

PRICING SHEET

(effective January 2022)



PURL
ADOPTION ADVISORY

Advisement Packages Available

All-Inclusive Package

This package includes coaching, support and referral to adoption attorneys and agencies for matching/placement, the Adoptive Parent Guidebook, monthly educational coaching calls, resources for funding your adoption, Five (5) one-hour coaching calls with your advisor on topics customizable to your adoption journey, one counseling session with a licensed counselor, Adoption Profile design (up to 16 pages), the design of four different Adoption Outreach Materials (1) Outreach Card, 2) Business Card, 3) Pull Tab Flyer, 4) Facebook Cover Photo) and initial set up of your Facebook Adoption Page, guidance on Adoption Outreach, feature on Purl Website and social media, and 6 months of active case by case analysis/review once active.

\$3,950

Advisement Package

This package includes coaching, support and referral to adoption attorneys and agencies for matching placement, the Adoptive Parent Guidebook, monthly educational coaching calls, resources for funding your adoption, Five (5) one-hour coaching calls with your advisor on topics customizable to your adoption journey, one counseling session with a licensed counselor, existing Adoption Profile review, feature on Purl Website and social media, and 6 months of active case by case analysis/review once active.

\$2,950

Advisement & Family Profile Package

This package includes coaching, support and referral to adoption attorneys and agencies for matching/placement, the Adoptive Parent Guidebook, monthly educational coaching calls, resources for funding your adoption, Five (5) one-hour coaching calls with your advisor on topics customizable to your adoption journey, one counseling session with a licensed counselor, Adoption Profile design (up to 16 pages) and feature on Purl Website and social media, and 6 months of active case by case analysis/review once active.

\$3,495

Coaching Package

Adoption/Embryo Coaching Package

This package offers guidance and coaching for a domestic infant adoption journey or an embryo adoption journey. This package includes three, one-hour coaching sessions to help prepare for and navigate your adoption journey, a Family Profile Review (or 20% off profile design services), the Adoptive Parent Guidebook (or Embryo Adoption Guidebook) and all of the other education and community support afforded to our Purl Families. Adoption Coaching package clients may also receive limited adoption opportunities that are not a good fit for our active Purl Advisement Families.

\$1,250

Design Services Available

Family Profile Design

This includes the creative design, picture selection, and written narrative of Client's family profile using one of our profile templates. Clients will receive an electronic .pdf and a high resolution printable .pdf copy of the profile and suggestions on affordable, quality printers.

16 or 20 page profile design	\$850
12 page profile design	\$750
8 page profile design	\$650
4 page profile design	\$450

Family Website Hosting & Design

This includes the design and hosting of a multi-page family adoption website (for one year).

\$500

Adoption Outreach Materials Design

This includes the design of four different Adoption Outreach Materials (1) Outreach Card, 2) Business Card, 3) Pull Tab Flyer, 4) Facebook Cover Photo) and initial set up of your Facebook Adoption Page.

\$500

Family Profile Review Service

This includes a one-time review of the family's draft family profile for suggestions on layout, design, picture selection and narrative.

\$250