



## How to put your “Profile” on The Cradle’s Website

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The Internet can be a very effective networking tool in your outreach to expectant parents. The Cradle’s website, [www.cradle.org](http://www.cradle.org) is a great place to begin posting your profile online. The website has already made many connections between expecting and adoptive parents.

To put your profile on The Cradle website, you will need to send the following materials to [Profiles@Cradle.org](mailto:Profiles@Cradle.org):

- 1. The text of your profile in Word format.
  
- 2. Photos all in JPG/PNG format.
  - a. 1 Banner photo, the picture featured at the top of your profile:  
This photo must be in landscape (horizontal) format and at least 1900 X 845 pixels for best image quality. (See note below for more information)
  - b. 1 Gallery Card Profile photo, this photo is shown on your profile’s card in the [gallery of families](#):  
This can also be the same picture as your banner picture. You can also add a message to be posted in your profile card under your picture. We recommend a short message **150 characters long**, including spaces, otherwise part of it will be cut off. If you do not include a message we will use generic text (i.e. Hello! We’re [insert name] and [insert name]).
  - c. 3-4 Our Story photos, these pictures will be spread into your profile text:  
You can add a caption to these photos if you would like. Please keep your captions to **10 words or less** and make sure you identify which caption goes with which picture.
  - d. No more than 20 Family Photos, these will be featured at the bottom of your profile:  
You can add a photo caption to these photos, if you would like. Please keep your captions to **10 words or less** and make sure you identify which caption goes with which picture.
  
- 3. Send **5 - 10** interesting and fun facts for each prospective adoptive parent. You can include things such as favorite breakfast cereal, favorite cartoon character, maybe favorite dessert, or which of the seven dwarfs you most identify with. Remember, as with everything else in your profile, make your fun facts creative, make them unique, make them you.
  
- 4. Video (optional) should be **no longer than 3 mins**. Taking video in landscape mode (horizontally) is suggested. Look on the following page for

more specifications.

5. Cradle Release Form: This form gives us your permission to use your letter, photos, and video (option) for your online profile. You can also give us permission to highlight your profile on our social media sites, but this is optional.

### **How to Send your Materials:**

Materials can be sent via email, Google Drive or Dropbox. If using Google Drive please note we do not have a Google account, so please have the protection setting as “Anyone with the Link” can access. If emailing, please send via zip file or in multiple emails to ensure delivery of all photos and documents. You can also send items via mail on a CDR, DVR or flash drive.

#### File formats and specifications:

Letter and captions: Word

- For your photo captions please keep them to **10 words or less** and make sure you identify which caption goes with which picture. You can include all your captions at the bottom of your letter or in a separate Word document.

Photos and signature: JPG

- Banner picture needs to be 1900x815 pixels and in landscape (horizontal) format for best quality.
- Gallery Card Profile Photo should be a minimum of 450 x 450 pixels.
- Our Story pictures should be a minimum of 450 x 450 pixels and in landscape (horizontal) format for best quality.
- Family Photos should be a minimum of 450 x 450 pixels.

Video: 1080p HD or .MPG (MPEG-2 or MPEG-4)

- Videos can't be longer than 3 mins.
- Taking the video in landscape mode (horizontally) is suggested.
- Videos will need to be loaded to YouTube in order to post to your profile. Learn more about their video specifications here:

<https://support.google.com/youtube/answer/4603579?hl=en>

Email: [Profiles@Cradle.org](mailto:Profiles@Cradle.org)

Mail:

The Cradle  
attn: Adoptive Parent Profiles  
2049 Ridge Ave Evanston, IL 60201

*Once materials are received, you will receive confirmation of receipt. Please allow 7-10 business days for the online profile to be created.*



## Release of Personal Information for Online Profiles

Please return to via email to [Profiles@Cradle.org](mailto:Profiles@Cradle.org)

I hereby consent that The Cradle be authorized to use my name, "Online Profile" and photographs of myself and children (if applicable) for use on The Cradle's website. I also grant permission to make changes, edits, or alterations as needed for such purposes. I warrant that I am the parent/legal guardian of any minors listed below, and agree to the above terms on their behalf.

**Please check all that apply, by leaving it unchecked you are stating we do not have that permission:**

- I/We have enclosed photographs and a letter for use on The Cradle's website.
- I/We have submitted a video and in doing so acknowledge this gives The Cradle the permission to post the video on their YouTube channel.
- I/We would also like to be added to The Cradle's social media posts, which include The Cradle's Facebook page, Instagram, and Twitter.

Names:

Address:

City:  State:  ZIP:

Phone Number:  E-mail:

Child's Name: (if applicable):

Signature(s)