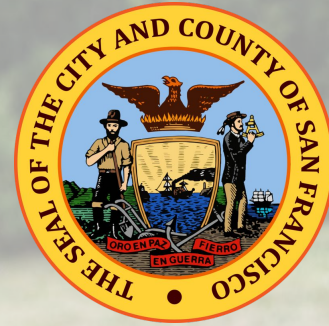


Family and Children's Services Resource Family Recruitment Campaign



Human Services Agency

Campaign Overview

Environmental Scan:

Found a lack of general awareness. Campaign will reintroduce the public to the need for foster families within SF and compel people to take action.

Target Audiences:

All of SF and its diverse population, including:

- Families with kids
- Empty-nesters
- LGBTQ+ families
- Neighborhoods with high concentrations of families and homes with available space

Campaign Overview

Goal:

Build awareness among San Franciscans of the critical need for resource homes in the City, and the importance of keeping foster kids in their own community.

Communications Strategies:

- Paid advertising: billboards, Muni, social, Pandora radio, and digital ads
- New website: Foster-SF.org
- Earned Media
- New marketing materials

2020 Paid Media Overview

Two Ad Phases:

- Phase 1: February 18 - March 29
- Phase 2: Dates TBD; Planned for September - October

Ways we will measure impact:

- Number of advertisement impressions
- Social media engagement
- Foster-SF.org website metrics
- Increased requests for information and contact with recruitment team

Messaging Themes

Themes featured throughout the campaign:

- **Help SF kids stay in their communities:**
 - Due to a lack of foster families in SF, more than half of foster kids are placed outside our City.
- **This problem is solvable:**
 - 100 families could make all the difference and help keep kids in their community.
- **There are many ways to get involved to help support youth in need:**
 - Mentor. Foster. Adopt. Donate.

Creative Theme

What is the single most important thing to communicate?

Mentor. Foster. Adopt. It's hard. But it might be the most rewarding thing you ever do.

Creative Theme:

Fostering, It Makes Up for a Lot.

The logo is a heart enveloping a smaller heart, evoking loving care from a parent to a child.



Foster SF

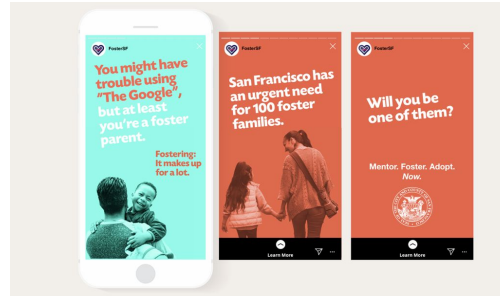
Each side is slightly different in shade to represent multitudes of parents and the diversity of caregivers.

The arc is what bands them together

Messaging Journey



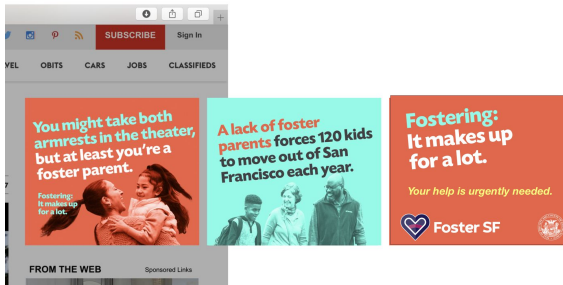
Outdoor creates awareness for Fostering, in general, in SF.



Social builds engagement and is actionable and allows for more of an explanation of Mentor, Foster, Adopt message.



RADIO builds awareness / conveys deeper information about Mentoring, Fostering and Adopting.



Retargeting digital reinforces and diversifies messaging and Mentor, Foster, Adopt CTA.



Web provides more in-depth info and starts sign-up process.

**You might be
a Dodgers fan,
but at least
you're a foster
parent.**

**Fostering:
It makes up
for a lot.**



Foster-SF.org



**You might drive
50 in the left lane,
but at least
you're a foster
parent.**

**Fostering:
It makes up
for a lot.**



Foster-SF.org



**You might start
Bay to Breakers
in the middle,
but at least
you're a foster
parent.**

**Fostering:
It makes up
for a lot.**



 **Foster-SF.org**



**You might
break up with
people via text,
but at least
you're a foster
parent.**

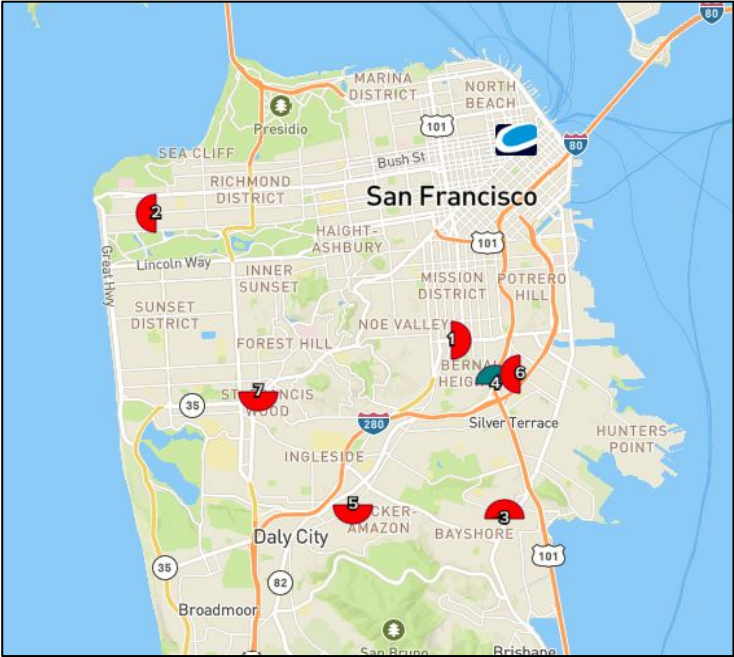
**Fostering:
It makes up
for a lot.**



 **Foster-SF.org**



Billboards



You might make the Uber Pool wait for you, but at least you're a foster parent.



Fostering: It makes up for a lot.

 **Foster-SF.org**



**You might park your SUV in
a compact spot, but at least
you're a foster parent.**

**Fostering:
It makes up
for a lot.**

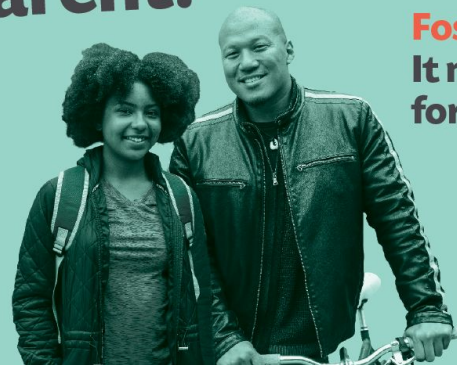


Foster SF.org



**You might blow off texts
from your mom, but at least
you're a foster parent.**

**Fostering:
It makes up
for a lot.**



Foster-SF.org



**You might think LeBron is
better than Steph, but at
least you're foster parent.**

**Fostering:
It makes up
for a lot.**



Foster-SF.org



Digital Ads

The screenshot shows a web browser window with the URL `bizjournals.com`. The website header includes the **SAN FRANCISCO BUSINESS TIMES** logo, a **BUSINESS PULSE** section with a poll about a Bay Area exodus, and navigation links for **INDUSTRIES & TOPICS**, **NEWS**, **LISTS & LEADS**, **PEOPLE & COMPANIES**, **EVENTS**, **LEADERSHIP TRUST**, and **MORE...**. A search icon is also present.

The main advertisement is a teal banner with the headline: **You might make your employees work holidays, but at least you're a foster parent.** It features a photo of a young girl and a woman smiling together. Text on the right says: **Fostering: It makes up for a lot.** The **Foster SF.org** logo is on the left, and a **Learn More »** button is on the right.

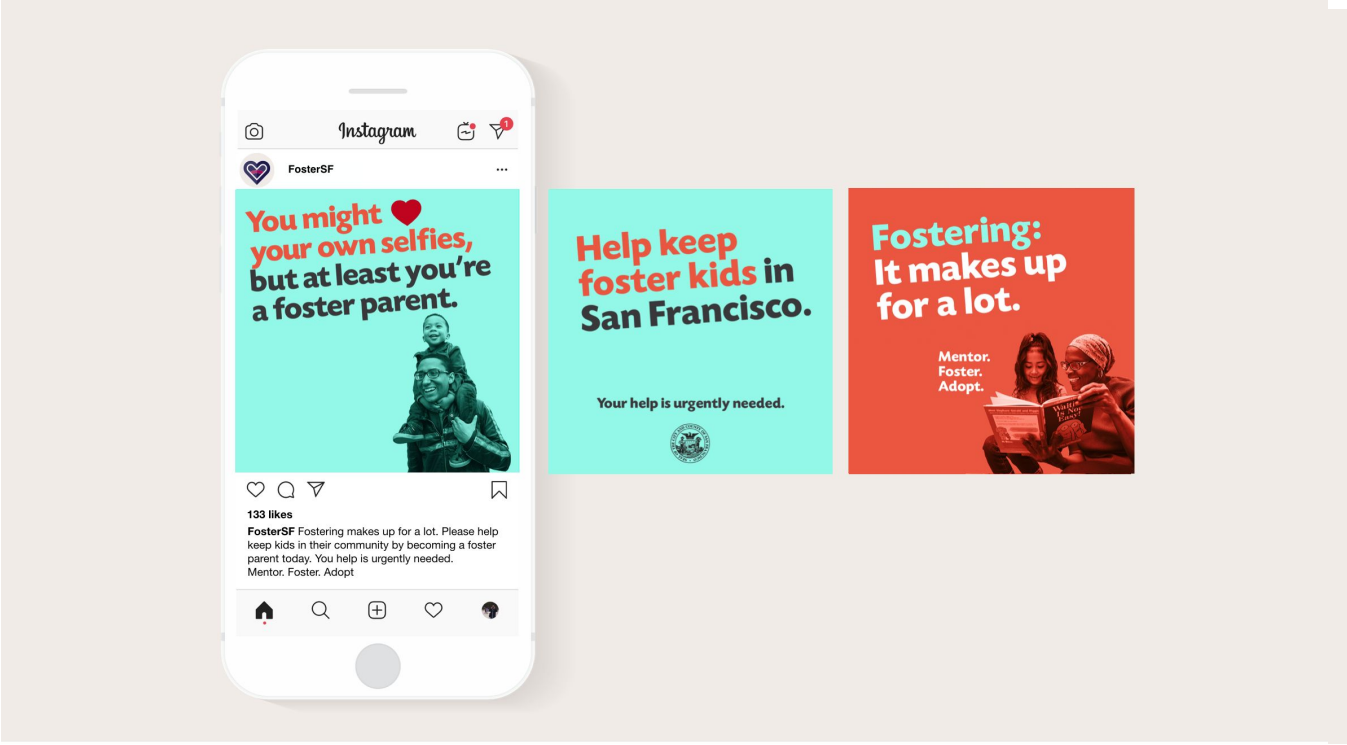
Below the banner is a light orange bar with the text: **Get news from the San Francisco Business Times delivered straight to your inbox. Sign up now**

The page content below includes a news article titled **Skin care giant Rodan & Fields trims ranks** (6m ago) and a sponsored content section titled **Should you change your investments based on the current political environment?** by Mirador Capital Partners. There is also a large aerial photo of a suburban neighborhood.


Other sections include **Weekly edition** and **The Book of Lists**, a **TRENDING** section for **Modern Workplaces: Peek inside GitHub's S.F. headquarters**, and a **Do Not Sell My Personal Information** link.

This is a full-page digital advertisement with a teal background. It features the same headline as the banner: **You might make your employees work holidays, but at least you're a foster parent.** The text **Fostering: It makes up for a lot.** is repeated in the bottom right. A large photo of the same young girl and woman is at the bottom. The **Foster-SF.org** logo and **Learn More »** button are also present. A small circular logo is in the top right corner.

Instagram Carousel Ads



Facebook Display Ads



The image shows a Facebook display advertisement for FosterSF. The ad is presented within a white border that mimics a Facebook post. At the top left, there is a heart icon with a white outline, followed by the text "FosterSF" and "Sponsored" below it. The main text of the ad reads "You might over post pics of your kids, but it's OK, you're a foster parent." Below this text is a large teal rectangular area. Inside this teal area, the text "You might constantly post pictures of your kids on Facebook" is written in a bold, orange, sans-serif font, slanted upwards. Below the teal area is a black and white photograph of two young women smiling and hugging. In the bottom right corner of the teal area, there is a small circular seal of the State of California. Below the photograph, the text "But at least you're a foster parent." is written in bold. Underneath this, a smaller line of text says "Fostering: It makes up for a lot. Learn how you can help. Mentor. Foster. Adopt." To the right of this text is a button with the text "Learn More". Below the teal area and text, the URL "FosterSF.org" is displayed. At the bottom of the ad, there are three icons: a thumbs-up icon for "Like", a speech bubble icon for "Comment", and a share icon for "Share".

FosterSF
Sponsored

You might over post pics of your kids, but it's OK, you're a foster parent.

You might constantly post pictures of your kids on Facebook


But at least you're a foster parent.
Fostering: It makes up for a lot. Learn how you can help. Mentor. Foster. Adopt.

FosterSF.org

Like Comment Share

Learn More

Facebook Display Ads



The image shows a Facebook display advertisement for FosterSF. The ad is set against a light beige background. At the top left, there is a heart icon with a white outline and the text "FosterSF" next to it, with "Sponsored" written below. The main text of the ad reads: "San Francisco needs 100 families to step up and become foster parents. Please help keep these kids in the city they know." Below this is a large orange rectangular area containing a photograph of a young boy and a woman. The boy is on the left, smiling and holding a plate of food. The woman is on the right, wearing glasses and a light-colored shirt, also smiling and holding a plate. Overlaid on the top of the orange area is the text "You might post too many food photos..." in a white, sans-serif font. Below the orange area, the text reads: "But at least you're a foster parent." followed by "Fostering: it makes up for a lot. Learn how you can help. Mentor. Foster. Adopt." and "FosterSF.org". To the right of this text is a "Learn More" button. At the bottom of the ad, there are three icons: a thumbs-up for "Like", a speech bubble for "Comment", and a share icon for "Share".

FosterSF
Sponsored

San Francisco needs 100 families to step up and become foster parents. Please help keep these kids in the city they know.

You might post too many food photos...

But at least you're a foster parent.
Fostering: it makes up for a lot. Learn how you can help.
Mentor. Foster. Adopt.
FosterSF.org

Learn More

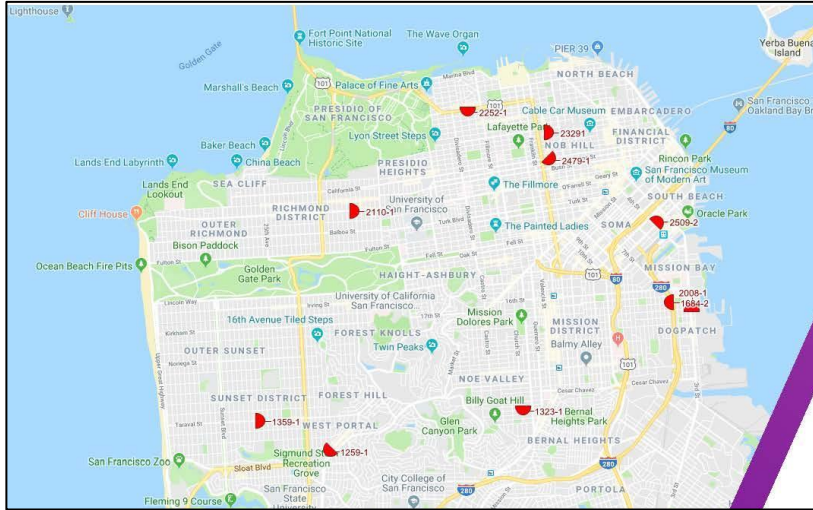
Like Comment Share

Next Steps

- **February - March:** Launch paid advertising campaign and public relations strategy. Develop outreach materials.
- **April - May:** Campaign evaluation and metrics.
- **June - August:** Develop phase 2 media strategy.
- **September - October:** Phase 2 paid advertising. Campaign evaluation.

THANKS

Appendix: Billboards (Outfront)



10'5" H
X
22'8" W

Highly-visible in major San Francisco neighborhoods, this billboard network owned by Outfront will be a high-impact element on this campaign as we target potential foster families throughout the city. There are a total of 10 billboards included.



Muni Transit Shelter Ads



68”H
X
47”W

The Muni shelter network from Clear Channel media will spread the Foster campaign messaging across the city. These have been reserved as part of the Spring '20 plan.

Muni Bus Exterior & Interior Ads



110"H
X
170"W

~OR~



30"H
X
144"W



11"H
X
56"W

A total of 25 Muni Bus exterior ads will help enhance the Foster SF campaign, along with 125 interior ads to run system-wide. These have been reserved as part of the Spring '20 campaign.

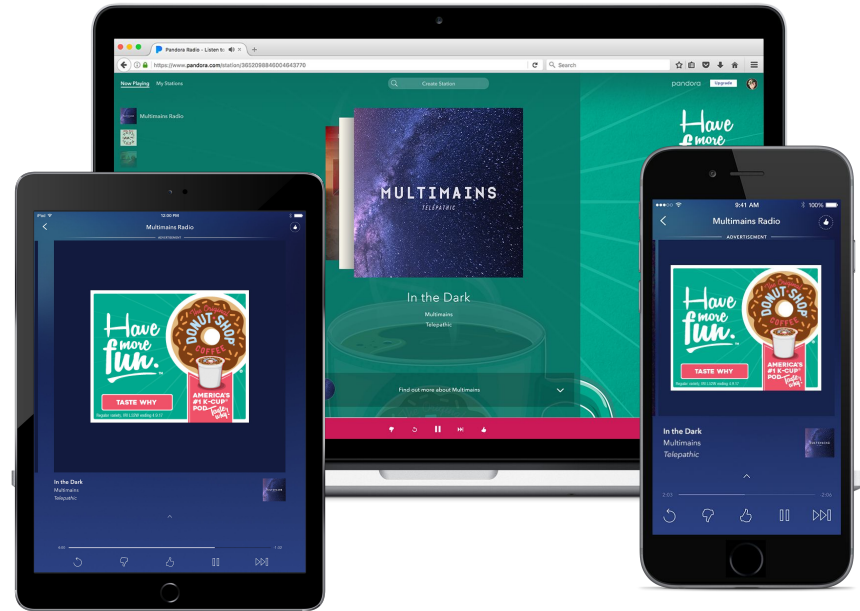
Pandora Radio Ads

Pandora offers the opportunity to reach an engaged audience in an uncluttered environment using the #1 radio “station” in SF, with geographic and demographic targeting.

The Pandora plan runs for six weeks, 2/17 – 3/29.

Utilizing:

- o Mobile audio
- o Companion banners



In the recommended plan, we have included 625M audio impressions (Age 35+) which consists of :30 creative + companion display units as added value. Due to high demand, this has been reserved as part of the Spring '20 plan.

Social Media

A highly-targeted campaign to be executed on Facebook and Instagram during the campaign window of 2/17 - 3/29.

Ads will mirror the outdoor ads with click-throughs directed to the main Foster SF landing page URL: **FosterSF.org**.

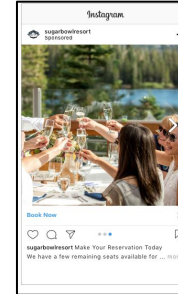
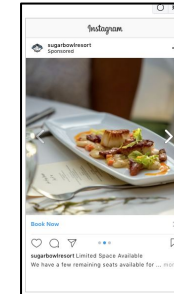
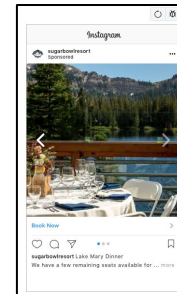
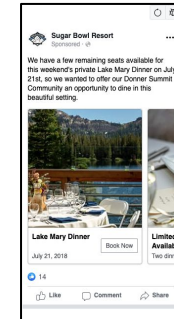


POTENTIAL TARGETING LAYERS:

Demographic: Age 35+

Geographic: San Francisco

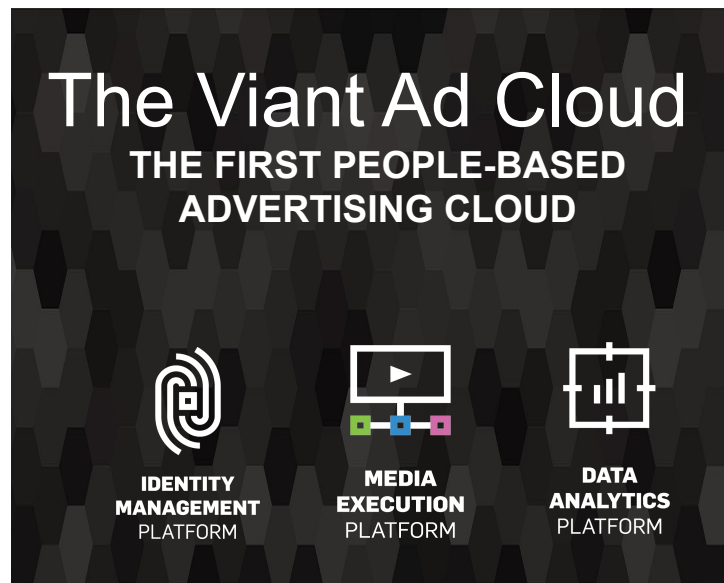
Facebook & Instagram Creative Examples: Single Static Ad / Three-Frame Carousel



Digital Website Ads

For this campaign, we will leverage Viant's 'people-based advertising,' matching 1st Party Users to 1st Party Data, versus cookie-based collection.

- 250M+ Registered U.S. Users
- 700M Devices via Adelphic
- 10B Monthly Data Points
- The plan is continually optimized and measured throughout the life of the campaign .
- Weekly reporting will be provided.



Creative Executions: Image Library



PR Strategies: Bay Area Media Newspapers

Potential targets for coverage in *SF Chronicle/Bay Area News Group* papers

- *SF Chronicle* series Reporter Heather Knight (mother of a young child) follows our campaign, tracking growing awareness of the issue and the journey of a current foster family and/or one who is about to take a leap of faith.
- *SF Chronicle* reporter Jill Tucker focuses on a foster child's connection to the city's school system showcasing why it is important to stay in SF.
- *SF Chronicle* reporter Erin Allday outlines the nexus between health and the SF community for the social/emotional welfare and wellbeing of the foster child.
- *Bay Area News Group* reporter Erica Hellerstein recently wrote about Tipping Point's efforts to support foster youth as they age out of the system at age 21.

PR: Parenting Blogs

Strategy: Find parents where they are online and/or people who are not yet parents, but might consider becoming a foster parent.

- *At Home Dad Matters*/Mike Heenan has been featured on the Today Show, KGO Radio and is a featured blogger.
- Jeanne Chan's blog *Shop Sweet Things* on SF.
- *Funcheap* is a popular site on affordable things to do living on a budget within the San Francisco Bay Area and attracts a strong following.
- *Bay Area Parent* website has a large and devoted readership.

PR: Neighborhood SF Papers and Trade Publications

- Local neighborhood papers such as *Noe Valley Voice* and other hyper-local news outlets are excellent targets, as well as *San Francisco Magazine*.
- Create a presence on *Weekend Sherpa*, a Bay Area outdoor activity guide website, with content to urge readers take a moment to consider what role fostering could play in their lives.

The creative campaign is also good candidate for industry advertising trade publications, including:

- Adweek.com
- Fast Company
- Design Vertical
- Boing Boing