

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. At **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 **remove 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:

May is National Foster Care Month. 💛 I'm raising funds for Gift of Adoption to help children in foster care find permanent, loving families.

Join me in making adoption possible: [Giving Circle link]

LinkedIn:

This November, I'm joining Gift of Adoption to make sure financial barriers never stand in the way of a child joining a permanent family. Together, we can change lives. Please consider supporting my fundraiser this National Adoption Month.

[Giving Circle link]

X/Twitter:

Every child deserves a permanent family. 💛 Support adoption grants this #NationalFosterCareMonth: [Giving Circle link]

Impact Driven

Facebook/LinkedIn:

More than 300,000 children are in foster care in the U.S. — many waiting for permanent families. Gift of Adoption helps remove the financial barriers that stand in the way.

Support my fundraiser this National Foster Care Month: [Giving Circle link]

Story Driven

Facebook:

(General): Behind every adoption is a child who has waited for stability and love. Gift of Adoption helps complete those journeys by removing financial barriers. Join me this May: [Giving Circle link]

(Chapter specific): [grant story]. This #NationalFosterCareMonth, I'm fundraising for Gift of Adoption to make more of these stories possible. Will you help?

[Giving Circle link]

Instagram:

Foster care is meant to be temporary. But for too many children, it becomes long-term. I'm supporting Gift of Adoption to help children move from waiting to belonging.

Donate or share: [Giving Circle link]

Graphic/Post Ideas

- **Instagram Story templates:** “I’m Fundraising for #NationalFosterCareMonth ❤️” with donation sticker + fundraiser link.
- **Impact stat graphics:**
 - “70,000 children are waiting for families in the U.S.”
 - “\$25,000–\$50,000 = average cost of adoption. Together, we can close the gap.”
 - “1 grant = 1 child home.”
- **Progress updates:** Celebrate milestones (“We’re halfway to our goal!”) with a thank-you post.

Posting/Outreach Tips

- Post at least **once a week** to keep your fundraiser top of mind.
- Mix it up—share a **stat**, a **story**, and a **thank you** post.
- Use photos—posts with images get more engagement.
- Always include your **fundraiser link** + a clear call to action.
- Don’t be afraid to ask more than once—people often need reminders!

Content Sharing Calendar

Week 1: Kickoff & Awareness

Goal: Announce fundraiser + share why adoption matters.

Week 2: Education & Engagement

Goal: Educate audience about the need + invite donations.

Week 3: Momentum & Gratitude

Goal: Keep energy high + thank supporters.

Week 4: Final Push & Celebration

Goal: Drive last donations + celebrate progress.

NATIONAL FOSTER CARE MONTH 2026

May

SUN	MON	TUE	WED	THU	FRI	SAT
					1 LAUNCH POST	2
3	4 SHARE IMPACT STAT	5	6	7 PERSONAL CONNECTION	8	9
10	11 FOSTER CARE OUTCOMES FACT	12	13 MID-WEEK PUSH	14	15	16 SHARE A GRANT STORY
17 THANK DONORS	18	19 SHARE QUICK STAT OR QUOTE	20	21	22 PERSONAL UPDATE	23
24	25 MAJOR PUSH →	26	27	28	29	30 WRAP-UP & CELEBRATE
31						