, a child inquiry report with contact information for families who inquired about a child will be sent to the appropriate worker and permanency consultant.

### **COALITION FOR CHILDREN, YOUTH & FAMILIES**