
National Reunification Month Network Toolkit



This toolkit provides helpful information on how to recognize National Reunification Month in June. We encourage you to make use of the resources to increase brand awareness and understanding of your CASA/GAL program, mission, and work. In this document you'll find:

- Overview
- Call to Action
- Target Audiences
- Customizable Key Messages
- Storytelling Tips
- Social Media Guidance

The Communications team is available whenever needed at communications@nationalcasagal.org.



OVERVIEW

June marks National Reunification Month, a time to recognize individuals and endeavors across the nation dedicated to strengthening and preserving families. It serves as a poignant moment to applaud families who have triumphed over challenges, allowing children to remain with their families of origin when safely possible, or, if having been placed in foster care, to be reunited with their families. National CASA/GAL remains steadfast in its commitment to best interest advocacy for children and youth and bolstering families through community support as they create secure and loving environments.

In 2022, 37% of CASA/GAL case closures nationally were the result of reunification with parents or primary caretakers or children and youth remaining with parents throughout the life of the case. A guiding principle for the National CASA/GAL member network of 941 state organizations and local programs is the recognition of the importance of family preservation and/or reunification. The 2020 [National CASA/GAL Standards for Local Programs](#) states:

- It is in a child's best interests to remain with their family of origin when safely possible;
- The program acknowledges that children experience trauma when separated from their family of origin; and
- If a child is removed from their family of origin, it is in the child's best interest to be reunited with their family of origin as soon as safely possible.

CALL TO ACTION

For more information about how you can become a [\[CASA or GAL\]](#) volunteer and advocate for children's best interests visit: [\[WEBPAGE ON PROGRAM WEBSITE WHERE VISITORS CAN LEARN MORE ABOUT VOLUNTEERING.\]](#)

TARGET AUDIENCE

- Prospective volunteers

- Prospective board members
- Prospective donors
- Prospective partners
- Local media

KEY MESSAGES

The key messages below can be used to craft web, email and social content for National Reunification Month in June.

- June is National Reunification Month – a time to recognize the individuals and efforts around the country that help families stay together.
- Each year, [PROGRAM NAME] recognizes families who have overcome obstacles to providing a safe and loving home for their children and are able to reunify after their child was placed in the child welfare system.
- In honor of National Reunification Month celebrated in June, [PROGRAM NAME] celebrates volunteers and service providers who work hard to identify family strengths to reunite separated families.
- At [PROGRAM NAME], we are grateful to our [PROGRAM STATISTICAL FIGURE] volunteers for their involvement in reunifying children with their families. [PROGRAM NAME] volunteers work with experts to identify and recommend services and support aimed at keeping families together.
- We know children do best when they can safely remain with their parents or with other family members. That's why [PROGRAM NAME] volunteers commit to strengthening families in their ability to care for and protect their children.
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 - If a child is removed from their family of origin, it is in the child's best interests to be reunified with their family of origin as soon as safely possible.
- CASA/GAL volunteers tend to be assigned to the most difficult and complex cases being adjudicated – cases with extensive child welfare involvement over time. In 2022, 37% of CASA/GAL case closures were the result of reunification with parents or primary caretakers or children and youth remaining with parents throughout the life of the case.
- Placing children with relatives helps to maintain family connections and cultural traditions that can [minimize the trauma of family separation](#) and relieve the anxieties that come with traditional foster placements.

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- Reunified families that restore children and youth to their family of origin are an inspiration because they have overcome difficulties and are equipped with tools to address future challenges.
 - There are a growing number of resources available to help support families in times of need, including home visiting programs, [Family Resource Centers](#), the [Community Action Network](#), and [Family Success Centers](#) that offer a variety of services to help strengthen families and prevent crises before they occur.

STORYTELLING

History has shown that stories are inextricably linked to what it means to be human. Before there was formal communication, there were stories. It should come as no surprise, then, that social movements and organizations like nonprofits, foundations, and socially responsible businesses are now working to leverage stories as a strategic tool to advance important missions. Effective stories are powerful because they drive action: spurring donations, mobilizing supporters, and more. By building emotional connections, stories bring to life the work of the issues we care so much about in ways that other forms of communication cannot. – Georgetown University, School of Continuing Studies

Storytelling is a powerful tool to communicate who we are and what we do to our key audiences, particularly potential volunteers, donors and other supporters. For Reunification Month, share stories of successful reunifications of families served by your program. It is critical to adhere to privacy and [social media policies](#) outlined for National CASA/GAL and your program. Consider the following tips if your program has stories to share:

- You may discuss general details of cases and use non-identifying pseudonyms in posts, so long as no information is shared that would be recognizable to the family or others associated with the family or case, or that would otherwise enable the child or family to be identified.
- Be careful to protect the dignity of families, children and social agencies, even if they are not named.
- If a child or family has already shared their story in a public setting (media, book, public engagement), ask for permission to share their story on your social media platform.
- If you are in touch with any youth (over 18-years-old) you previously served, ask for permission to share their story, if it is safe to do so.
- If you do not have a youth or family story to share, share stories of the impact of your work as a program. What impact have you made on the area that you serve? What have you contributed to the reunification of families? You can also [share a story](#) from the National CASA/GAL blog.
- Find out if any volunteers or staff members have a reunification story to share.
- If you're going to share stories on social, keep them brief and direct people to your program's website if the story is of considerable length.
- Always use images or videos when possible.

SOCIAL MEDIA GUIDANCE AND GRAPHICS

National Reunification Month graphics can be downloaded from the [Member Portal website](#). Remember, when possible – tag National CASA/GAL for further exposure. Be sure to review the “[Social Media Policies and Best Practices for Network Staff and Volunteers](#)” and “[Social Media Resources](#)” guides on the Member Portal for additional support.

Social Media Hashtags

- #ReunificationMonth
- #ChangeAChildsStory

Social Media Handles for National CASA/GAL

- [Facebook](#): @nationalcasagal
- [Twitter](#): @NationalCASAGAL
- [Instagram](#): @NationalCASAGAL

Tips for Facebook

- Make your posts engaging by including relevant pictures and videos.
 - Photos and videos of happy adults and children, and various family structures can serve as appropriate imagery for volunteerism.
 - Visit the Photo Gallery on the member portal for additional images to use for Reunification Month.
- Read, comment and interact with Facebook friends and fans.
- Visit National CASA/GAL’s Facebook page for information to share with your friends and followers.
- To learn more about how to maximize Facebook, take a look at our social media resources on the member portal.

Tips for Instagram

- Instagram is a visual platform so be sure to use photos.
- Images and videos can also be shared on Instagram.
- To learn more about how to use Instagram or set up a business account, take a look at our [social media resources](#) on the member portal.