

National Foster Care Month Social Media Toolkit

Purpose

National Foster Care Month (May) is a time to raise awareness for the more than 300,000 children in foster care across the U.S. In **Gift of Adoption**, we focus on what comes next: helping children in foster care move from temporary care into permanent, loving families by removing the financial barriers to adoption.

Key Messages to Share

- Foster care is meant to be temporary — but many children wait years for permanency
- Adoption provides *stability, belonging, and lifelong connection*
- Financial barriers often delay or prevent adoptions
- Gift of Adoption grants *removes that final barrier*
- Every donation helps a child move from **waiting + belonging**

Suggested Hashtags

Use these to boost your reach and connect with the larger campaign:

- #FosterCareMonth
- #NationalFosterCareMonth
- #GiftOfAdoption
- #EveryChildDeservesFamily
- #AdoptionAwareness
- #GiveTheGiftOfAdoption

Sample Captions

General Awareness

Instagram/Facebook: