

# **SHEBOYGAN COUNTY FOSTER CARE**



**Pitch Presentation | 12.17.2025**

**1 Introduction to our agency**

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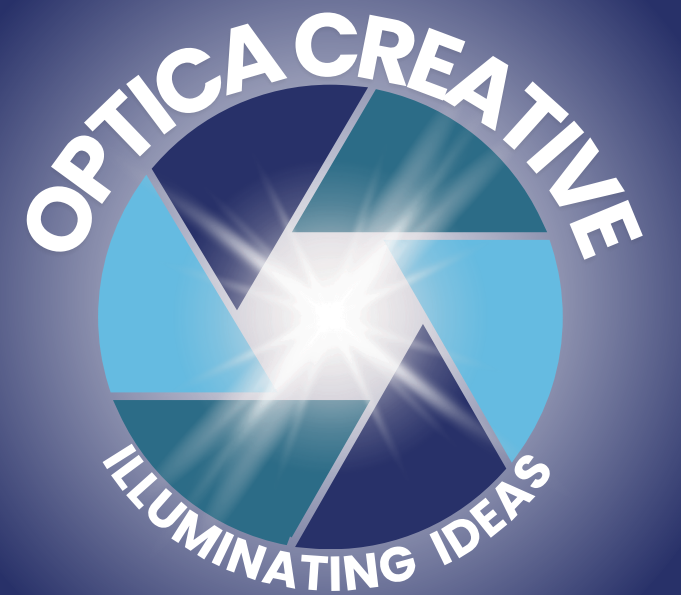
**3 The Strategy**

**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

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

## S Strengths

Emotional connection with families and a clear mission focused on reunification.

## Weaknesses

No cohesive brand identity or messaging & limited public understanding of foster care.

## O Opportunities

Build awareness through empathetic digital storytelling and real community stories.

## Threats

Negative perceptions of the foster care system & small marketing budget.

SWOT

# THE STRATEGY



# AUDIENCE INSIGHTS

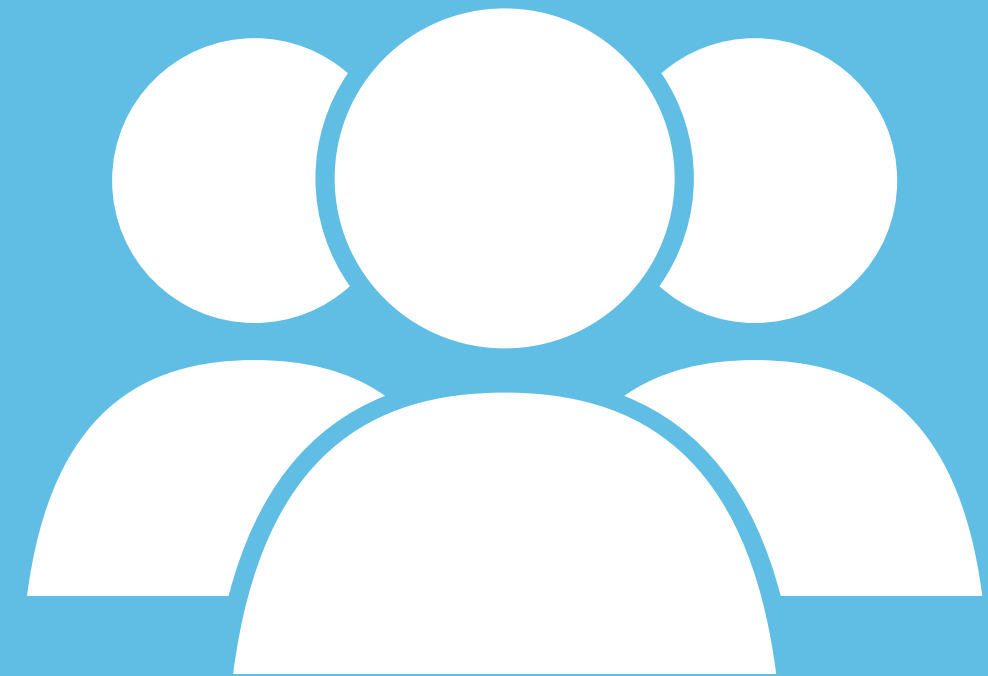


**SHEBOYGAN COUNTY**

**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.**

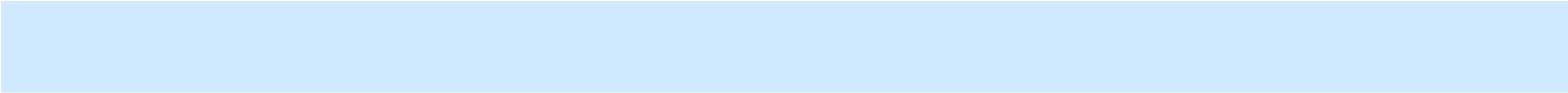
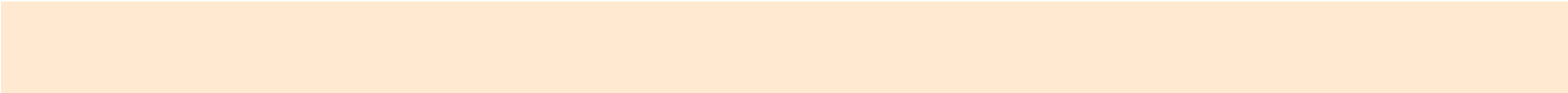
**CHANGE A LIFE.**

# LOGO





# 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.**

More information at [sheboygancounty.com](https://sheboygancounty.com)  
Departments >> Departments F-Q >> Health and Human Services  
>> Child & Family Services >> **Foster Care**

OPEN A DOOR. CHANGE A LIFE.

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.

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

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(920) 459-3236



Sheboygan  
Foster Care

Call (920) 459-3236  
for more  
information

Your welcome  
becomes the  
**KEY**  
to their future.

OPEN A DOOR.  
CHANGE A LIFE.





A woman with dark hair, wearing a blue floral shirt and jeans, is walking out of a white door with a young girl in a blue patterned dress. They are both smiling. A large potted plant with red flowers is on the left.

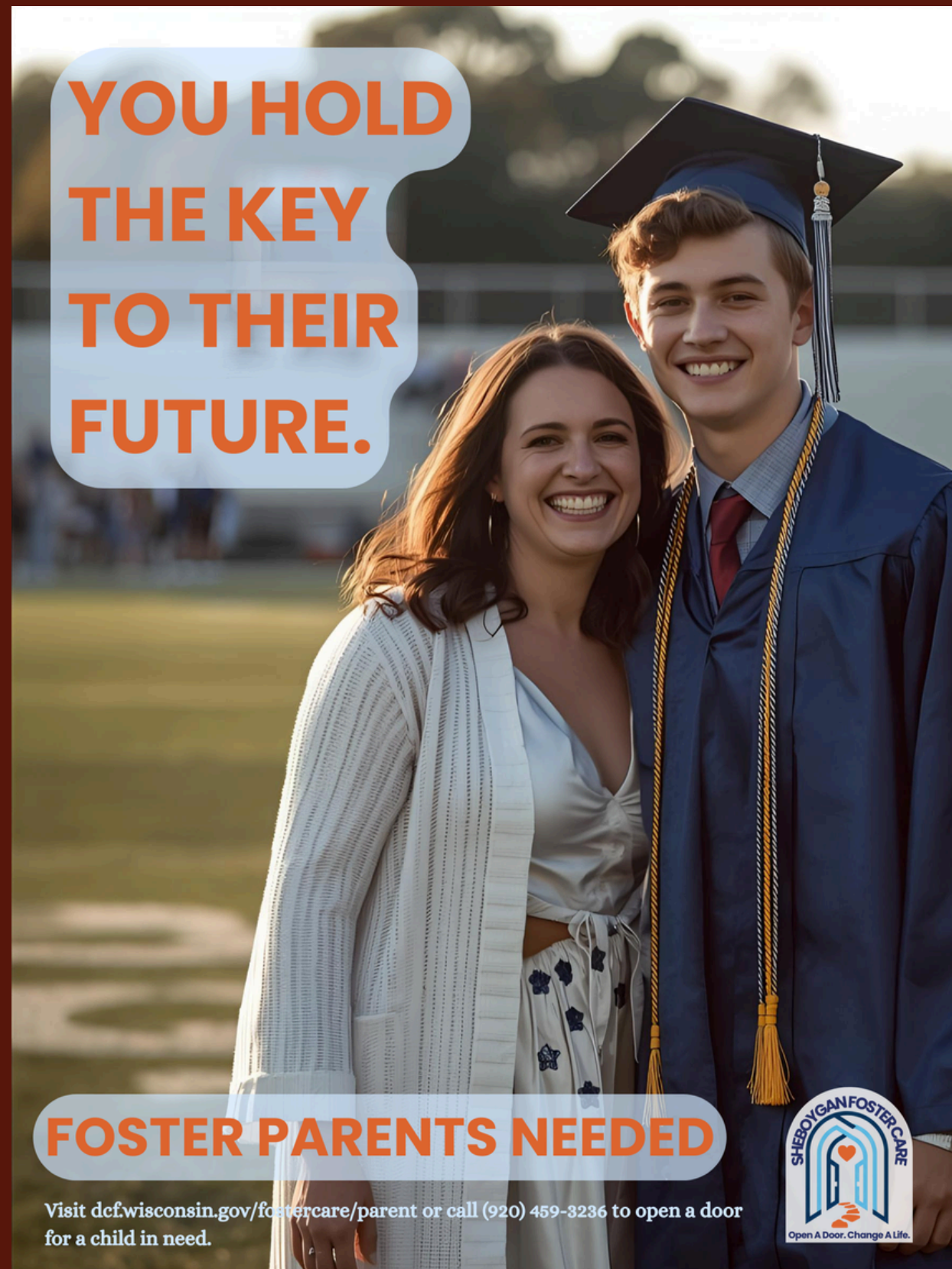
**OPEN A  
DOOR.  
CHANGE  
A LIFE.**

**FOSTER PARENTS NEEDED**

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




SHEBOYGAN FOSTER CARE  
Open A Door. Change A Life.

A woman with long brown hair, wearing a white cardigan, is standing next to a young man in a blue graduation cap and gown. They are both smiling. The background is a blurred outdoor setting.

**YOU HOLD  
THE KEY  
TO THEIR  
FUTURE.**

**FOSTER PARENTS NEEDED**

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




SHEBOYGAN FOSTER CARE  
Open A Door. Change A Life.

A man in a light green shirt and dark pants is walking down a set of stairs with a young girl in a red floral dress. They are both smiling. The background is a blurred indoor setting.

**WE'LL WALK  
WITH YOU**

**FOSTER PARENTS NEEDED**

Visit [dcf.wisconsin.gov/fostercare/parent](https://dcf.wisconsin.gov/fostercare/parent) or call (902) 459-3236 to open a door for a child in need.



SHEBOYGAN FOSTER CARE  
Open A Door. Change A Life.



# 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.



# OPEN A DOOR. CHANGE A LIFE.

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

**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**



### Learn More About Foster Care

Scan the QR code to visit our website and find out more and check out available resources.



Sheboygan County Health and Human Services  
(920) 459-3207

### Reach Out!

Sheboygan County Foster Care is with you every step of the way. We want foster parents to succeed. Our team of experienced social workers are available to answer questions and assist new foster parents through their transition.



### First Time Foster Parents

## What To Expect



Open A Door. Change A Life.

### Providing Safety

Foster children arrive from a range of unstable environments. When being placed in a new home, they often experience a range of emotions. It's important to show foster children that you are a reliable and safe caregiver for them to depend on.

What does this look like?

- Staying calm when children are upset and responding consistently to their emotions.
- Setting clear boundaries.
- Giving them time to adjust.
- Simple routines like reading a book every night or snack time.
- Having empathy towards them and their situation.
- Supporting and encouraging them through maturity and major milestones.

It takes time, but patience and flexibility give foster kids the space to open up, learn to trust, and truly feel safe within their new environment.



### What You Can Do

Booklets are printed materials with four or more pages, containing details about a business, event, product, promotion, etc.



#### Establish Routines

Create clear routines and boundaries to help your foster child feel safe and secure. This creates a consistent and reliable environment.



#### Be Patient

Foster kids need time to feel safe within their new home, develop trust and form healthy bonds.



#### Build a Community

Connect with other foster parents that can offer advice and understanding.

### The Goal of Foster Care

Foster care is not a road to adoption, but a temporary place of safety for children who await reunification with their biological parents.



1. Provide a stable and caring environment for children whose homes are unsafe.
2. Biological parents work to address issues that led to the foster placement, such as addiction or abuse.
3. Foster parents ensure children's basic needs are met, including physical, medical, and educational.
4. The primary goal is to reunite the child with their biological family once it is safe for them to do so.

## What You Can Do

#### Practice Patience

Foster homes are a big adjustment for foster kids. They need time to feel safe within their new home, develop trust and form healthy bonds. Practicing patience can take pressure of your foster child and allow them to adjust as they feel ready.

#### Create Consistency

Foster kids need consistency to learn that they can trust the safety of their new environment and the dependability of their new foster family. Structure and simple routines can go a long way for a foster child.

#### Stay Flexible

Demonstrate understanding to your foster child, especially as unexpected events occur. Staying calm and flexible shows the child that you are a safe and dependable caregiver.

## How To Prepare

There are a few things every foster family can do to prepare for welcoming a foster child into their home.

### Immediate Needs


The child may only have a few simple possessions, but be prepared to need to buy essentials like clothing and toiletries.

### Establish Routines

Create clear routines and boundaries to help your foster child feel safe and secure.

### Build a Support Network

Connect with other foster parents that can offer advice and understanding.



### Rocky Transitions

#### A Range of Emotions

Foster children are likely to experience a range of emotions when placed in a new home. It's an adjustment for everyone.

#### Difficulty Trusting

Many foster kids have trouble trusting others, especially if they experienced abuse or neglect. They may feel unsafe and have a hard time trusting you.

#### Reluctant to Open Up

Foster kids often need to feel assured that their new home is safe before they can form secure bonds. Give them time to open up.

### Continuous Training

Following that initial period of Foundation Training, 10 hours of training are required annually for licensed foster parents. Training hours can be earned through a variety of methods.



### About Us

Sheboygan County Foster Care works to provide temporary housing for children whose parents cannot care for them with the primary goal of reuniting foster children with their families.

### Contact Us:

 Phone  
(920) 459-3207

 Email  
fostercaregroup@sheboygancounty.com

 Address  
1011 N 8th St, Sheboygan, WI 53081

### Long Term Foster Care

Foster care is often a long journey. Inside, you'll find a few things to expect as a long-term foster parent and the goal of foster care.



Open A Door. Change A Life.



## ADJUSTMENT TAKES TIME

Every child comes with their own history, strengths, and challenges. When they move into your home, expect a period of transition. Building trust, settling into routines, and feeling secure may take time. Patience, empathy, and consistency go a long way.

## YOU'LL BE PART OF A TEAM

Fostering is not something you do on your own. Foster parents work closely with:

- Case workers
- Therapists or counselors
- Teachers and school staff
- Biological families (when appropriate)

This team helps ensure the child receives the support, structure, and resources they need.



## WHAT TO KNOW BEFORE FOSTERING A CHILD

Choosing to become a long-term foster parent is a meaningful decision—one that offers a child safety, stability, and the chance to grow in a supportive home. Before you begin, here are some important things to know.

## ROUTINES BRING STABILITY

Consistency helps children feel safe. You'll be helping them establish routines around:

- Schoolwork
- Mealtimes
- Bedtime
- Family expectations
- Daily responsibilities

This will help build structure and trust.

## EXPECT A RANGE OF EMOTIONS

As children start to feel comfortable, they may express a variety of emotions—confusion, worry, sadness, excitement, or joy. This is a normal part of healing and adjustment. Foster parents are provided with training, tools, and support to help guide children through these feelings.

## YOUR ROLE MAKES A DIFFERENCE

Whether a child eventually reunites with their biological family, is adopted, or transitions to independence, the care you provide during this time becomes part of their foundation. Long-term foster parents help shape a child's story at a pivotal point in their life.

## BECOME A FOSTER PARENT TODAY!



[emma.exner@sheboygancounty.com](mailto:emma.exner@sheboygancounty.com)



(920) 459-3236



<https://dcl.wisconsin.gov/fostercare/parent>



1011 N 8th St. Sheboygan WI





### GET IN TOUCH

 (920) 459-3207

 [fostercaregroup@sheboygancounty.com](mailto:fostercaregroup@sheboygancounty.com)

 1011 N 8th St, Sheboygan, WI 53081

## ADDITIONAL RESOURCES

Scan the QR codes to find out more.



Sheboygan County Foster Care



Wisconsin Department and Division of Families



Wisconsin Family and Resource Center

## ABOUT US

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## HOW TO BECOME A FOSTER PARENT





## PRE-PLACEMENT TRAINING

Foster parents are required to complete a Pre-Placement training program prior to obtaining their license. This training is available online and takes about 6 hours to complete.

## LICENSING PROCESS

The licensing process involves multiple interviews, background checks, and physical exams for all household members. It also requires information from references, a home inspection and documentation to ensure the licensing requirements are met.

During the licensing process, you will discuss what children will best fit into your family. The children's needs will be matched to your skill level, your family's characteristics and your parenting areas of strength.

## FOUNDATION TRAINING

Following licensing, foster parents attend Foundation Training. This covers 9 topics relating to foster care. Foundation Training is a total of 30 hours and is offered virtually during the initial licensing period (2 years). Following that initial period, 10 hours of training are required annually.

## BASIC REQUIREMENTS

- Must be 21 years of age older
- Successful completion of a background check on all household member over age 12, fingerprints are required for foster parents
- Meeting State and local requirements for safety, space and care of children
- Have the skills, attitude and commitment to manage the many behaviors and feelings of children and youth
- The use of non-physical discipline methods to develop appropriate behaviors
- An ability to work cooperatively with the birth parents and acceptance of the temporary nature of foster care and an ability to help a child transition back to their home or move on to a permanent or adoptive home
- Having an income sufficient to care for you and your family (financial assistance is provided for the needs of the foster children)
- Submission of four favorable non-relative references and one favorable relative reference
- Completion of medical exams for all household members
- Completion of trainings within timeframes

## STEPS

There are several steps to be completed in order to become a licensed foster parent and receive a foster placement.

- 01 Pre-Placement**  
An online training program prior to getting your license.
- 02 Foster Coordinator**  
Meet with the Foster Coordinator to discuss training and other procedures.
- 03 Licensing**  
A series of interviews, background checks, physical exams, references and a household inspection
- 04 Foundation Training**  
A total of 30 hours of training offered virtually across 9 topics.
- 05 Foster Placement**  
During licensure, your Foster Coordinator will determine which children will fit best in your home.

**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](mailto:emma.exner@sheboygancounty.com)

Website: [dcf.wisconsin.gov/fostercare/parent](http://dcf.wisconsin.gov/fostercare/parent).



# OPEN A DOOR. CHANGE A LIFE.

# SHEBOYGAN COUNTY FOSTER CARE 101



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Email: [emma.exner@sheboygancounty.com](mailto:emma.exner@sheboygancounty.com)

Website: [dcf.wisconsin.gov/fostercare/parent](http://dcf.wisconsin.gov/fostercare/parent).

Phone: (902) 459-3236

# OPEN A DOOR. CHANGE A LIFE.

# **STICKERS & BUTTONS**





# **YARD SIGNS**



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



**YOU  
HOLD THE  
KEY TO  
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.  
CHANGE  
A LIFE.**

