

PITCH DOCUMENT: MESSAGING PLATFORM FOSTERING TOGETHER

Your Target Audience: **30 to 40-year-old professional men & women**

VALUE PROPOSITION

At Fostering Together, we have lived through the foster parent process. We understand the system and we want to make it easy for you. We're here for you every step of the way.

FACTS AND FIGURES

According to the National Conference of State Legislatures, 80% of children and youth in foster care suffer significant mental health issues as compared to 18-22% of the general population.

According to Pew Research, 59% say that being a working parent does not interfere with career advancements.

According to the Child Welfare League of America, African American children in Washington State are two times more likely to be placed in out of home care as compared to white youth.

ANALOGIES

"I've never had kids and don't know where to begin when it comes to parenting!"

Just like when you entered the workforce and weren't sure of how to manage your work, there were programs within your organization that were there to ensure you learned the tools.

"How will I have enough time to work and take care of a child?"

Just like in college when you had to juggle all your coursework and your job, there were resources to help you be successful in your classes, there were opportunities to communicate with your job supervisor and there was time to spare.

KEY MESSAGES

We support you as you tap into your inner caregiver

At Fostering Together, we believe anyone is capable of becoming a foster parent.

After a long day, it's nice to come home to someone who can take your mind off of things.