



Adoption 101 Advertising Plan

PART 1:	EVENT DETAILS
Event Name	Adoption 101
Event Date	Quarterly
Location	Virtual Via Zoom
Event Description	<p>Considering becoming a parent or expanding a family through adoption can be both exciting and overwhelming. There is so much information available about adoption that people often ask, “Where do I begin?”</p> <p>Adoption 101 is a workshop intended for people looking into adoption for the first time.</p> <p>Program covers:</p> <ol style="list-style-type: none">1. Types of Adoption2. Adoption Providers3. Three Roads to Adoption<ol style="list-style-type: none">a. Public, Waiting Child Adoptionb. Private, Domestic Infant Adoptionc. International Adoption4. Financing an Adoption5. Adoptive Parent Panel6. Adoption is a Lifelong Journey7. Questions and Answers <p>The workshop is designed to help prospective adoptive parents prepare, build confidence, and make a decision about the best route for their adoption journey.</p> <p>Adoption Network Cleveland is a neutral source of information, as we are not an adoption agency facilitating any adoptions.</p>
Objectives	<ol style="list-style-type: none">1. Increase awareness of Adoption 101 workshop2. Increase registration for Adoption 101 workshop3. Increase brand awareness for Adoption Network Cle4. Expand audience to include more prospective parents

PART 2:	MARKETING DEVELOPMENT
Target Audience	Males Females Singles <u>Families</u> <u>Couples</u> N/A Under 18 18-24 <u>25-44</u> 45-64 Over 65 N/A
Target Audience	<ol style="list-style-type: none"> Couples age 28-38: while average age of adoptive mothers is 35-44, studies show that over 1/3 of couples consider adoption and that they do so for an extended period; also note the amount of time between decision to adopt and finalization of the adoption that would include those at the beginning of their adoption considerations. Married (or once married) fathers over 30 Women experiencing infertility Social media users Anyone considering adoption Adoption Network Cleveland members
Target Audience	<ul style="list-style-type: none"> <i>People who have adopted are more likely to be men, to be over 30, to be ever married, to have given birth or fathered a child, and to have ever used infertility services than people who have not adopted</i> <i>Adoptive mothers are older than non-adoptive mothers. Eighty-one percent of adoptive mothers are 35-44 years of age compared with 52% of non-adoptive mothers.</i> <i>Women who have ever used infertility services are 10 times more likely to have adopted children than women who have never used infertility services.</i> <i>Men who have fathered children are more likely to have adopted children than men who have not fathered children.</i> https://www.cdc.gov/nchs/products/databriefs/db12.htm
Secondary Palette	 <p><i>2023 Trending Logo Colors, Gender-Neutral, Minimalistic</i></p>
Event Name	Adoption 101: Where Do I Begin
Header	



<p>Event Promotion</p>	<ol style="list-style-type: none"> 1. Regular Social Media Posts 2. Add to Free Community Calendars 3. Run Facebook Ad/Facebook Event 4. Include in Newsletter and Eblasts 5. Ask Corporate/Influencer Friends to Share 6. Printed Flyer in Community 7. Press Release 8. Videos from Facilitator/Former Attendees <ol style="list-style-type: none"> a. Video from Adoptee Perspective?
<p>Event Promotion: Measurable Outcomes</p>	<ul style="list-style-type: none"> ● Registrations ● Increase/Decrease from Past Workshops ● Number of Views/Shares
<p>Event Promotion: Communications Plan</p>	<ul style="list-style-type: none"> ● Adoption is a Lifelong Journey, Neutral Source of Information, Adoption Best Practices ● Emphasis on asking Adoption Network members to share with prospective parents in their circles ● Press release to both local and wider audience ● Highlight event is free, virtual, and open to anyone in any location

PART 3:	CALENDAR
Week 1	<ul style="list-style-type: none"> ● On Website Calendar ● On Community Calendars ● Flyers Printed ● One Page FAQ Video/Print ● Email Corporate Partners ● Facebook Event ● Post on all Platforms ● Video on Social/Website
Week 2	<ul style="list-style-type: none"> ● Promo and Flyer in Hub ● Post on Facebook ● Send Press Release ● Email HR of Top 30+ NEO Employers
Week 3	<ul style="list-style-type: none"> ● Run Facebook Ad ● Video on Social/Website ● Follow up on Press Release
Week 4	<ul style="list-style-type: none"> ● Individual Eblast to Provide Social Media/Flyer for our Community to Share ● Post on all Platforms ● On Community Calendars Again
Week 5	<ul style="list-style-type: none"> ● Assess Registrations ● Re-promote through Most Successful Channel ● Post on Facebook
Week 6	<ul style="list-style-type: none"> ● Video on Social/Website ● Highlight in December Hub ● Post on all Platforms ● Reshare Facebook Event
Week 7	<ul style="list-style-type: none"> ● Run Second Facebook Ad ● Remind Registrants of Event ● All Videos as Facebook Reels