

Adoption Awareness and Matching Events:
Planning for Success



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INTRODUCTION

Adoption awareness events are educational events that provide resources and information about all aspects of adoption. These events are often open to the public, and they highlight the needs of children in foster care while also increasing and strengthening partnerships with the community. They serve to build awareness about your agency's work and may connect your agency with potential resource families.

Similarly, matching events showcase your agency's children in need of permanent families. The families who attend are typically foster or adoptive families who have not yet been matched with a waiting child(ren). Families who are still at the beginning of their certification process and may become approved in the near future are also likely attendees.

While the overarching goal of your adoption awareness or matching event is to connect families and children, your agency's professionalism and services are also highlighted. This guide provides a framework to help your agency plan and execute events that will enhance public perception of your agency and increase the number of people who are aware of and may support your work. This guide will cover the basics of adoption awareness event planning and includes special considerations for matching events.

GOALS AND PLANNING

Every successful event begins with the end in mind. What does success look like? Visualize the goal(s) of your agency's adoption awareness or matching event and remain conscious of it throughout the planning and execution phases. Keeping this frame of reference will help ensure that all the resources and activities involved in holding an event are geared toward the results you want to achieve. If you're sure about what you want to achieve, you'll be able to plan it efficiently, you'll be able to better communicate its purpose to the people involved, you'll be able to accurately measure its success upon completion and, above all, you'll have the proper motivation to tackle it.

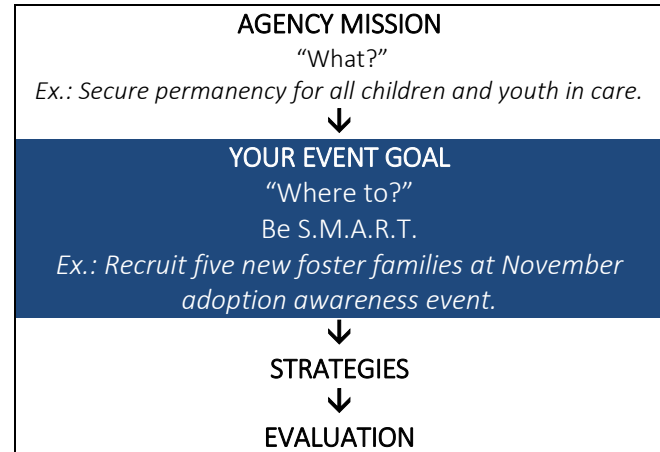
Brainstorm Your Goal

Step one in planning an event is to consider the goal(s) of your event. It's okay to have one or more goals. To get started, run through a mental list of key questions:

Why are you having this event? Is your goal to inform? To include? To recruit? To match?

How will you define success for your event?
Is success widespread promotion to the community? New resource families identified? Children matched to families? Perceptions of foster care and adoption changed?

Who are you inviting to this event and how many? What do you want them to walk away with?



Then, develop a goal statement(s) using S.M.A.R.T. criteria. That is, Specific, Measurable, Attainable, Realistic, and Time-bound. This will lead your planning team in the direction of what they want to accomplish, especially as ideas begin to take shape. This will also provide a basis for evaluating the success of your event once it's completed.

Specific: State what you'll do. Use action words.

Measurable: Provide a way to evaluate. Use data targets.

Attainable: Stay within the scope. Keep it possible to accomplish.

Realistic: It makes sense and improves your agency's operations in some way.

Time-bound: State when you'll get it done.

MATCHING EVENTS: CHOOSE A TYPE

Strong relationships between agencies and families are critical to securing permanency for children. Goals for matching events focus on creating opportunities for agencies and families to meet and begin to develop those relationships. Matching events can take a variety of forms as described below. Consider which type will best meet your event's goals.

Traditional Matching Event	Match Party	Reverse Matching Event
Involves adoption agencies, prospective families, and professionals setting up displays of waiting children and families. Agency displays often include boards, videos, visual presentations, and child and family flyers. At these events, families have the opportunity to speak directly to agency staff and learn more about waiting children.	Centered around waiting children. These events offer opportunities for child and family interaction through structured activities like sports and other team-building games or through informal interactions such as board games, arts and crafts, viewing exhibits at a zoo or sharing a meal.	Give waiting youth the opportunity to meet with family caseworkers and learn more about the families interested in adoption. Youth can visit agency displays and review family flyers, photos, or multi-media presentations. Waiting families are not present at these events, as these events are designed to empower youth in their permanency journey.

Form a Planning Team

Once your goal(s) is in place, line up people to help. Recruit a group of colleagues with a balance of skills and talents, including:

- ✓ Creativity
- ✓ Detail-oriented planning
- ✓ Connections to families or those who represent families
- ✓ Connection to children or those who represent children
- ✓ Knowledge of finance or budgets
- ✓ Fundraising experience

Meet with your group to establish the basics. Appoint a chairperson to lead the event planning and establish a consistent planning meeting schedule three to six months in advance. Clarify roles for everyone on the team so they understand how their contributions matter.

If your event will be large, consider partnering with other local providers and county agencies to help execute. To connect with other SWAN affiliate agencies, visit www.diakon-swan.org for a list of agencies near yours, send an email across the SWAN/IL Google Group, and/or contact your SWAN Technical Assistance staff.

MATCHING EVENTS: CONSULT THE EXPERTS

Many groups have already done matching events and it may help you to speak with some of those when planning your own event. Visit adoptpakids.org for an updated listing of ongoing events. Below is a list of some agencies who can tell you about their experiences:

- ✓ Delaware Valley Adoption Council (*Traditional Matching Event, Match Party*) <http://www.delvaladopt.org/>
- ✓ Capital Region Adoption Coalition (*Match Party*) <https://www.diakon-swan.org/swan/contacts/>
- ✓ Three Rivers Adoption Council's (*Traditional Matching Event, Match Party*) <https://www.diakon-swan.org/swan/contacts/affiliate/>
- ✓ Pennsylvania State Resource Family Association (*Traditional Matching Event, Match Party*) <https://www.psrfa.org/>
- ✓ The Adoption Center (*Meet the Kids: Older Youth Match Parties*) <http://www.adopt.org/>
- ✓ Diakon (*Match Party*) <https://www.diakon-swan.org/swan/contacts/affiliate/>
- ✓ Family Pathways, Project Star, and OCMI (*Traditional Matching Event, Match Party, Reverse Matching Event*) <https://www.diakon-swan.org/swan/contacts/affiliate/>

Establish a Budget

Consult with your agency's finance staff to establish a set amount of funding that your agency is willing and able to put towards the event. An event budget that's defined early in the planning, will help determine the scope of your event and strategies to ensure event success. While a budget can provide direction, securing sponsorships can be an effective strategy for maximizing the available funding. Sponsorship is covered in more detail in the next section.

For help establishing and managing a budget, See [Attachment J – Budget](#).

Create an Action Plan

Now that you're confident in your event goal(s), you and the planning team can continue to develop a plan for the event. An action plan takes your earlier goal statement(s) and outlines the strategies to accomplish your goal. Strategies answer the question, "how will we meet our goal?" Remember to keep your goal(s) front and center and align your strategies with the goal. For example, if your goal is to recruit brand new foster families to your agency, how would you structure your event to accomplish this?

When thinking strategy, consider the perspectives of the planning team and also the event participants. How will both help to realize the goal(s)? Your strategic event action plan will likely have multiple strategies around which your planning team can then develop specific tasks and timeframes. Consider the following:

- ✓ Theme
- ✓ Timing, including leveraging national campaigns related to adoption and foster care
- ✓ Promotion, including media coverage and promotion with participation in this planning by event or venue personnel
- ✓ Resources, including materials or support required



Your action plan can be an outline, chart, or project plan or some form of tangible document that calls out your goal,

strategies and actions you take to execute the event. Your action plan will grow as you develop and finalize your event. (See Attachment A: [Sample Adoption Awareness Event Action Plan](#))

MATCHING EVENTS: INVOLVE WAITING CHILDREN

If your matching event strategies include involve waiting children, consider the children you want to highlight: *Will you focus on children older than 12? Children nearing emancipation age (18-21)? Sibling groups? Children with physical needs? Or children who have experienced an adoption disruption?*

If you are including children at the event, we recommend you only consider youth who are 12 years and older¹⁻². You will need to ensure that they are prepared; this is a critical step. Use the CSR Recipes for Permanency publication (available at swantoolkit.org) to help youth prepare for matching events. Likewise, prepare the families for interacting with the youth. Make expectations clear.

Assign Subcommittees

Using your [Event Action Plan](#), establish subcommittees to work independently on specific parts of the event. Typical subcommittees to consider are:

- ✓ Publicity and Registration
- ✓ Set-Up and Tear-Down
- ✓ Hospitality
- ✓ Sponsorship – Donations and Giveaways

¹ In some cases, it may be suitable for younger children to attend, however you should consult with the child's caseworker and other members on the team to determine the appropriateness of the child's inclusion. It is also important to consider the impact that having younger children present could make on dynamic of the event for the waiting families and any older youth participating.

² If you would like to have waiting children talk to the media, make sure to arrange for releases from the county agencies.

EVENT OPERATIONS

Finding a Venue

Identifying and securing a venue is one of the more critical tasks to tackle early in the course of event planning. It may need to be reserved well in advance and can potentially absorb a large portion of your event budget.

TARGET A DATE AND TIME

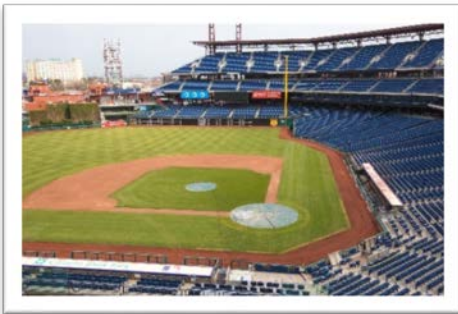
Create a list of several potential dates for your event. Your first choice may not work, so you should have several other possible options. It is also important to ensure that your event is not competing with other local events that may target a similar demographic.



- Consider holding the event during national campaign times, such as National Adoption Month and Day (November), Child Abuse Prevention Month (April) or Foster Care Month (May) to capitalize on existing publicity.
- Research upcoming events seeking participants from your community (such as local fairs or festivals) that could provide a venue and audience for your event.

CHOOSE A VENUE

Consider what the size, theme and duration of your event will be and research venues (or existing events) that could help you meet your goals. Examples include:



- ✓ A religious institution, service, or event
- ✓ Sporting events
- ✓ Local libraries or community centers
- ✓ Community or county fairs
- ✓ Amusement parks
- ✓ Local sporting tournaments
- ✓ Music festivals
- ✓ A local access TV channel

ARRANGE A MEETING

Choose a venue and schedule a meeting with representatives from the venue to work out the details of booking the venue. Be sure to define all expectations of both your agency and the venue ahead of time. Be sure to consider:

- *Do you want to hang informational banners?*
- *Will you have display tables with information for attendees at the event?*
- *Will you need tickets for staff and persons attending the event?*
- *If tickets are needed, how many free tickets will you receive?*
- *How many can you get at a reduced cost?*
- *Will an announcer at the venue broadcast information about your agency and adoption? How frequently and how many times?*
- *If the event has a program, what will be your promotion within it?*

Afterwards, confirm in writing all that was discussed and agreed to. ([See Attachment B: Sample Confirmation to Host](#))

Sponsorship

EXPLORE SPONSORSHIP OPPORTUNITIES

To help mitigate the costs of the event, explore sponsorship options. Sponsoring local events like yours is an opportunity for a business to give back to their community while in turn, receiving publicity from the event. Local businesses with ties to the community where your event will be held are more likely to participate. If you solicit sponsorship from a local business, you should try to have your sponsor cover the costs of the activities at your event. If your planning requires extensive sponsorship, you may need to find secondary sponsors.



→ **Note:** Many businesses plan their giving a year in advance, so begin searching for sponsorship opportunities as early as possible in your planning, especially if you need significant funding.

Solicit donations from local businesses to help cover the cost of:

- ✓ Tickets to bring adoptive families and waiting children to the event;
- ✓ Rental of display tables;
- ✓ Prizes;
- ✓ Food and beverages; and
- ✓ Novelty items for display tables or to be thrown to a crowd in a stadium, if applicable.

CONTACT SPONSORS

Develop a form letter or flyer that can be presented when you inquire about donations that includes your agency information and contact person. Be prepared to follow up on sponsorships requests. [See Attachment G: Sponsorship Letter Template](#) for help draft a follow-up letter.

When you receive a commitment from a sponsor, create a comprehensive list of the terms of the sponsorship and the costs that they will cover. When the terms are agreed to, confirm these terms in writing within one week. You can use [Attachment H: Sponsorship Form](#) to confirm these terms. Be prepared to provide your tax exempt status (if applicable) to any sponsoring agencies.

→ Remember, most people really want to help others, but are not often asked. Ask for contributions that are possible and preferably easy for the giver to provide. Show appreciation for whatever they can give.

PROMOTE SPONSORS

In addition to promoting your own event, you will also publicly promote the sponsor and the support they lend. Commit to publishing a “thank you” in your event’s program or in other event publications to provide acknowledgement to the sponsor as well as to advertise their business.

PHOTOGRAPHERS

Try to find a photographer to donate their time to cover the event. If you bring waiting children to the event, photos of them at the event would be great for their Lifebooks³. If any children attending the event are registered with the Pennsylvania Adoption Exchange (PAE), consider using one of the SWAN volunteer photographers. The list can be downloaded from: <http://www.diakon-swan.org/swan/documents/item/141/>.

Publicity

If the event is operating independently, coordinate all publicity. Ensure permission for media coverage in advance and with the venue staff.

CONTACT MEDIA

Develop a list of local media outlets that can help you advertise your event. Examples include:

- ✓ Local media – radio stations, TV stations, newspapers.
- ✓ Specialized media for the event/venue where your event will be held such as team websites, hobby or fan newspapers, newsletters, community or town websites
- ✓ Cost-free methods of advertising your event such as community message boards, social media pages, agency websites, etc.
- ✓ Contact your PAE coordinator to list your event on adoptpakids.org and diakon-swan.org

Create press releases to send to local media outlets, then follow up on with telephone calls. Mention the names of the primary and secondary sponsors in all interviews and press releases. (See [Attachment C: Sample Press Release](#)) Seek commitments from as many local news outlets as possible to cover the event. Provide media outlets with a schedule that lists any planned events and interview times. (See [Attachment D: Sample Staff Schedule](#))

COORDINATE WITH THE SWAN HELPLINE

Once event details are solidified, contact the SWAN Helpline for assistance. They can communicate your event information to certified families in your area. To partner with the SWAN Helpline in order to promote your event, please email SWANHelpline@diakon-swan.org.

ESTABLISH A SPOKESPERSON AND MEDIA LIAISON

Establishing two roles will help you coordinate advertising and media efforts:

Spokesperson: this person will be your point of contact at the event for all questions from the media.

Media Liaison: a contact person to serve as a liaison with the media and the host event or venue. The media liaison will assist with communication prior to and during the event. This individual will help manage any communication needs the day of the event between the media outlets, agency and the venue.

DEVELOP KEY TALKING POINTS

Compile a list of key talking points about your agency's needs and the needs of waiting children (See [Attachment E: Talking Points](#)). Provide these talking points as well as any videos, brochures, etc., about your topic (adoption, foster family recruitment, etc.) to the spokesperson. If you have sponsors, compile a list to include in event programs and marketing.

³ A Lifebook is a pictorial and written representation of a child's life that helps them process their experiences. To obtain more information about Lifebooks, visit <http://swantoolkit.org/toolkit/08-revised-benchmarks/>, and access the Child Preparation Forms.

CONSIDER CELEBRITY ENDORSEMENTS

Try to arrange for local celebrities to attend your event. Local celebrities or officials can help attract more media participation. Do you know any local celebrities who were adopted? Do you know any local celebrities who have adopted children? Don't be afraid to try to arrange for major celebrities to attend your event. (See [Attachment F: Do's and Don'ts of Celebrity Invites](#))

Registration

If needed, set up a registration system.

- Registration information should include directions to the venue, a map of the venue and a detailed layout of where your event will be located. Include parking locations, table placement, entry points, etc. Provide attendees with your agency's contact information and website to reference for any updates to the event.

Collect Data

Using your event goals and strategies, consider what information would be indicators of your event's success and methods for collecting information. Examples of indicators would be the number of people who attend, the amount of media coverage, the number of calls to your agency generated by media coverage, an increase in understanding of adoption, and more. This information can be gathered through surveys, follow-up phone calls, event registration, and sign-in sheets, for example. This information will be helpful as you debrief and evaluate your event later.

MATCHING EVENTS: FEEDBACK FROM FAMILIES

Create a sign-in sheet for families to fill out upon arrival. (See [Attachment M - Matching Sign-in Sheet](#) for an example.) Plan to provide a questionnaire for families to fill out at the end of the event, or on their own time shortly following the event. (See [Attachment K – On-site Matching Event Evaluation Form](#)). Provide the survey in a format most suitable for your target audience, such as via hard copy, email or online. Additionally, be sure that you ask families for permission to conduct a follow-up call in several months. (See [Attachment L – Follow-up Evaluation](#).) Analyze the results of these surveys to help gauge the success of your event.

Note: The SWAN Helpline can assist with conducting follow-up survey calls. If you wish to partner with the SWAN Helpline, contact them at 1-800-585-7926.

Creating a Positive Impression

DISPLAY TABLES

We suggest you have at least one display table at the venue where the public can view pictures of children available for adoption and find out more about SWAN. If possible, consider using the #meetthekids campaigns for video promotion as well. These are available on the SWAN YouTube Channel: [Adoptpakids](#). You can reach out to your SWAN regional technical assistant or PAE coordinator for support.

- You can get materials to hand out at your display tables by contacting the SWAN prime contractor at 888-793-2512.

DRESS CODE

Consider wearing clothing that identifies your agency or seek donations from your sponsor for event-specific t-shirts that can also serve as an advertisement for their business. Your dress code should draw positive attention to your staff and identify them as a team.

HOSPITALITY

Facilitate and organize hospitality and reception for families, waiting children, news representatives, reporters, etc., as applicable. Provide goodie bags, thank you cards, and/or other small tokens of appreciation. Send thank-you notes to all sponsors that share the outcomes of the event, including total number of attendees, family inquiries, prospective matches, etc.



Set-Up and Tear-Down

Remember to schedule personnel and times for set up and tear down of your materials. Consider and arrange for any special equipment that is needed.

EVALUATE SUCCESS

When your event is over, you'll want to know that it was worth your agency's time, money and effort and that the goal(s) was achieved. Evaluating your event success is a great way to begin the planning for your next event. Be sure to take time for a thoughtful look back at how your strategies worked and what you might need to build upon next time. You may also identify items that require follow-up at this time.



Before the Event

As mentioned earlier, evaluating your event really begins at the beginning of your event planning. You developed your event using S.M.A.R.T. goals and strategies that aligned with your goals. Your goals were purposely stated to be measurable. As you planned your event, you addressed data gathering by considering the indicators of success and the data to collect in the course of holding your event. These steps were part of “planning with the end in mind” so that you have all the information needed to critique your event's success.

After the Event

When your event has concluded, take time to review your event with the other planners. Ideally, you should wait a few days after the event before you do this review – give your team some time to process the event, but not so much time that they begin to forget details.

REVIEW YOUR DATA

Before holding your debriefing meeting, gather and share your event data with the planning team so they can form their observations. Your data may be in the form of survey results, sign-in sheets, registration details, follow-up phone calls, publicity or other interest generated, new families who connected with your agency, potential matches, etc.

HOLD A DEBRIEFING MEETING

Begin by reviewing your established goals. Then, facilitate a discussion to help the group evaluate the success of the event. Some questions to ask:

- ✓ *Did any children find a possible permanent connection? How, specifically, did this happen? What steps of the event planning supported this outcome?*
- ✓ *Did all invited agencies attend? If yes, what (or who) made that happen? If no, how can you improve this for future matching events?*
- ✓ *How successful were the planning details?*
- ✓ *Did you have enough food?*
- ✓ *Was parking sufficient?*
- ✓ *Did everyone have directions and was the location an easy one for the participants?*
- ✓ *Was the space sufficient?*
- ✓ *How can concerns be addressed at future events?*
- ✓ *What worked well and should be repeated?*
- ✓ *Use this information at the first planning session of your next matching event to build on success.*

An easy way to record the group's answers is to use a flip chart. See [Appendix N - After Event Action](#) for flip chart guidelines.

Conclusion

Planning an adoption event can seem like an overwhelming task at the start. However, planning with the end in mind and setting specific, measurable goals will simplify your event's development, enhance the execution and create a framework through which you can measure and analyze outcomes. Successful event planning and execution ultimately helps SWAN as a whole to best serve the children and families of Pennsylvania.



The guide was compiled through a collaborative effort of the divisions of the SWAN prime contract. We hope you found it to be a valuable tool in your adoption event planning process. If you have any questions or need assistance with your planning efforts, please contact your SWAN RTA or SWAN PAE coordinator.

ATTACHMENT A – ADOPTION AWARENESS EVENT ACTION PLAN

Event Name Location Date

Describe the event, including the goal(s), the audience, the strategies developed to accomplish your goal, and logistical information like where and when it will be.

List specific duties and responsibilities of everyone who will be involved in planning and carrying out your event. This list will grow as the event planning continues. Every individual/group helping with planning should know their responsibility and assignment. When activities are eventually assigned, due dates and times should be included. Eventually you can list what time individuals should arrive, what they should wear, what they need to bring, etc.

The categories listed here are the basic ones you need to think about to plan your event:

- **Media Exposure** – List the media outlets that will attend and anticipated arrival times. If a reporter/writer says they will do a story before or during the event, list that here so you can follow up.
- **Hosting Venue Responsibilities** – What will the venue provide for the event; when will it be available and where is it located? This list should include everything from electrical cables, outlets, tables, chairs, table covers to signs pointing people in the proper direction. If you are providing food, confirm if you are permitted to bring outside food into the venue.
- **Sponsor responsibilities** – If you have a sponsor, what are they donating and when? What do they want from you and when?
- **Agency responsibilities** – This is what your agency will provide/ plan /bring to the event.
- **Helper Responsibilities** – What did they agree to bring or set up? What will they do during the event? When will they arrive?

Note: If you have additional questions or support needs, please contact your PAE coordinator.

ATTACHMENT B – SAMPLE CONFIRMATION TO HOST

[Date]

[Host Name Host Address]

Dear [name of host or sponsor]

Thank you for your willingness to partner with the [your agency/name/group] to host the [name / date of event]

[List in detail all agreed on terms / personnel / activities etc] [Thank you's and your own contact information]

[Closing]

Note: Ask your PAE coordinator for ideas or sample letters.

ATTACHMENT C – SAMPLE PRESS RELEASE

First Paragraph/Sentence: The time/date/location information for your event

Second paragraph and those immediately following: More details about the event; talk about the sponsor, the event itself, the purpose of the event, other participants etc.

- Keep in mind that **the most important information should always go first**. Additional paragraphs should contain information in descending order of importance. This is because when newspapers “cut” material that is too long to fit their allotted space, they start from the bottom of a story and work up. Putting your most important information first helps ensure that it won’t get cut.

Include your contact information on each page (especially if submitted as a hard copy).

- Give the media outlet plenty of time to run your piece and contact you. Submitting something 3 weeks in advance for newspapers/TV/radio is **not** too far ahead.
- Call the outlet to confirm that they received the release and ask when they will run it. Additionally, ask if they are interested in doing a feature about your event.

If you would like to view sample press releases, contact your PAE coordinator.

ATTACHMENT D – SAMPLE STAFF SCHEDULE

[Name, Location and Date of event]

Schedule

[Time]	[Task]	[Location]	[Person Responsible]
[Time]	[Task]	[Location]	[Person Responsible]
[Time]	[Task]	[Location]	[Person Responsible]
[Time]	[Task]	[Location]	[Person Responsible]
[Time]	[Task]	[Location]	[Person Responsible]
[Time]	[Task]	[Location]	[Person Responsible]

From the first activity of your event to the last, list the times, locations and a short description of each activity for your event **in chronological order**. The first timeslot will be the first activity of your event—probably when the first person arrives to set something up and where that will be. The last timeslot will be the last activity of the event, probably clean- up. In between, you should include all the start and end times for each task and the person assigned to the task for the event.

Samples can be provided by your PAE coordinator.

ATTACHMENT E – TALKING POINTS

[Date]

[Contact Name] [Contact Address]

Dear [Contact]:

[Greeting or opening. Talk about your goals for the upcoming event]

Provide information for **non-professionals** (sponsors, celebrities, venue personnel, families, other participants, even the waiting children) to use to answer questions they may be asked about your event. Here are some ideas:

- Information about PA's waiting children, statistics, and how to become an adoptive parent. (Visit adoptpakids.org).
- Information about your agency and what you do.
- How your agency helps families and children.
- A statement about the goal of your event.
- Why you have reached out to ask for this non-professional support (i.e. geographic proximity, shared vision/mission, similar population served, etc.).
- Details about the event itself (date, time, location, etc.).

[Thank you and closing]

ATTACHMENT F – DO’S AND DON’TS OF CELEBRITY INVITES

Do’s

1. Think about what you hope the celebrity’s appearance will accomplish:
 - Increased media attention for your event?
 - Increased attendance by the general public?
 - Is your celebrity choice a good match for your audience?
2. For best results, focus on local celebrities; they are much more likely to attend.
3. If you choose to invite a major celebrity, invite someone with a local connection, a known interest in adoption or an interest in the venue/event where your activity will be held. This will improve the likelihood of a positive response.
4. Confirm that your venue and sponsor approves the celebrity’s attendance. Understand that your letter will compete with professional booking firms. It is not uncommon for a celebrity’s representative to receive dozens of requests per day, so explain why your pitch is special, including facts and figures. Keep your invitation fairly short and invite the celebrity’s representatives to contact you to work out the details.
 - Write to the celebrity or to the celebrity’s publicist if you know their name. (Celebrity agents are not the best choice for non-profit requests.)
5. Explain early in the letter exactly what you are requesting. Specify the following:
 - The length of time you’d like them to spend at the event;
 - What you’d like them to do—give a speech, present an award, attend a press conference, etc.;
 - The dress code for the event;
 - If the invitation includes the person’s partner; and
 - Any accommodations you can make to help secure their attendance. (Note: Set limits on the expenses you are willing to cover and let the celebrity know these limits in advance. Don’t state you are willing to cover all expenses unless you are prepared to cover any amount.)

Make your request as early as possible; many celebrity schedules are planned a year or more in advance.

6. If you don’t receive a response from the celebrity or agent at first, be persistent and personable when making follow-up contact.

If you receive a commitment from a celebrity guest to attend the event...

7. Consider security arrangements, and arrange them with your celebrity guest and the hosting venue.
8. Brief your guest clearly before the event. Create a “talking points” document just for them.
 - Simplify the issue to a maximum of three bullet points, include a human interest story and keep statistics simple
 - Try to arrange time for the celebrity guest to see the work you do to help further inform them about the event - this could also lead to further commitments.
9. Accompany your guest to any event-related interviews to help explain issues and answer any questions.
10. Prepare a giveaway bag of items from your event and/or other sponsors to show your appreciation. Send a thank-you letter after the event that expresses how their presence added to your event.

Don’ts

1. Don’t surprise celebrity guests with things you want them to do that were not part of the original request or contract; state everything you need from the celebrity up front, and make sure that they are well briefed as to what to expect and the purpose of their involvement.
2. Don’t ask celebrity guests to arrive too early; be considerate of their time.
3. Don’t make any promises that you can’t keep, and do keep all of the promises you make.

ATTACHMENT G – SPONSORSHIP LETTER TEMPLATE

[Date]

[Contact Name] [Contact Address]

Dear [Contact]:

Recently you were contacted about [name, date, location of your event]. Currently, there are hundreds of children in Pennsylvania waiting to be adopted (visit adoptpakids.org to learn more) and we hope this event will increase awareness within the [overall event audience] community of the need for adoptive families. [Event name] is sponsored by [your event's main sponsor, if applicable].

Our goal is to promote adoption awareness during the [main venue event of which you will be a part]. To that end, we are seeking sponsors who may be able to sponsor or provide some of the items listed below. All secondary sponsors will be mentioned in the [event program, if applicable]. We are looking for donations of:

- Items you'd like donated for giveaways
- Items for which you'd like the cost donated (Tables, chairs, other rentals)
- Other items
- Food

[Explain a little more about the purpose of your event, why it's important and what is planned]

[Explain how the event is publicized and who will cover the event. If this is a continuing event, stress how many people came in previous years and any success stories that may have come out of the event.]

Please consider becoming one of the sponsors of our event. We have enclosed more information about doing that. We will contact you in the near future to discuss the details. As a result of our efforts, our hope is that all Pennsylvania children without a permanent family will wait no more.

Together we can make a difference in the life of a child who needs a family.

Thank you for your time and consideration of our request. If you have any questions, please feel free to contact me at [contact information].

[Closing]

ATTACHMENT H – SPONSORSHIP FORM

[Your logo here]

Sponsorship Form
[Event – date – time – location]

Our company has agreed to provide the following:

_____ Monetary donation to be used as needed. Total amount of \$_____.

_____ Giveaways, please provide details in the space below.

___ [Free tickets to the venue or tickets at a reduced price, if applicable for your event]

_____ Other, please specify in space provided directly below.

Company Name _____ Contact Name _____ Address _____ Phone Number _____ E-mail Address _____

Please complete this form, make checks payable to [your agency] and return the form to:

[Your agency contact information]

ATTACHMENT I – MATCHING EVENT TRACKING

Matching Event Tracking

This table summarizes many of the activities involved in planning a matching event to help to create permanent matches between waiting children and families. The activities listed are not exhaustive, however the bold activities are ones which should be determined in the beginning planning stages.

Activity	Individual(s) Responsible	Due Date	Date Completed	Comments
Convene a planning group.				
Create a theme for the event.				
Set goals for the event.				
Number of children to be highlighted.				
Select a venue.				
List of agencies to invite.				
Number of families to attend the event.				
Estimate attendance.				
Establish a budget.				
Establish agency money available.				
Secure donations (monetary and in-				
Provide child care (yes or no)				
Assign volunteers for the child care if applicable.				
Organize committee to create children’s activities.				
Plan food and drinks.				
Ask the committee members to bring dessert (yes or no).				
Ask the families to bring a dessert (yes or no).				
Create a time line and identify a responsible person for each task. activity.				

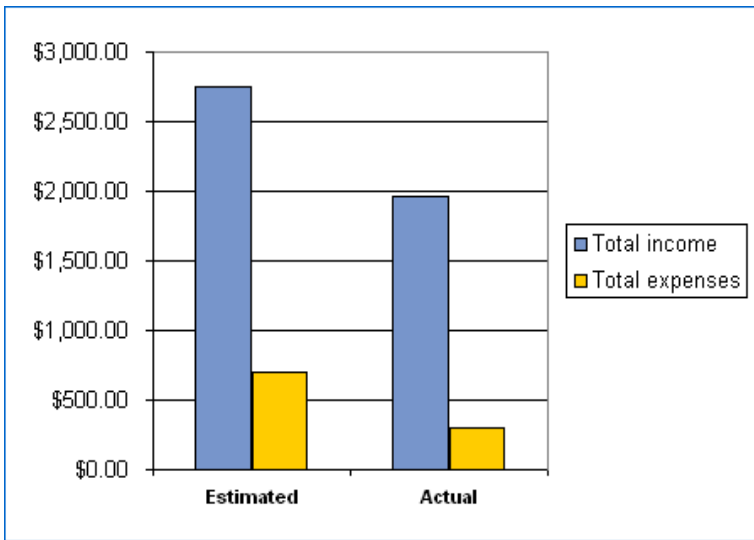
Matching Event Tracking

Activity	Individual(s) Responsible	Due Date	Date Completed	Comments
Are tables available (yes or no)?				
Is site handicapped accessible (yes or no)?				
What is parking capacity?				
Send invitations to attendees (mail, electronic).				
Make contact with agency families to invite to event.				
Contact SWAN Helpline to inform of event and contact families.				
Finalize the number of county and agency attendees and assign table(s).				
Create a list of attendees with name, addresses and phone numbers.				
Design room layout.				
What do you want to accomplish?				
Who should have the highest visibility?				
Review activities list and re-assess activities and responsibilities.				
Create an evaluation form for professionals and families.				

Matching Event Budget Profit – Loss Summary

Profit - Loss Summary

	Estimated	Actual
Total Income		
Total Expenses		
	\$0.00	\$0.00



Note: For budget samples, contact your PAE coordinator.

ATTACHMENT K – ON-SITE MATCHING EVENT EVALUATION FORM

Matching Event - Evaluation Form

This information will be used to help us plan more effectively for future matching events.

Demographics (Optional; circle applicable responses)

Age: <u> </u> Parent 1 <u> </u> Parent 2 <u> </u>	Single Parent Two Parent
--	--------------------------

Race: African American Caucasian Hispanic Asian Native American. Other

Estimated number of miles traveled to this event?

Less than 50

50 – 100

100+

Have you completed the family profile? Yes No	Completion month and year:
--	----------------------------

How were you notified of this matching event?

Agency completing my family profile

Pennsylvania Adoption Exchange or SWAN Helpline

County children & youth agency

Diakon-swan.org

Other –:

Notice of the event

Less than 2 weeks in advance

2 –3 weeks in advance

4 or more weeks in advance

Was the notice sufficient? Yes No

Explain:

Did this event meet your expectations? Yes No

Comments:

Were all your questions answered? Yes No

Explain:

Do you have any outstanding questions? Yes No

Question(s):

Suggestions to improve event?

If you would like to discuss anything further about this matching event, please provide your contact information and an agency representative will contact you.

Name: _____ Phone: _____ Email: _____

ATTACHMENT L – FOLLOW-UP EVALUATION

Name of Family: _____

County: _____

Affiliate: _____

Matching Event Attended: _____

Date of Survey: _____

Purpose of this Questionnaire: 3 mo _____ 6 mo _____ 1 yr _____

First Call Question:

1. Besides attending the matching dessert/breakfast, what other activities have you done or participated in, in order to find a child?

Follow-up Call Question:

1. Have you attended any matching events since we last spoke with you, or participated in other activities in order to find a child?

Ask Questions 2 - 4 only if they were "NO" the first time the questions were asked.

2. Has your family profile been completed? Yes _____ No _____

3. Have you completed your training/preparation for adoption? Yes _____ No _____

4. After you attended the event, did you receive information on any children you had seen at the event? Yes _____ No _____

Ask questions 5 through 8 after referring to the first response from the family.

5. How quickly did somebody contact you about your interest in a child?

- ____ Less than a week ____ 2-3 weeks
____ One month ____ Two months
____ Longer than two months

If you received information, how many children did you receive information about?

6. Where any of these children placed with you? Yes ____ No ____
If yes, how many child placements have you had? _____

7. Are you moving to finalization with any children? Yes ____ No ____

8. Have you adopted any children at this time? Yes ____ No ____

Do not ask questions 9 or 10 for the six-month or one-year follow-up calls.

9. Before attending the matching dessert/breakfast, what did you think the intent of this meeting was (check all that apply):

- Find a child to adopt
- Meet children's caseworkers
- Become familiar with the Pennsylvania Adoption Exchange
- Speak to somebody about problems/issues I/we had
- Was not sure
- Other (please mention): _____

10. Please check all other items that apply as value for attending the matching event:

- Made contact with other agencies that provide adoption.
- Learned to use the PAE web site.
- Met with staff who are working with my family in the adoption process.
- Learned more about the adoption process.
- Updated information in my family profile.
- Other (please mention): _____

Read the question and the family's first response, then ask "After additional time has passed, is there anything else that you would like to add?"

11. Based on your own experience, do you think that the matching event you attended was worthwhile? If yes, why? If no, why not?

12. May we contact you in approximately three – nine months to see if you have made progress in adopting a child?

Yes _____ No _____

If yes, phone number: _____

Demographics: (optional)

This information is being requested to help us better understand the matching process and how these matching events are used. Please feel free to decline answering.

Age Person 1: 20 – 29 _____ 30 – 39 _____ 40 – 49 _____ 50+ _____

Age Person 2: 20 – 29 _____ 30 – 39 _____ 40 – 49 _____ 50+ _____

Race Person 1: AA _____ Cauc _____ Hispanic _____ Asian _____ Native Am. _____ Other _____

Race Person 2: AA _____ Cauc _____ Hispanic _____ Asian _____ Native Am. _____ Other _____

Marital Status: Married _____ Separated _____ Divorced _____ Single _____

Income Level: 0 – 25,000 _____

25,001 – 35,000 _____

35,001 – 45,000 _____

45,001 – 55,000 _____

55,000 + _____

ATTACHMENT N – AFTER ACTION EVENT REVIEW

What Did Not Work or Areas of Complaint	What Worked Well (Definitely Keep)	Suggestions for Future Improvement
<ul style="list-style-type: none">• Bullet 1• Bullet 2• Bullet 3• Bullet 4• Bullet 5• Bullet 6	<ul style="list-style-type: none">• Bullet 1• Bullet 2• Bullet 3• Bullet 4• Bullet 5• Bullet 6	<ul style="list-style-type: none">• Bullet 1• Bullet 2• Bullet 3• Bullet 4• Bullet 5• Bullet 6