



2010
Diakon Adoption and Foster Care
MARKETING PLAN MECHANICSBURG/YORK

Budgeted Daily Census Children 2010 – combined	
September Actual:	January:
October	
November Actual:	February:
December:	March:

Family Census (Open and Waiting):
Placement Openings with families:???????
Budget for 2010 total: \$

- Six Month GOALS AND OBJECTIVES:**
1. 25 total family profiles completed (**staffing matrix to be reassessed**) per Recruiter and 15 new families licensed per year per recruiter. 10 with placements
 2. Increase awareness of Diakon Adoption & Foster Care services in the community: with a **focus on foster care**. With shift to kinship care, recruit more families that are willing to accept legal risk placements with likelihood of return home to kin or birth families.
 3. Meet and increase daily census to correspond with budgeted daily census based on newly licensed families.
 4. Retain families brought into the program, recruit and license families in a timely manner. Recruit families local to county foster care referral sources to meet need to keep children in communities per the Foster Connections Act and willing to accept a variety of special needs and older youth.
 5. Provide strengths based matching for adoptive families and facilitate placements for adoption. Provide hospitality and gracious service during matching process.
 6. Enhance referrals of children for foster care from county agencies to meet the preferences of our waiting foster and adoptive families. Family Finder Pilot Project to begin with C&Y.
 7. Outreach to educate County Children and Youth Agencies about our families and types of referrals we can serve.
 8. Enhance the website and continue to encourage Diakon and network resource families to participate in the Social Networking/Bulletin Board for Resource Families and to facilitate a SWAN OCMI and WWK youth page from the SWAN Google Groups site.

Site Director: Craig Gehosky R/D director: Elisa Esh	Date: 1/5/10
Executive Director: Lauren Conzaman	Date: 1/5/10



Corporate Marketing: James Harrington	Date:1/5/10
Corporate Communications: Bill Swanger Jennifer Bircher and Denise Roe Senior Vice President Diakon Family and Community Ministries: Linda Ciampi	Date:1/5/10



Site: Diakon Adoption & Foster Care – Mechanicsburg/York		Submitted by: Lauren Conzaman	
2010 Marketing Plan			
Internal Activities	Date	Person Responsible	Purpose/Outcome
Information Sessions	Once per month	Recruitment & Family Development Specialists	These are used to orient families to the process of adoption and foster care
Individual Orientations	As requested	Recruitment & Family Development Specialists	These should be done with families as requested as it provides more one on one interaction with the family and avoids a longer wait until group information sessions are held.
Research orientation sessions via Blog Talk Radio Research teen panels via Blog Talk Radio	Ongoing	Elisa Esh Bill Swanger to do research	Spread awareness of Diakon Adoption & Foster Care services in the local community.
Contact with pre-training families	Ongoing	Recruitment & Family Development Specialists	Once families have attended orientation or an info session, they should be contacted once per week leading up to training. They should be sent a flyer for training two weeks prior to training and a phone call should be given the week before training to confirm their attendance.
Licensing families in a timely manner	Ongoing	Recruitment & Family Development Specialists	Creative collection of paperwork, interviews held in the family's home
Contact Ambassador families to be featured in local newspapers to create public awareness and interest.	Ongoing	Bill Swanger Jennifer Bircher Craig Gehosky Lauren Conzaman	Spread awareness of Diakon Adoption & Foster Care services in the local community.



Site: Diakon Adoption & Foster Care – Mechanicsburg/York Office		Submitted by: Lauren Konzaman	
2010 Marketing Plan			
External Activities	Date	Person Responsible	Purpose/ Outcome

Site: Diakon Adoption & Foster Care – Mechanicsburg/York		Submitted by: Lauren Konzaman	
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Collateral/ Web Activity/Publications	Date	Person/Department responsible	Purpose/Outcome

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2010 Marketing Plan			



MANY HANDS. ONE HEART.
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Communications/Media Relations	Date	Person/Department responsible	Purpose/Outcome
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Site: Diakon Adoption & Foster Care – Mechanicsburg/York		Submitted by: Lauren Konzaman	
09-10 Marketing Plan			
Advertising /Direct Mail	Date	Person/Department responsible	Purpose/Outcome
Nothing planned, DARP Plan Meeting	1/15/10 via video conference Mech and MAB and 6/10	Advancement	To raise additional funds to subsidize program costs.

Site: York/Mechanicsburg		Submitted by:	
2008 - 2009 Marketing Plan			
Referral Development/Networking Relationship Management	Date	Person/Department responsible	Purpose/Outcome