ADOPTION OUTREACH CARDS

Adoption Outreach Cards are an easy, affordable way to get your family noticed in a variety of places that may not be appropriate for a full-length profile. Basically, they are business cards with photos, a bit about you, and a way for someone to reach you.

The biggest benefits of adoption outreach cards are quite simply their pocket size and affordability! They are small enough to be kept with you in your wallet or purse, and literally cost just pennies. You can share them with friends and family members, put them in your cards and bill payments, tack them up on community bulletin boards, or include them them in outreach mailings.

Adoption For Life can design them and offer high quality, four-color cards to you at $69 for 1,000 through our partnership with American Carriage House Publishing. You can also design and print them on your own. Either way, it is one of the best ways to do outreach in an easy, convenient, and affordable way.

Attached is a sample tear sheet template you can attach one of your adoption outreach cards to and use at laundermats, grocery stores, and other locations with a community bulletin board. But don't stop with what is local to you – send some to your friends in different cities and ask them to put them up at their community bulletin boards. It takes little effort and can be an affordable, effective networking tool!

How To Effectively Use Adoption Outreach Cards

- *Include in cards, letters, and bill payments. Remember to include in your Christmas cards!*
- *Give to friends and family to help you distribute.*
- *Include with outreach letters or other mailings.*
- *Leave with professionals or others who make encounter women considering adoption.*
- *Community bulletin boards*
- *Carry them with you and talk about your adoption hopes. You never know who may know someone who may need or want to consider adoption.*
- *Keep them handy – wallet, purse, briefcase, car, cell phone case, etc. Keep in many locations!*

* Card designs and editable tear sheet templates are available in Effective Networking and Advertising module.