

FOSTERLINE NATIONAL RECRUITMENT NOTICEBOARD

With a perceived annual shortfall of foster carers from particular backgrounds and for particular groups of children in England, the need to constantly recruit foster carers to fill these gaps has never been higher.

Promoting and running recruitment events can be costly and time consuming and the return on investment can sometimes be minimal. Fosterline England, reaches a **large audience of prospective foster carers (over 12,300 last year alone)** who are genuinely seeking information and advice on how to become a foster carer. Why not let Fosterline support you with your recruitment campaigns by promoting your events on our new National Recruitment Noticeboard?

WHY ADVERTISE YOUR RECRUITMENT WITH FOSTERLINE?

www.fosterline.info is the “go to” website for fostering information. Linked to the website is Fosterline’s dedicated Freephone helpline for foster carers and anyone interested in becoming a foster carer to speak to qualified fostering advisors. Fosterline is supported by the Department for Education and delivered by FosterTalk.

During the past year Fosterline has provided advice, information and support to over **68,500** people. 18% of all enquiries were from prospective foster carers. That’s a potential **12,300 people looking to enter the assessment process.**

Last year over **13,500** individuals used our [find a fostering service](#) mapping tool when actively **looking for fostering service providers in their area.**

You can now advertise your recruitment events on the Fosterline recruitment noticeboard in return for a contribution to the [Fosterline Foundation](#).

HOW TO ADVERTISE ON FOSTERLINE

Fosterline’s Recruitment Noticeboard - Advertisements can be uploaded now for an introductory offer fee of £50 per advert per month (price includes VAT - Introductory offer will be held until 31st March 2017)

How it works

- Visit www.fosterline.info – click on [Recruitment Events](#)
- Enter the details of your event onto the standard form and submit
- Pay your fee by PayPal, credit card or request an invoice
- Once payment is received; your event will be live on the recruitment noticeboard which is sorted **by geographical region and month**
- Recruitment noticeboard will also be **linked to our find a fostering service mapping tool**

- Service users will be able to view the calendar month for future events in their region
- Your fostering service logo and contact details will be displayed with a **link to your website**
- **Prospective foster carers** contacting Fosterline will be directed to the recruitment noticeboard and those who have signed up to our email alerts **will receive details of the advertised recruitment events into their email inbox** each month.

WHAT WILL THE RECRUITMENT NOTICEBOARD LOOK LIKE?

The screenshot shows the Fosterline website interface. At the top, there's a header with the Fosterline logo (0800 040 7675) and navigation links. Below the header, there's a section titled 'Events' with a filter dropdown set to 'All Regions'. A list of events is displayed, each with a colored logo (green, red, blue, orange, yellow) and a 'FIND OUT MORE' button. The events include 'Information Stand', 'Fostering Information Event', 'Foster Care Information Sessions', and another 'Fostering Information Event'. A 'PROMOTE EVENT' button is visible at the bottom of the list.

The banner features three main sections: 'Thinking of Fostering?' with a 'FIND OUT MORE' button, 'Already Fostering?' with an 'ADVISE AND SUPPORT' button, and 'Contact Us' with a 'CONTACT US' button. The text describes Fosterline as a confidential source of advice and support for foster carers.

This is a detailed view of an event listing. It features a 'Fostering Service LOGO' in a yellow box and a 'PROMOTE EVENT' button in a purple box. The event details include:

- Event organised by XXXXX
- Location: Melton Mowbray Cattle Market, Asfordby Road, Melton Mowbray, Leicestershire, LE13 0HS
- Date and Time: October 1st 2016 08:00 - 17:00
- Description: Interested in becoming a foster carer in Yorkshire and Lincolnshire? Why not pop along to Melton Mowbray Food Festival and see our staff and carers will be more than ready to discuss fostering in Yorkshire and Lincolnshire with The FCA and answer any questions you have.
- Contact: 0800 434 6000
- Website: http://www.company.co.uk/events/information-stand-leicestershire-011016/

WHAT WILL THE FEE BE USED FOR?

Fosterline is delivered by FosterTalk and supported by the Department for Education until May 2018; however, Fosterline's future funding is uncertain. **Fosterline Foundation** has been established to raise funds to ensure the long term sustainability of Fosterline as a free to access resource for foster carers and prospective foster carers in England.

All revenue generated from the noticeboard will help the **Fosterline Foundation** to achieve this aim.

Click [here](#) to advertise your recruitment event today

For further details contact Steven Stockley, Fosterline Manager on steve@fostertalk.org or follow the instructions above to start advertising your recruitment.