

SHEBOYGAN COUNTY FOSTER CARE



Pitch Presentation | 12.17.2025

1 Introduction to our agency

2 Key Insights

3 The Strategy

4 Creative Messaging

5 How It Comes to Life

INTRODUCTION TO OUR AGENCY





AJ Dehnke



Xinwei Chen



Kate Lewicki



Jenna Musoff



Katherine Ringsmuth



Jorge Romero



Kaylie Wiedmeyer



Sarah Van Der Vaart

Together we are OPTICA Creative

Optica is the Spanish and Portuguese word for optics, which is the science of light and vision.

Our Mission: To illuminate brands with clear, visionary storytelling that turns ideas into experiences and inspires audiences to see differently.



KEY INSIGHTS

THE CHALLENGE:

- Not enough foster parents for the current demand
- Current marketing initiatives receive insufficient funding
- Lack of concise and concrete information about foster care
- Misconceptions about what foster care is and how to become a foster parent

KEY RESEARCH INSIGHTS



For SCFC, blending credibility, empathy and authenticity can strengthen trust and distinguish themselves within Wisconsin's foster care landscape



The team provides support, stability, and guidance to help children stay in their own schools and neighborhoods.



THE STRATEGY

AUDIENCE INSIGHTS

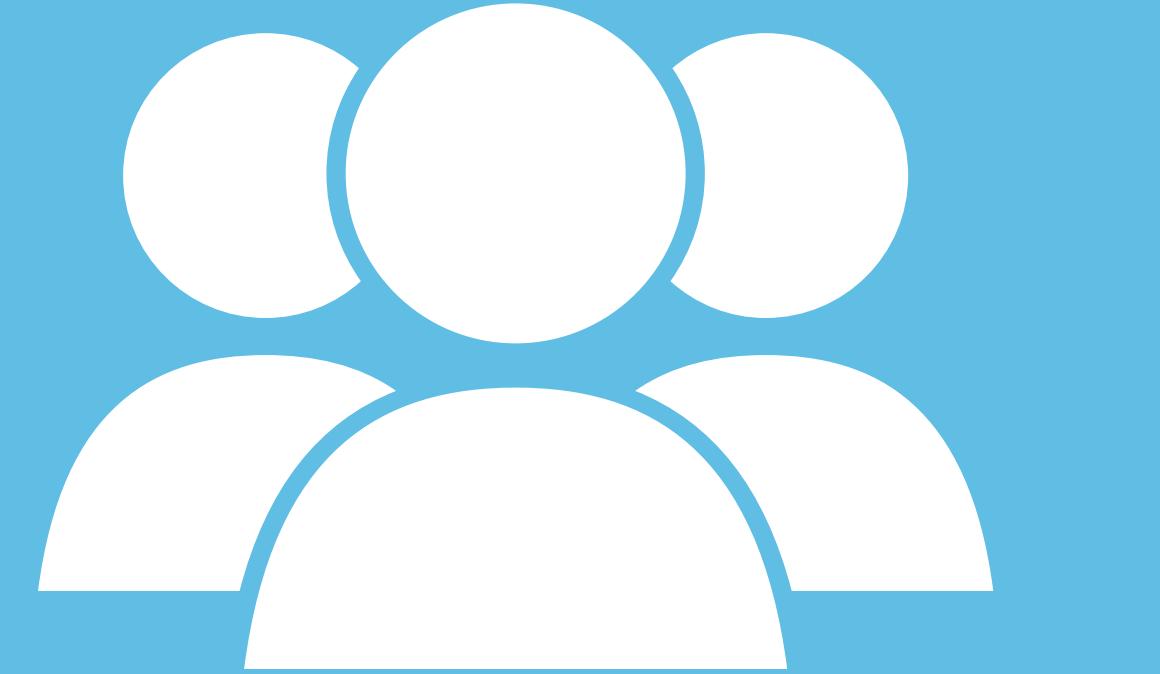


SHEBOYGAN COUNTY

Lack of awareness of SCFC's program and benefits.



POSITIONING



SCFC is a well-known community-first program that supports foster parents who help children in need.

HOW DO WE GET THERE?

CREATIVE MESSAGING

- 1 **Increase awareness of foster care needs in Sheboygan County**
- 2 **Recruit qualified prospective foster families**
- 3 **Clarify the process & reduce misconceptions**
- 4 **Establish a unified, recognizable campaign identity**
- 5 **Strengthen emotional connection through storytelling**

ENGAGEMENT



EDUCATION



EMPATHY



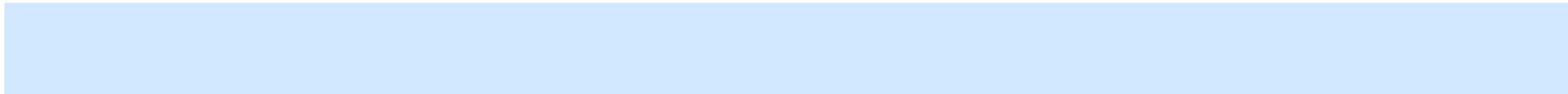
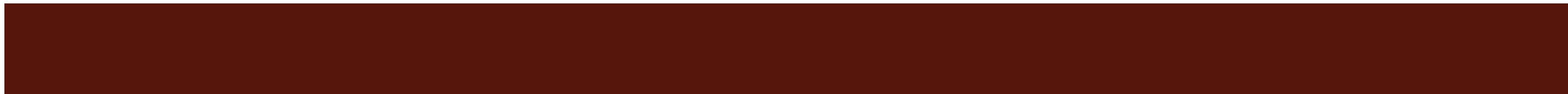
**OPEN A DOOR.
CHANGE A LIFE.**

LOGO



Open A Door. Change A Life.

COLOR PALETTE



FONT

Headings: Poppins

- Serves as a call to action
 - Commands attention
 - Bold, easy to read, accessible
 - Simple **sans-serif**

Subheadings: Alice

- Relaxed
- Welcoming
- Contrasts and complements Poppins
- Easy to understand **serif style**

PRINT AD SAMPLES



SHEBOYGAN COUNTY
FOSTER CARE

FOSTER CARE ISN'T WHAT YOU THINK IT IS.



Sheboygan needs foster parents.

- CPS and foster care have different roles.** CPS helps families make positive changes, while foster parents give children a stable home during the process.
- Children in foster care aren't "troubled,"** they're experiencing tough situations – not causing them.
- The ultimate goal of foster care is to reunify children with their families if it is safe to do so. **Help a family in need.**

OPEN A DOOR. CHANGE A LIFE.

More information at sheboygancounty.com
Departments >> Departments F-Q >> Health and Human Services
>> Child & Family Services >> Foster Care

Every 2 minutes

1 child enters foster care.

Sheboygan County
only has

23 foster families

The gap pushes children
away from their stability.

But your decision to step
forward closes that gap.



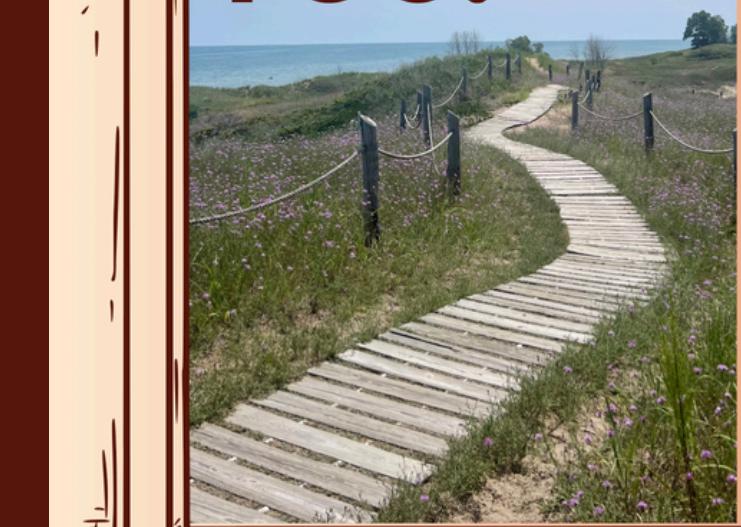
Scan the code
to learn more



OPEN A DOOR.
CHANGE A LIFE.



WE'LL WALK WITH YOU.



Sheboygan County has only 23
foster homes.

Take the first step to fostering
a child. We'll walk with you.
Open a door. Change a life.



OPEN YOUR DOOR
BECOME A FOSTER FAMILY

OPEN A
DOOR.
CHANGE
A LIFE.



There are only 23 foster homes in all of
Sheboygan County. We need you.

Contact:
emma.exner@sheboygancounty.com
(920) 459-3236



FOSTER PARENTS
NEEDED.

Take that step...



open that door.

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Sheboygan
Foster Care

Call (920) 459-3236
for more
information

Your welcome
becomes the
KEY
to their future.

OPEN A DOOR.
CHANGE A LIFE.



OPEN A
DOOR.
CHANGE
A LIFE.



FOSTER PARENTS NEEDED

Visit dcf.wisconsin.gov/fostercare/parent or call (920) 459-3236 to open a door
for a child in need.



YOU HOLD
THE KEY
TO THEIR
FUTURE.



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WE'LL WALK
WITH YOU



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OPEN A DOOR. CHANGE A LIFE.



Foster care is not a road to adoption, but the chance to change a child's life. Open your door to a foster kid in need. Open their world of opportunity.



OPEN A DOOR. CHANGE A LIFE.



Open your door to a child in need. Join Sheboygan County Foster Care today.

YOUR KEY UNLOCKS THEIR FUTURE

Turn the key — start your foster journey today



Scan to learn more!



Short-Term Stability for Children

Foster care provides children with a safe, supportive environment while their families work toward reunification.

YOUR KEY UNLOCKS THEIR FUTURE

Turn the key — start your foster journey today



Scan to learn more!



Support and Resources for Foster Families

We offer ongoing resources to help foster parents feel confident, prepared, and supported every step of the way.

YOUR KEY UNLOCKS THEIR FUTURE

Turn the key — start your foster journey today



Scan to learn more!



Flexible Options for Every Lifestyle

There are a variety of foster care options designed to fit different schedules, needs, and lifestyles.

YOUR KEY UNLOCKS THEIR FUTURE

Turn the key — start your foster journey today.



Scan to learn more!

Make A Lasting Difference!

By opening the door to your home, you give a child stability, encouragement, and moments that shape their future. Become a foster parent today!



OPEN A DOOR. CHANGE A LIFE.

Every open door offers a child safety, hope, and room to grow.



The ultimate goal of foster care is to reunify children with their families if it is safe to do so. Help a family in need.

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EVEN THE
SMALLEST ACT
OF CARE CAN
LEAVE A LASTING
MARK.



VIDEO SAMPLES

VIDEO 1

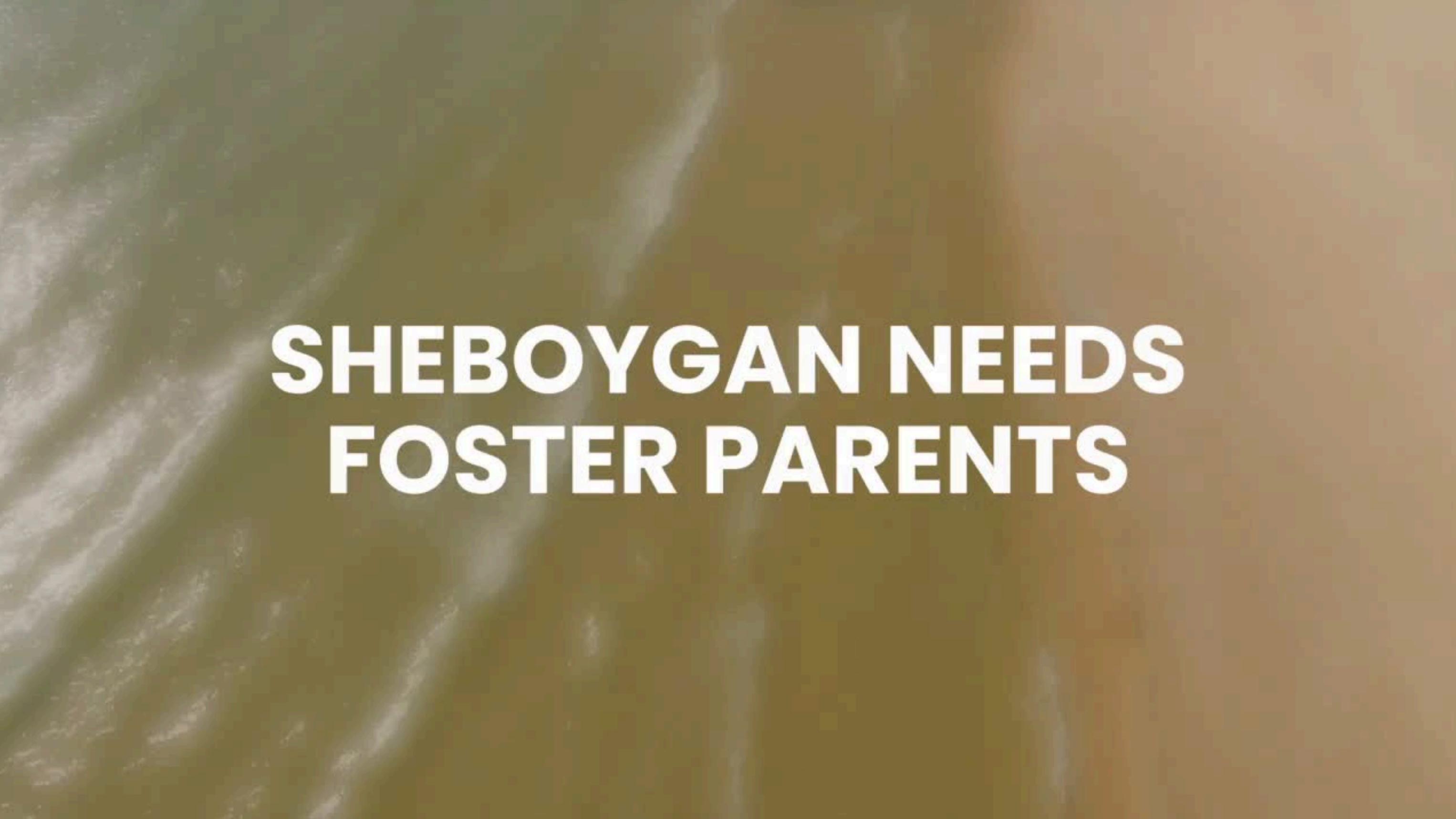


VIDEO 2

**KIDS AREN'T THE PROBLEM.
THEIR CIRCUMSTANCES ARE.**

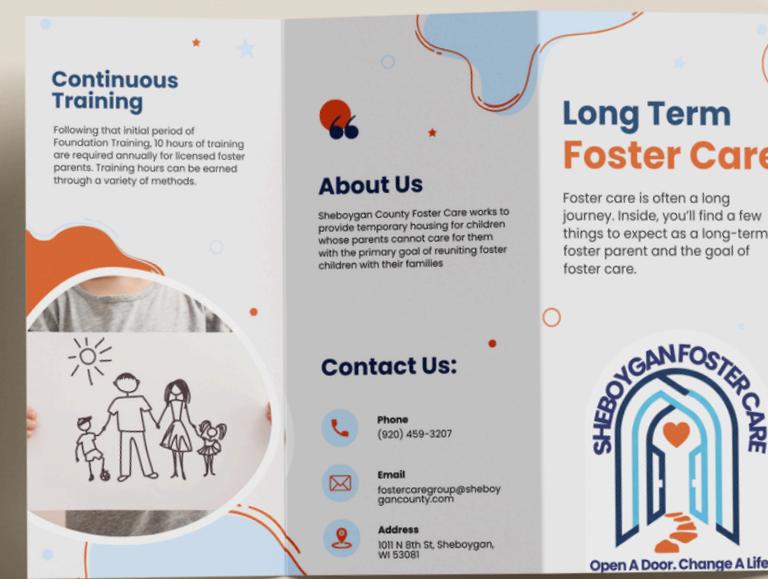
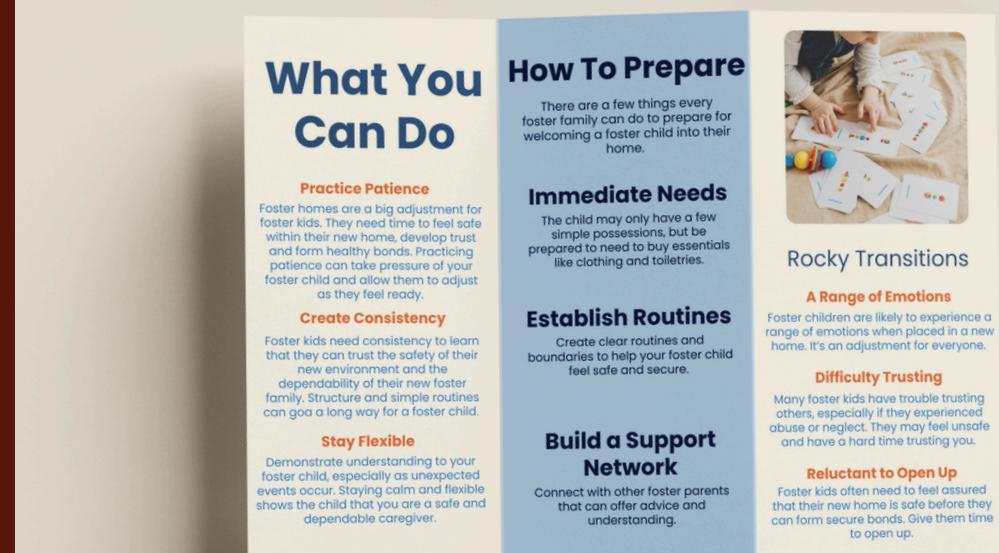


WEBSITE LANDING PAGE VIDEO



**SHEBOYGAN NEEDS
FOSTER PARENTS**

PAMPHLETS







ONE-PAGERS

SHEBOYGAN COUNTY FOSTER CARE 101



What is Foster Care?

Foster care is an opportunity for you to provide a temporary living arrangement for a child experiencing instability in their current living situation. The goal is to provide a **safe** and **nurturing** environment for the child while they work towards reunification with their biological parent(s). Foster children aren't "troubled", they are just experiencing conflict in their current situations.

Why should I become a foster parent?

Becoming a foster parent is an **incredibly rewarding** experience, as you witness firsthand the growth of a child while knowing you are making a **positive difference** in their life. While being a foster parent, you will have direct access to local and state **resources** to support you and the child's journey. This includes a monthly stipend for groceries, an initial fund for clothing, and ongoing guidance from professional staff members.

What are the eligibility requirements?

Foster parents must be at least 21-years-old, complete a background check, and complete required trainings/licensing. You can view the full list of eligibility requirements on the Sheboygan County Foster Care website.

What are the next steps?

You can take the first step toward become a foster parent **now!** Contact Foster Care Coordinator, Emma Exner, to get started.

Phone: (902) 459-3236

Email: emma.exner@sheboygancounty.com

Website: dcf.wisconsin.gov/fostercare/parent.



OPEN A DOOR. CHANGE A LIFE.

SHEBOYGAN COUNTY FOSTER CARE 101



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OPEN A DOOR. CHANGE A LIFE.

STICKERS & BUTTONS



YARD SIGNS

OPEN A
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YOU
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THEIR
FUTURE.



OPEN A
DOOR.
CHANGE
A LIFE.

TABLE BANNER & CONTACT CARDS

contact
cards



table banner



HOW IT COMES TO LIFE

22

Print ads

3

Videos

4

Pamphlets

2

Contact cards

13

Buttons & stickers

2

One-pagers

1

Table banner

6

Yard signs

****With Spanish materials too***

OPEN A
DOOR.
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