



WEDNESDAY'S CHILD USA: JOIN THE COMMUNITY

The [National Adoption Center](#) (NAC) is excited about the prospect of extending the “*Wednesday’s Child*” concept throughout the country and believes that such a television feature can be productive in any market. In Philadelphia, for example, more than **61% of children** featured find families.

HOW WE CAN HELP?

With considerable experience over more than three decades in working at the regional and national levels on “*Wednesday’s Child*” type features, we can help your organization work through the process and details of setting up a program, including:

- Providing a step-by-step work plan to launch your program
- Encouraging buy-in for the program from staff and other partners
- Developing clear roles and responsibilities of all partners
- Developing selection criteria to guide staff on which children/youth are appropriate to feature
- Providing media training for participating staff
- Brainstorming ideas about using Wednesday’s Child to build partnerships and revenue strategies
- Providing access to community of other professionals to exchange information about best practices
- Sharing guidelines on how to prepare each child for the feature
- Giving guidance on positive, child-centered, strength-based presentations of featured children



As part of our “*Wednesday’s Child*” expansion efforts, we are setting up a **Wednesday’s Child USA Community** so that existing and new programs can share, learn and collaborate to benefit the thousands of waiting children throughout the nation. We would be honored to help your organization join the Community so that more children in your metro area find the families they deserve. *For more information, contact NAC Wednesday’s Child USA Consultant Terri Braxton at 703-615-7523 or NAC Executive Director Ken Mullner at 215-875-0323 or kmullner@adopt.org.*