

## **Tips & Strategies for Marketing Support Group Events & Services**

Marie Dolfi, AF CR Marketing Coordinator

Email lists--- Best to Use Email list that let you send out more than 100 emails at a time

1. Email List for Families --- Yahoo Group
  - a. Yahoo AF CR events & news--- AF CR board members send out information
  - b. Yahoo Chat--- families can chat on any subject they post
  - c. Yahoo Playgroup--- playgroup members announce next meeting details
2. Professionals --- Mail Chimp (3000 free email a month in html format)
3. Building Email list
  - a. Event sign-in sheet asks everyone for their email address. They then receive an email from Yahoo list inviting them to join AF CR's email list.
  - b. All professionals (agencies, lawyers, pediatricians, counselors) we come in contact with are asked if they want to join our email list. Their name is typed in by Marketing Coordinator to the list.
4. AF CR never gives out email addresses to anyone or group
5. AF CR never announces agency recruitment events
6. AF CR will use list to send out educational workshops from other groups & agencies.
7. When requested, AF CR will send out information on hard to place children
8. AF CR tries to balance sending out adoption news people want to hear about and not overwhelming people with too many emails so they unsubscribe from the list

### Marketing the Support Group

1. Brochure—includes AF CR membership coupon
  - a. Available at all AF CR events
  - b. Provided to professionals (agencies, counselors, infertility doctors, attorneys)
    - i. AF CR has provided plastic brochure holders to some professionals to display brochures in their waiting room.
    - ii. Twice a year AF CR sends an email to professionals asking them if they need more brochures
    - iii. When professionals are at an AF CR event (annual Adoption Fair) brochures are distributed in bulk to the professionals.
    - iv. AF CR members take bulk brochures to their physicians (pediatricians, OB/GYN) and ask them to distribute them.
2. Website- hosted by Homestead/Intuit <http://adoptivefamilies.homestead.com>. The fee for the website is \$4.99/month after initial fees to establish site. You don't need to know how to use html to design the website. Homestead converts your layout to html.
  - a. Web address is on all AF CR literature
  - b. We ask organizations (NYSCCC) to link their webpage to the AF CR webpage
  - c. To increase the likelihood that a search engine will find your website the support group's home page needs to use all the key phrases (meta tags) that someone would use in a search.
  - d. Need to ask search engines to list site
  - e. More traffic to site can be achieved by paying \$150 annual fee to Homestead to market site
3. National and local organizations list parent support group as a resource
  - a. Local library resource guide
  - b. Websites listing support groups: Adoptive Families Magazine, Child Welfare Information Gateway, NACAC, Adoption.com, NYSCCC
4. Handout brochures at local events
  - a. Camp MueJiGae

Marketing Support Group Events \*\*\* Email is crucial because folks will forward emails

1. Workshops/Social Events

- a. Announced in AFCE newsletter (in past sent by mail, now email newsletter)
- b. Email event flyer to families with flyer as an attachment
- c. Email to professionals on email list with flyer as an attachment
- d. Press release to newspapers (monthly, weeklies, dailies) in 6 country area
- e. Press release to cable stations (library, Time Warner)
- f. Events posted on AFCE website
- g. Quarterly calendar of events is sent to professionals & families. For agencies that do mailings it is more cost effective for them to send out 1 quarterly flyer than pay for copying of flyers for all events.
- h. Workshop flyers are posted on bulletin boards in the community
- i. Large Pre-Adopt Events (Adoption Fair, March program) flyers are mailed in bulk to infertility doctors
- j. Newspapers Advertisements--Annual Adoption Fair program has paid advertising in the program. Funds from program advertisement are used for newspaper advertisements.



**Adoptive Families of the Capital Region, Inc.**  
**P.O. Box 656**  
**Wynantskill, NY 12198**  
**(518) 448-5295**  
**<http://adoptivefamilies.homestead.com>**

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Serving Families in Albany, Schenectady, Rensselaer, Saratoga, Warren,  
Washington, Greene, Columbia & Montgomery Counties

**For Immediate Release**

**Contact:** NAME, President  
(518) PHONE NUMBER

**ADOPTIVE FAMILIES OF THE  
CAPITAL REGION, INC.**

Presents

**Practical Everyday Parenting for  
Children with Attachment Issues**

**PRESS RELEASE**

The Adoptive Families of the Capital Region, Inc. is sponsoring a workshop entitled "**Practical Everyday Parenting for Children With Attachment Issues**". Laurie Krull, LMSW from the Center for Family Development will be the presenter. It will be held Tuesday, May 19, 2009 at 7:00 p.m. at Parsons Child & Family Center, Van Alstyne Bldg., 60 Academy Rd., Albany. The workshop is free and reservations are not required. Children are not allowed at this meeting.

For further information call (518) 448-5295 or visit  
<http://adoptivefamilies.homestead.com>



## Winter 2010 Calendar of Events

### **Winter Administrative Meeting**

Monday, January 11 2010 6:30-9 p.m.

All are welcomed to help AFCR review the winter calendar and plan events for the spring.

### **Talking to Children About Their Birth History**

Monday, January 25, 2010 7- 9 p.m.

This workshop will discuss how to share a child's birth family history with them at various ages.

The program will include information on how to engage a child in the discussions.

Speaker: Kate Kaufman Burns, LCSW

### **Adoption & the Schools**

Monday, February 22, 2010 7 – 9 p.m.

This workshop will discuss how the school environment intersects with adoption issues. Issues of assignments, advocacy and privacy will be some of the topics addressed at the workshop.

Speaker: Lorrie Landau, LMSW

### **Adoption: Where Do I Start?**

Monday, March 22, 2010 & Monday, March 29, 2010 7 – 9:30 p.m.

A panel of adoptive parents and professionals will present information on how to build a family through domestic, international, and older child adoption. Presentation will include information on openness in adoption, the cost of adoption, transracial adoption, the adoption tax credit, issues relating to raising a family built by adoption will be included.

This is a two part program.

### **Spring Administrative Meeting**

Tuesday, April 13 2010 6:30-9 p.m.

All are welcomed to help AFCR review the winter calendar and plan events for the spring.

### **Ongoing Playgroup for Preschoolers & Their Parents**

Call NAME PHONE NUMBER or e-mail her at \_\_\_\_ to learn about AFCR's playgroup.

### **Spring Social Events**

Details for social events are announced via AFCR's Yahoo Email List.

Visit AFCR's website at <http://adoptivefamilies.homestead.com> & go to the *Join AFCR* section to learn about the email groups. To join the email list click the AFCR link in the Email Groups section which will automatically direct you to the Yahoo site. Once you are at the Yahoo website there is a tab which says join this group.

All evening events will be held at the McKownville United Methodist Church, 1565 Western Ave., Guilderland (between Crossgates & I-87). Workshops are in the Celebration Room & the administrative meeting is in the library. All events are free and reservations are not required.

Children are **not** allowed at evening meetings. For more information call (518) 448-5295 or visit <http://adoptivefamilies.homestead.com>

# SMART RESPONSES TO STUPID ADOPTION COMMENTS

**Monday, January 26, 2009  
7-9 pm**

**McKownville United Methodist Church**  
Celebration Room  
1565 Western Ave., Albany

*The church is between I-87 & Crossgates Mall.  
Park behind the church and use the stairs on the left*

Join **Adoptive Families of the Capital Region** and speaker **Marie Dolfi, LCSW** for a workshop on different strategies for handling intrusive and insensitive adoption comments. A large variety of responses will be discussed in the presentation. Information on ways to teach children how to address insensitive comments will also be addressed.

The Adoptive Families Coalition is a not-for-profit support group for adoptive families and individuals considering building a family through adoption.

The workshop is free and reservations are not required.

Donations are accepted. Children are **not** allowed at this meeting.

For further information call AFCR at (518) 448-5295



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