



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 first see online photo listings when 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 inquiries 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
- Request a Volunteer Photographer (optional)

Send completed forms with the child/youth's **photo** to info@coalitionforcyf.org.



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—it's important to ensure the narrative is 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.

If the family does NOT have a completed home study:

- We help them get started in the public adoption process by sharing an information packet and an 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 so you can review the profile and provide us with any updates. We encourage you to update photos and review text to see if any changes are needed. Some workers review the photo listing with the child or youth to see what they want 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.

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