



Business Impact Program

November Adoption Awareness Month Campaign

Join us to advocate for the adoption of Tennessee children in foster care!

Share I Belong Project™ Videos On Social Media

1

There are over 350 children in TN foster care who are available for adoption. Through the I Belong Project™ videos, these children are given a face and a voice that need to be shared to increase the likelihood that just the right family will see it and adopt that child!

Please share a video each week in the month of November from @TNKidsBelong. Utilizing both your business & personal accounts will have tremendous impact in our community.

- Repost/Share any of our videos posted on @TNKidsBelong [Instagram](#) & [Facebook](#)
- Share via the facebook icon under a [child's individual video](#)
- Make it #FosterFriendlyFriday or some other unique business campaign
- Be sure to follow us and tag @TNKidsBelong #FosterFriendlyTN #AdoptionAwareness

Promote Your TN Kids Belong Business Impact Partnership

2

Do your employees, clients or customers know that you are a TN Kids Belong Business Impact Partner? By sharing about your involvement with us, you are spreading community goodwill and awareness about the crisis kids are facing in foster care in TN.

Utilize the TKB Business Impact Partner Resources to educate your business community about foster care and the work of Tennessee Kids Belong.

- Utilize our [TKB Business Impact Partner Media Kit](#) to post on your website or social
- Repost/Share your business post from @TNKidsBelong [Instagram](#) & [Facebook](#)
- Print and pass out the TKB Info card or How To Become A Foster Parent Flyer
- Share the new **CHANGE** video from Tennessee Kids Belong and ask your community to get involved at [TNKidsBelong.org/change](#)

Host A Foster Friendly Event

3

Host a #FosterFriendlyTN event in the month of November! This could be a special appreciation event for foster families, an in store shop event supporting TKB, a Foster Friendly Friday where a % of purchases go towards an I Belong Project™ video, a foster care employee engagement lunch, or a round up campaign for your customers. It could even be a virtual event, pledge drive, or Facebook live interview. **This is an opportunity to get creative!**

Ask For Support For Tennessee Kids Belong

4

We are making a difference at the highest levels. We need leaders who see the big picture and desire to support an organization that is changing the story of foster care on a macro level. Please consider advocating within your business community to financially support the work of TN Kids Belong. Additionally your business, employees or customers could fund a video of a waiting child for only \$1000 or \$84/month for a year. **Over 50% of the kids we have videoed are now in an adoptive home!** [Donate Here](#)