

FOSTERING RECRUITMENT MARKETING ACTION PLAN 2021-2022

Project/Campaign Title: Fostering Recruitment

Manager/Officer: Helen Bower

Designer:

Work stream: Communications

Period from: 01 April 2021

Period to: 31 March 2022

Last Updated:

RED	Mitigating action not acceptable/unsuccessful	AMBER	Identified issue/s to achieving time / cost / quality.	Green	Achieved or on target to achieve
↓ Red / Amber / Green	↔ Red / Amber / Green	↑ Red / Amber / Green			

Project/Campaign Milestones

Date	Milestone	RAG status
From March 2020- May 2020	Campaign 1	↔
From July 2020- September 2020	Campaign 2	↔
From November 2020- February 2021	Campaign 3	
April 2020- March 2021	Campaign to attract specialist carers	

Key Milestones and Activity	Timing	Officer	Progress Comments	Date Updated/ Complete	Tactic RAG status ↓↔↑	Cost £
Campaign activity						
April 2021						
Google Ads	April	HB			↑	£500
Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW				
Book Café Drop in session	07/04	HB/JW				
Job Centre Drop in Session	28/04	HB/JW				
Email footer designed and scheduled for event	01/04	HB				
Update event booking form	01/04	HB			↑	
Prepare Leaflet A4/A5 and distribution	01/04	HB			↑	
Design External advertising boards	01/04	HB			↑	
Facebook paid advertising	01/04	HB			↑	
Draft copy for KIT and internal coms	01/04	HB			↑	
Date reminders and confirmation of FC speakers	08/04	HB			↑	
Book internal AV and external AV time (Derby Live and coms)	08/04	HB			↑	

Design and book reception poster promotions	08/04	HB			↑	
Save new images for DCC Fostering website	08/04	HB			↑	
Roundabout banners		HB				
Lamppost banners x29		HB				
Launch of the I Can Foster campaign	08/04	HB				
Stakeholder communications toolkits	08/04	HB			↑	
Social scheduling specifically for the event x8 rotated	08/04	HB			↑	
Fostering Fortnight preparation (11-24 May) Produce localised action plan PR – national/regional campaign focus National social campaign schedule	04/04	HB			↑	
Local activity and PR preparation	08/04	HB			↑	
MAY 2021						
Google Ads	May	HB			↑	£500
Fostering Sunday (#50 Families project)	17/05	HB/JW				
HOS interview for churches about fostering	03/05	JL				
Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW	Covid			
Recruitment Event	18/05	HB/JW				

Link with Job centre – interview with Radio Derby	11/05	HB/JW				
Book Café Drop in session	12/05	HB/JW				
Job Centre Drop in Session	19/05	HB/JW				
Fostering Newsletter	01/05	KJ/MO				
Follow up and IV for event bookings – updates	19/05	KJ/JW/ HB				
Fostering fortnight Launch Promotional activity Social PR – Andy Smith video	10/05- 23/05	KJ/JW HB				
Corporate Newsletter (LAST ONE)	May	HB				
Thank you cards for foster carers	May	HB/JW				
BSL video recording	20/05	HB/JW	On hold			
ICANFOSTER Darley park painting	12/05	HW				
PR - Event/Covid						
PR – UASC REFUGEE WEEK						
PR – LGBTQ+ JUNE	END OF June	SL				
PR – UASC PR Social Internal promotion Digital advert		HB				
PR – fostering walk						
Fostering network walk	22/05	TEAM				

Why We Care Videos Social Internal promotion	11/05	HB/JW				
Foster carer survey	28/05	HB/JL/EL				
JUNE 2021						
Google Ads	June				↑	£500
Promotional campaign for the launch of Let's talk fostering the monthly virtual drop ins. Starting in July!	June	MO/KJ				
#50 Families information event ongoing	TBC	HB/JW				
Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW				
Allowance booklet design	June	HB				
Fostering promotional T-shirts	June	KJ/CA				
Pop up banners X2	June	HB				
CIC Charter document design	June/July	HB				
New fostering brochure design		HB				£600
Induction video	June	HB/CA/J C				
New carer profiles design	June	HB				
Fathers day PR/Social	20/06	MO				

Fostering FB business case/proof/discussion		MO				
Book Café Drop in session	09/06	MO	Covid			
Job Centre Drop in Session	23/06	MO				
Derby Pride 4 th Sept – initial plans and campaign	June	MO				
Myth busting Mondays – social campaign planning for weekly awareness raising	June	MO				
Foster carers videos initial planning	June/July	MO/CA				
PR Fostering case studies	June					
Campaign activity						
July 2021						
Google Ads	July	HB			↑	£500
Myth busting Mondays Weekly Monday myth busting campaign	Every Monday	MO				
Zoom event (Let's talk fostering)	July TBC	KJ				
Evaluation of the survey results and promotion to carers	July	MO				
Super Hero's in the park	July TBC	MO				
Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW	Covid			

Book Café Drop in session	TBC	HB/JW				
Job Centre Drop in Session	TBC	HB/JW				
Email footer designed and scheduled for event	01/07	HB				
Chase the service for newsletter content	05/07	MO				
Facebook business case	July					
Update event booking form	01/07	HB				
Prepare Leaflet A4/A5 and distribution	01/07	HB			↑	
Design External advertising boards for Sept Event	01/07	HB			↑	
Facebook paid advertising for Sept Event	01/07	HB			↑	
Draft copy for KIT and internal coms	01/07	HB			↑	
Date reminders and confirmation of FC speakers	08/07	HB			↑	
Book internal AV and external AV time (Derby Live and coms)	08/07	HB				
Design and book reception poster promotions	08/07	HB			↑	
Save new images for DCC Fostering website	08/07	HB			↑	
Stakeholder communications toolkits	08/07	HB			↑	

Social scheduling specifically for the event x8 rotated	08/07	HB			↑	
Save new images for DCC Fostering website	08/07	HB			↑	
August					↑	
Facebook page planning and building	August					
Google Ads	August	HB			↑	£500
Digital targeted campaign for short break care	August	KJ				
Zoom event (Let's talk fostering)						
Myth busting Mondays Weekly Monday myth busting campaign	August	HB				
Fostering newsletter	August	KJ/MO				
Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW	Covid			
Book Café Drop in session	TBC	HB/JW				
Job Centre Drop in Session	TBC	HB/JW				
Leaflet designed for Derby Pride and mini action plan produced to include Social/coms inc Cllr Williams	15/08	HB				
September						
Derby Pride	04/09	HB/JW				

Myth busting Mondays	Sept					
Weekly Monday myth busting campaign						
Zoom event (Let's talk fostering)						
Facebook page Launch	September					
Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW				
Book Café Drop in session	TBC	HB/JW				
Job Centre Drop in Session	TBC	HB/JW				
Recruitment Event 07/09	07/09	HB/JW				
Google Ads	September	HB			↑	£500
Follow up and IV for event bookings – updates	30/09	KJ/JW/ HB				
October					↑	
Google Ads	October	HB			↑	£500
Black History month PR and social	October	MO				
Digital campaign for sibling groups	October					
Joint event with Derby West Indian community association	October TBC	AT/ROW				
Roma community event/ Information session	TBC	KJ				

Zoom event (Let's talk fostering)		KJ				
Sons and Daughter month – fostering network PR/Social Gift for foster carers	October	MO				
Chase the service for content for Fostering Newsletter	October	MO				
#50 Families Information event (Riverside centre)	20/10	HB/JW				
Book Café Drop in session	TBC	HB/JW	Covid			
Job Centre Drop in Session	TBC	HB/JW				
Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW			↑	
					↑	
Campaign activity 3						
November 2020						
Google Ads	November	HB			↑	£500
Book Café Drop in session	TBC	HB/JW	Covid			
Myth busting Mondays Weekly Monday myth busting campaign	November					
Every Thursday morning fostering drop in session for	WEEKLY	HB/JW				

the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM						
Job Centre Drop in Session	TBC	HB/JW				
Zoom event (Let's talk fostering)						
Fostering Event CH 23 Nov 7pm-9m	23/11					
Fostering Newsletter September edition	Sept	KJ/MO				
Email footer designed and scheduled for event	01/11	HB				
Update event booking form	01/11	HB			↑	
Prepare Leaflet A4/A5 and distribution	01/11	HB			↑	
Design External advertising boards	01/11	HB				
Facebook paid advertising	01/11	HB			↑	
Draft copy for KIT and internal coms	01/11	HB				
Date reminders and confirmation of FC speakers	08/11	HB				
Book internal AV and external AV time (Derby Live and coms)	08/11	HB				
December						
Myth busting Mondays	December					
Weekly Monday myth busting campaign						

Google Ads	December	HB			↑	£500
Book Café Drop in session	TBC	HB/JW	Covid			
Job Centre Drop in Session	TBC	HB/JW				
Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW				
Design and book reception poster promotions	08/12	HB				
Zoom event (Let's talk fostering)						
Digital campaign to target carers for teenagers	December					
Save new images for DCC Fostering website	08/12	HB				
Stakeholder communications toolkits	08/12	HB				
Social scheduling specifically for the event x8 rotated	08/12	HB				
Save new images for DCC Fostering website	08/12	HB				
Stakeholder communications toolkits	08/12	HB				
Social scheduling specifically for the event x8 rotated	08/12	HB				
Save new images for DCC Fostering website	08/12	HB				
January						
Chase fostering newsletter content	Jan					

Zoom event (Let's talk fostering)						
Google Ads	January	HB			↑	£500
Myth busting Mondays Weekly Monday myth busting campaign	January					
Social campaign CTA event	10/01	HB				
Book Café Drop in session	TBC	HB/JW	Covid			
Job Centre Drop in Session	TBC	HB/JW				
Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW				
February						
Google Ads	February	HB			↑	£500
Fostering Newsletter February edition						
Digital campaign targeted at short break	Feb					
Fostering Event 1 st Feb 7pm-9pm at the CH	01/02/22					
Zoom event (Let's talk fostering)						
Book Café Drop in session	TBC	HB/JW	Covid			
Job Centre Drop in Session	TBC	HB/JW				

Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW				
March						
Google Ads	March	HB			↑	£500
Book Café Drop in session	TBC	HB/JW	Covid			
Zoom event (Let's talk fostering)						
World social work day	15/03					
Job Centre Drop in Session	TBC	HB/JW				
Every Thursday morning fostering drop in session for the public 9.30am-1pm CH reception Promoted on the Fostering webpages and SM	WEEKLY	HB/JW				
Specialist carer campaign						
Facebook campaign	TBC					
Google campaign						
Social/internal campaign						
Teachers/nurses/police campaign						

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