

hoping to
ADOPT

Angel Babies
Shiloh & Starlette



PAGE 2 Welcome to Angel Adoption

PAGE 4 Our Process

PAGE 6 Marketing & Advertising Overview

PAGE 10 Frequently Asked Questions

PAGE 12 Adoption Program Fees

PAGE 13 Dual Marketing with LifeLong Adoptions

PAGE 14 About Angel Adoption

PAGE 15 Our Core Values

welcome to

ANGEL ADOPTION

celebrating
2,800
PLACEMENTS SINCE 1998



Mia, Daniel, and Big Brother Emory with Angel Baby Boy Blake Judson








Since 1998, Angel Adoption has helped families across the United States achieve their dreams of parenthood. We are wholeheartedly dedicated to connecting adoptive families with birthparents who want their children raised in a safe, loving environment.

Why Choose Angel?

- Compassionate, personalized service unmatched by large agencies
- 24/7 support for potential birthmothers via phone, text, live chat & email
- One of the most cost-effective adoption methods in the US
- Unparalleled exposure to potential birthmothers
- Reliable, safe & ethical adoption processes
- Adoptions handled by skilled adoption attorneys or agencies
- Open to families of all backgrounds with no restrictive criteria
- A robust nationwide network of top adoption partners
- Dedicated & caring staff who've been personally touched by adoption
- Founded by two adoptive mothers who understand and champion adoption
- Expert-level marketing and advertising strategies

Expert Adoption Marketing & Advertising Services

We help prospective birthmothers and adoptive parents across the country find one another. Our services include:

-  Marketing and advertising services that provide unparalleled exposure for hopeful adoptive parents, allowing prospective birth parents to find and connect with them
-  A custom-designed profile booklet to showcase your family
-  An online profile listed on our website, Family Finder, mobile app & partner websites
-  Expertly curated adoption education courses
-  A dedicated adoption coordinator to support you throughout your journey
-  Referrals to top adoption professionals nationwide
-  A caring birthmother services team available day & night



Katie & Andrew with Angel Baby Girl Aria



I just wanted to say how thankful we are for being a part of the Angel family. Our little gift is never taken for granted for a second!

— Sarah & Garrett, Parents to Angel Baby Girl Christina

our process

Angel Baby Girl
Brynlee



1

Schedule Your Adoption Informational Meeting

The next step is to schedule a free meeting with one of our admissions directors. This hour-long, virtual meeting is packed with valuable information about adoption and our process. It's also the perfect opportunity for you to ask any questions that you may have. You'll leave this meeting with a clear understanding of our services so that you can determine if we are the right fit for your family's adoption needs. **To schedule your meeting, call 877-264-3555 or text the word "MEETING" to 815-528-2178.**

2

Start the Adoption Home Study

All adoptive families are legally required to complete a home study. During this process, a social worker will evaluate your family's overall readiness to adopt and the safety of your home. This can take two to four months. If you don't already have a home study provider, we will refer you to one of our partners.

3

Complete Adoption Education Courses

To help prepare you for your adoption journey, you'll complete a series of nine online education courses. Each course focuses on a specific adoption-related topic, complete with a one-hour audio lesson followed by a ten-question quiz. You must successfully pass each course before moving on to the next stage of our process.

4

Create Your Adoptive Family Profile

Once you've completed your education requirements, we'll connect you with our profile development team. They will turn the content and photos you provide into a custom adoptive family profile and corresponding online profile. We'll then begin presenting your profile to prospective birthmothers. Your web profile will be available to anyone searching for adoptive families online.

5

Connect With a Birthmother

When an expectant mother selects your profile, your adoption coordinator will contact you right away to establish communication via phone, text, or email.

6

Legal Services & Financial Assistance

When an expectant mother is ready to connect with you, we'll refer you to an attorney in her state. You'll retain them on her behalf and begin providing the expectant mother with financial support. You can continue communicating at her comfort level. If the adoption plan does not proceed for any reason, we will resume your marketing and advertising efforts.

7

Travel for the Birth Experience

When the expectant mother goes into labor, what occurs at the hospital is determined by her wishes. Some birthmothers allow adoptive parents in the delivery room, while some adoptive families can't make it to the hospital until after the birth. The birthmother may want to see her baby or meet you, but she may not want to do either.

8

Bring Your Baby Home & Finalize Your Adoption

Revocation periods and finalization timelines vary from state to state. If the baby is born outside your home state, you must stay in the birth state until all necessary legal paperwork is processed. This usually takes 7-10 days. Then you can legally travel home with your new baby.

Marketing & Advertising Overview

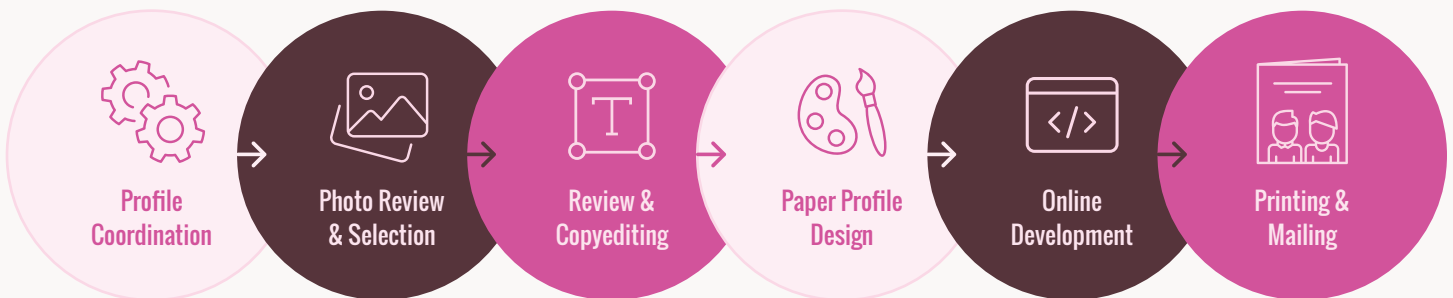


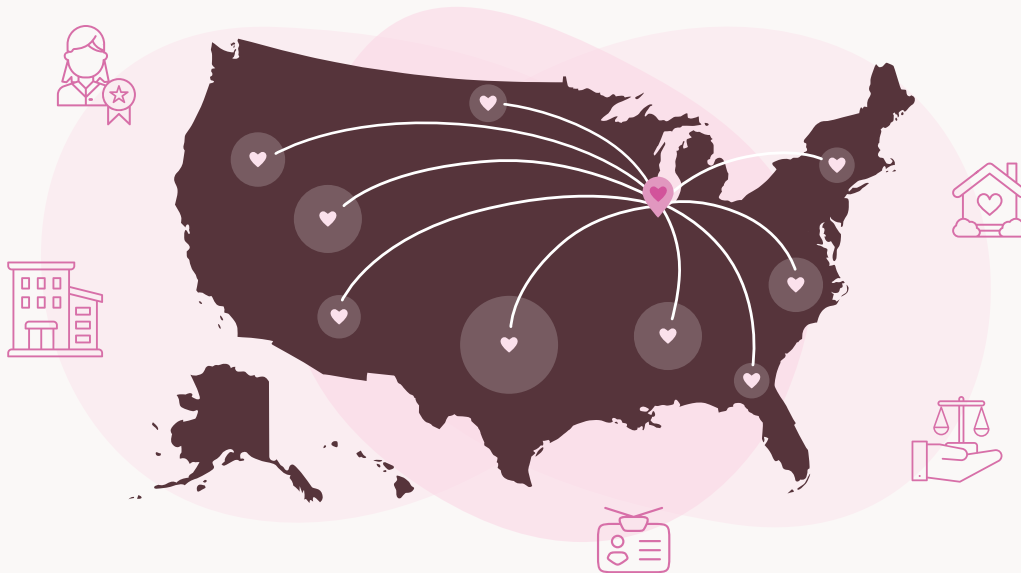
Angel Baby Girl Ziva

The marketing and advertising portion of your contract fee covers three main areas. Here's a breakdown of each.

Profile Design & Development

A portion of your fee is allocated to the creation of your adoptive family profile. Our dedicated profile coordinator collaborates with you to select photos and develop content that best represents your family. Our copyeditor ensures your written material is both grammatically correct and appropriately conveys adoption-related language. Finally, our graphic designers transform your materials into a polished booklet and our developers create your online profile.





Adoption Service Provider Networking

Our ability to connect birth parents with adoptive families is significantly enhanced by our extensive network of adoption service providers. This network includes social workers, attorneys, adoption agencies, and other adoption professionals nationwide. Investing in these relationships and expanding our network is crucial to the success of our waiting families.

Online & Offline Marketing & Advertising

The majority of your contract fee is directed towards our comprehensive marketing and advertising efforts. Our expert team utilizes a variety of online and offline strategies to maximize visibility among prospective birthmothers. This multifaceted approach significantly increases the chances of expectant mothers reaching out to us. We're able to provide our waiting families with unparalleled exposure in the adoption industry.



It was absolutely surreal and the wildest experience of our lives...the feeling of excitement we felt that day receiving THE text from his birthmother will never go away.

— Stephanie & Spencer, Parents to Angel Baby Boy Briggs





Robyn & Joel with Angel
Baby Boy Morrison

our offline marketing and advertising strategies



Community Networking & Outreach

We foster relationships with various women-serving organizations, such as pregnancy centers, shelters, and doctor's offices. We also distribute educational adoption materials that promote our services.



Birthmother Print Advertising

Despite the growth of online marketing, print advertising remains effective in the adoption industry. We use creative print ads and direct mail campaigns to reach expectant mothers who may not be active online.



Speaking & Seminars

We're passionate about promoting adoption, so we actively participate in speaking engagements and seminars. This allows us to educate the public and empower women who are facing unplanned pregnancies with valuable information about adoption.

our online marketing and advertising strategies



Search Engine Optimization (SEO)

SEO increases website visibility by securing a high-ranking placement in search engine results, particularly on Google and Bing. Our website is fully optimized, and our team makes frequent adjustments to maintain our lead rankings.



Social Media Optimization (SMO)

SMO enhances brand awareness and increases website traffic via social media platforms like Facebook, X (formerly Twitter), Instagram, and YouTube. We actively engage and advertise on these platforms to connect with our target audience.



Pay-Per-Click Advertising (PPC)

PPC involves bidding for ad clicks on strategically crafted ads featured in search engine results. We navigate this highly competitive space daily and continuously make adjustments to achieve maximum results.



Landing Page Marketing

We direct traffic to web pages that target expectant parents who are exploring their options during an unplanned pregnancy. These pages are carefully designed with enticing content and a clear call to action.



Content Marketing

Through consistent development and distribution of relevant, high-quality content, we effectively attract, engage, and inform our target audience. Our efforts include maintaining a robust website and regularly updating our blog with topics of interest to prospective birthmothers.



Email Marketing

Our email campaigns aim to engage, reconnect, and support current and prospective birthmothers, reminding them of the adoption option through regular, thoughtful communication.

frequently asked questions

♥ **What is your success rate?**

We measure our success by the number of adoptive families chosen by prospective birthmothers. Most families are selected multiple times throughout their journey.

♥ **How long will it take me to adopt?**

The adoption timeline is entirely unpredictable. We have no control over what happens after an initial connection, making it impossible to predict how long it will take a family to successfully adopt. While the wait is typically between 6 to 24 months, the process can take longer.

♥ **Can I choose the gender and/or race of my baby?**

While we accommodate preferences for gender and/or race, specific criteria usually results in a longer wait time. We encourage hopeful parents to be as open with their preferences as they are comfortable with to increase the likelihood of connecting with an expectant mother.

♥ **What are the different types of adoption?**

Adoptions can be open, semi-open, or closed, each of which are based entirely on the birthmother's preference. Open adoptions involve direct communication and annual visits with the birthmother. Semi-open adoptions allow for some communication without in-person visits. Closed adoptions require little to no communication with the birthmother. Most of the birthmothers we work with opt for an open adoption.

♥ **What does expectant mother financial support involve?**

Expectant mothers almost always require financial assistance for living and pregnancy-related expenses. A social worker will assess your birthmother's needs and outline a financial support plan based on her situation and any applicable laws in her state. Support covers reasonable pregnancy-related living expenses, such as rent, food, utilities, maternity clothes, and transportation.

♥ Is there a scam risk?

Unfortunately, adoption scams are always a potential risk. Our team strives to mitigate this risk early on, although our capacity to do so is limited. Legally, we cannot conduct background checks, or request medical records. We operate on the basis of trust so that we can provide prospective birthmothers a safe, non-judgmental environment to explore their options.

♥ What if an expectant mother changes her mind?

Adoption is voluntary for both the birth parents and the adoptive parents. Until legal finalization, expectant mothers have the right to change their mind at any point. While some expectant mothers do ultimately decide against adoption, we always support their choice. If this happens to your family, your coordinator will be there to offer support and discuss your options moving forward. We will resume your marketing and advertising efforts whenever you're ready.



Angel Baby Boy
Royal Kenneth

Ready to learn more? Contact us today to schedule your free informational meeting!

Call 877-264-3555 or text the word "MEETING" to 815-528-2178.

We look forward to working with you!

Adoption Program Fees

We charge a flat fee for our marketing and advertising services. Beyond that, you'll also be responsible for various adoption-related expenses, such as legal and home study fees, birthmother support, travel costs, and more. This means you only pay for what you need, when you need it. Our unique model has proven to significantly reduce costs for adoptive parents, saving them more than \$20,000 compared to other adoption programs and positioning us as one of the most affordable options nationwide.

Angel Program

Angel Adoption	\$23,700
Marketing & Advertising	Due upon signing
Home Study	\$1,500 - \$3,000
Fee determined by your state	
Attorney/Social Worker Fees	\$6,000 - \$12,000*
Fees determined separately in each individual state	
Total Before Tax Credit	\$31,200 - \$38,700
Adoption Tax Credit	-\$17,280**
Adoption Tax Deduction	-\$2,000
Total Costs	\$11,920 - \$19,420

* These fees are not paid to Angel Adoption, they are paid directly to legal professionals.

** Please seek a professional tax advisor to check eligibility and applicability.

Competitors Prices

Large Agency Costs #1

Application Fee	\$2,200
Home Study Review	\$3,500
Review Fee	\$1,000
Profile Kit	\$750
Activation Fee	\$14,000
Connection Fee	\$28,775
Legal Fees	\$10,000
Total Costs	\$60,225

Large Agency Costs #2

Application Fee	\$1,500
Home Study Fee	\$4,000
Admin Fee	\$5,000
Advertising Fee	\$19,500
Marketing Fee	\$17,500
Placement Fee	\$9,000
Legal Fees	\$12,000
Total Costs	\$68,500

Note: All fees are approximate except the fees that are due to Angel Adoption



dual marketing with

LIFELONG ADOPTIONS

*Angel Baby
Girl Gracie Mae*

Angel Adoption is the sister company of LifeLong Adoptions, another industry-leading adoption marketing and advertising provider. While both companies share the same mission, they have distinct advertising strategies, target search keywords, search engine optimization techniques, and more. This means each reaches different audiences and demographics of expectant mothers.

We are pleased to offer our families a way to leverage the strengths of both companies with our Dual Marketing option. For an additional \$9,300, you can choose to have a second profile listed on LifeLong Adoption's website, effectively doubling your exposure and increasing your chances of being chosen by a prospective birthmother.

Dual Marketing Benefits

When you choose the Dual Marketing option with LifeLong Adoptions, you get everything included in the Angel Adoption marketing and advertising program, plus significant additional exposure through LifeLong Adoptions.



Enhanced Exposure: Gain access to the unique marketing strategies and distinctive demographics of both Angel Adoption and LifeLong Adoptions, significantly increasing your visibility to prospective birthmothers.



Comprehensive Reach: Maximize your chances of being chosen by a potential birthmother by utilizing the dual strategies and powerful outreach efforts of two leading adoption marketing and advertising services.



Cost-Effective Solution: Get all the benefits of an additional marketing program at a greatly reduced cost, providing excellent value for your investment in growing your family.



Streamlined Process: Save time and effort by managing your adoption marketing with a single, coordinated program, without the need to shop around. No extra work required — just let us know you're interested and we'll take care of the rest.

Learn more about LifeLong Adoptions at [lifelongadoptions.com](https://www.lifelongadoptions.com) or ask one of our friendly Admissions Coordinators for more information.

about

ANGEL ADOPTION

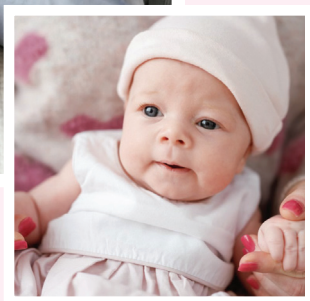
Angel Adoption was founded in 1998 by Carolyn Walker and Sharon Ahmann.

Carolyn and Sharon first bonded over their shared connection to adoption, despite the different paths that led them to it; Carolyn went through three failed IVF treatments and Sharon experienced seven miscarriages. Ultimately, they each adopted three beautiful children.

Understanding how unique every family's adoption journey can be, Carolyn and Sharon decided to work together to create an inspirational collection of adoption stories. As they interviewed adoptive families for this book, people interested in adoption began seeking them

out for guidance and answers. With each conversation, Carolyn and Sharon realized the desperate need families had for an easier and more affordable way to connect with prospective birthmothers and navigate the adoption process. With their firsthand experience, Carolyn and Sharon felt compelled to fill this gap. They set aside their book plans to pursue this exciting venture instead.

Carolyn and Sharon aimed to provide the kind of service they wished had been available when they were adopting their children. They promised hopeful adoptive parents a compassionate and personalized experience, while offering prospective birthmothers a safe and non-judgmental space to explore adoption. They chose the name 'Angel Adoption' in honor of the birthmothers, each a brave and courageous angel providing a miracle to a deserving family.



She was absolutely perfect, and we were totally in love the moment we met her.

— Megan & Jordan, Parents to Angel Baby Girl Everly Keona and Big Brother August



Angel Baby Girl Addison

our values



Family

We believe in the power and significance of family and that one can be formed in many ways.



Equality

We believe everyone deserves to achieve their dream of starting or continuing a family through adoption.



Compassion

We have deep respect for our expectant mothers and provide them with compassionate, non-judgmental support.



Integrity

We pride ourselves in conducting our business activities with an unwavering commitment to honesty and integrity.



Support

We are dedicated to guiding our adoptive parents and expectant mothers through every step of the adoption journey.



Advocacy

We work hard to spread a positive message about adoption and raise adoption awareness in our community.

For more than 25 years, our team has helped thousands of adoptive parents and birth parents navigate the adoption process with care and compassion. We'd love to do the same for you.



the founders



Carolyn Walker
Adoptive Parent



Sharon Ahmann
Adoptive Parent



ANGELADOPTION.COM // 877-264-3555

Angel Adoption Agency, Inc. is a licensed adoption agency in the state of Florida (License #100311951)

Angel Adoption of Texas, Inc. is a licensed adoption agency in the state of Texas (License #1796653)

Angel Adoption, Inc. is an independent contractor in Illinois operating under the supervision of ACFB (License #283072)