Marketing Techniques for Adoption from Foster Care
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Marketing Pets from Foster Care

Let’s say you have 3 great foster caregivers for adult dogs. All of them are full. Yesterday, you had two adult dogs beginning to show signs of kennel stress, and you were waiting for a spot in foster to open up. Today, there are two more. What do you do?

One might think that since a dog in foster care is “safe,” they don’t need to market them, concentrating instead on the ones still at the shelter. Exactly the opposite is true. The best way to get long stay dogs into forever homes is to aggressively market them once they’re in foster care and available for adoption. There will always be another dog waiting for foster at the shelter, so the best way to ensure that you have enough fosters is to do everything you can to shorten their length of stay in foster care.
Traditional Marketing

Traditional shelter marketing often consists of posting the biographies of available pets on social media. Often, due to time limitations, the same biography is posted more than once when a pet has a long stay in the shelter.

Why doesn’t this work?

• Same picture = boring
  • Your supporters are less likely to share the same picture twice

• Photo quality
  • Though Ghost is adorable, the photo’s background is unappealing

• Template text
  • Ghost has been in the shelter for 6 months, and the shelter appears to know nothing new about her. The implication: Is she boring? Do they not like her enough to find out more?
  • The text doesn’t give much of a way to make an emotional connection

• Stop signs in text
  • “No kids” and “no other dogs” often scares off potential adopters who would be a good fit (see article)

• Inclusion of ID number
  • Says, ‘This dog is just a number to us.’
  • Discourages emotional connection
Marketing vs. Adoption Counseling

Marketing is Not Adoption Counseling: Keep ‘Em Separate, Save More Lives

Posted on February 18, 2016 by Animal Farm Foundation
Guest post written by Kristen Auerbach, Deputy Chief Animal Services Officer at Austin Animal Center in Austin, TX.

Shy dog Derek had been at Austin Animal Center, waiting for a family for several months, but was timid and scared in his kennel and didn’t seek out attention. There were no sparks with potential adopters.

As I sometimes do with dogs who need some extra attention, I brought him into my office and got to know him over the course of a few days. I saw him around other dogs, kids, and cats. I learned that he was very well behaved, but seemed unsure of the world, and sometimes became nervous. I observed his back legs seemed to bow out and he walked a little funny.

Derek was super shy in his kennel and was one of those dogs we sometimes call “shut down.”

With this new information, it was time to do some marketing. I wrote a silly little description of my experience with Derek and stuck it on his kennel.

I brought him in my office and got to know him over a couple of days. I made a silly flyer and put it on his kennel.
After just two days with the new sign, a woman wanted to meet him in the play yard. Once they got to meet, she saw there was a spark between them and said, “I want to take him home.”

At that point, after that initial magic connection had been made, we began the adoption counseling.

I described everything I had observed, including that he seemed to like the children he met, but also seemed unsure of them. I also told her that he needed his back legs checked out and that he might have some issues because of his conformation. I was honest and disclosed everything we had assessed and observed about Derek.

The adopter asked a lot of good questions. She considered if he was the right fit for her.

At the end of the counseling process, she was still convinced Derek was for her. She adopted him that day and when we followed up, she told us she is ‘completely in love’ and he’s the perfect dog for her.
This family saw the flyer, met Derek, bonded with him, went through the counseling process and adopted him. Derek was so proud!

Dogs like Derek are typically marketed to the public with information like:

“Shy, needs home with adults only” or “Probably a backyard dog and not well-socialized.”

These statements, used during the marketing phase, act as STOP signs which prevent potential adopters from asking to meet dogs (even ones that would be a great fit for them!). To help send more pets home, shelters need to separate the marketing from the adoption counseling.

Too often we mistake social media marketing as the place for adoption counseling. Can you spot the ‘stop signs’ in these posts?
“Elsa is a gorgeous, two-year-old pit bull who loves people and loves to snuggle and go on walks. She must be the only dog in the house. She’d do best in house with no kids. Elsa has been waiting more than two years to find a new family to love her. Could she be the one for you?”

“Sam is fun-loving dog with tons of energy who is looking for an active home. He is really good with most people, but he prefers women over men. He is reactive and has mild separation anxiety, but with the right person, he’s going to make an awesome pet!”

I know what you’re thinking: “We have a responsibility to our adopters/fosters/rescuers/public to tell them everything we know about that animal! Are you saying we should intentionally hide the truth?”

No. As animal welfare professionals and volunteers, we owe it to our community and our adopters to disclose everything we know about one of our animals.

However, we share all of that information during the adoption counseling portion of the process...not in the marketing.

Marketing is meant to grab attention and open a door. Adoption counseling is for full disclosure. Marketing is what GETS people to the adoption counseling process by piquing their interest in meeting the animals. But you can’t do the complicated business of adoption counseling if NO ONE is there for you to talk to. Marketing: it’s what makes the full conversation happen!

Here are some simple tips for keeping your marketing separate from your adopting counseling process. If you do this, you’ll increase your adoptions, make better matches, and get more pets out of your shelter or rescue and into permanent homes.

DON’T include every single detail about an animal’s entire life or try to explain every possible flaw or challenge this pet may have in one post. Imagine writing a job resume where you list every mistake you’ve ever made, all the projects that didn’t go well, and all the things your coworkers find most annoying about you. You’re probably never going to get the call to come in for that job interview, even if you are a great prospect!
While this is an extreme example, it makes an important point. Every person (and dog) has a variety of personality traits and behaviors. We all have a history of highs and lows that makes us who we are. If we put it ALL on the table, before a prospective employer gets to meet us and form a connection with us, we’re not going to get the call to even come in for the interview.

For dogs, they’re probably not going to get the opportunity to meet the person who could change the course of their lives!

Think about it like this: Your resume is a way to land the interview where you have a chance to discuss your strengths and weaknesses. The social media post or bio is the way to get adopters to meet your dogs and have a discussion with you about all of their needs.

DO tell a story! Dalton, pictured here, was a wild child in the shelter. He barked and whined while kennelled and had tons of energy. His behavior in the shelter sent adopters running. Dalton was passed over many times.

In the past, we might have posted that Dalton was a ‘high energy’ dog looking for an ‘active’ family who would take him running and hiking. But we’ve learned potential adopters read through the lines, even when we try to be subtle about potentially negative traits.

Instead we sent Dalton to a foster home for a few days, so we could learn more about him. His foster mom shared a quick story about something he did while at their house.
That story, posted on Facebook, brought in dozens of interested adopters. Marketing him this way allowed us to find a family from this group who was perfect for this young, exuberant pooch. Everyone else that was interested adopted other dogs. Win-win!

For more information on writing descriptions that create connection and draw in adopters, check out Animal Farm Foundation’s E-Book about marketing and advertising.

DON’T focus on restrictions. Restrictions are articulated either as a directive statement, as in “no kids” or as a passive statement such as, “would do best in a home with no kids.” A restriction like this means different things to different people. It leaves a lot of room for people to imagine why you’ve included it in your marketing.

For most adopters, a statement like this will act as a stop sign because they don’t know why you’re using it and it may sound scary. Even for potential adopters who don’t have
kids, they may think, “Well, my neighborhood has kids and so I guess this dog won’t work for me,” or alternately, “I don’t have kids, but who wants a dog that doesn’t like kids?” or even, “I wonder if this dog has hurt kids?” By placing restrictions in your marketing, you may have turned off some really great adopters who are the right match.

Even if you are firm about the restriction and will not adopt the dog to a home with kids or cats, you can save that conversation for the in-person adoption counseling process. This is when you will explain the dog’s full history and why you are going to use the restriction. Your adopters will appreciate your transparency and information and trust in your adoption process.

To read more about restrictions, check out Animal Farm Foundation’s E-book about adoption best practices.

Ghost, pictured here, is a deaf dog. We marketed her by talking about how despite her inability to hear, how happy and joyful she always is. Without any special criteria or restrictions, we found her the perfect family.

DO stick to positive marketing that inspire adoptions and will create the opportunity for adopters to meet the dog, before beginning the counseling process.

DON’T feel bad if the marketing doesn’t lead to the right match. If someone comes to meet a pet because of your positive marketing and they can’t adopt that particular pet, because of a medical or behavioral issue that you discuss with them, that’s ok…

DO see this as opportunity to make the right match. All of our staff makes an effort to always know some information about six or seven different animals in our shelter. That
way, if the pet the adopter saw on social media wasn’t the perfect fit, we have several other potential matches already in mind!

DON’T use industry language, or ‘shelter-speak’ in your marketing efforts. Terms like ‘barrier reactive’ and ‘resource guarding’ might be everyday lingo for you, but to adopters that are both frightening and confusing. Even terms like, ‘jumpy/mouthy’ mean something different to you than what they might mean to a person who is unfamiliar with animal welfare jargon. They may scare off adopters.

DO use everyday language in your marketing, as well as your adoption counseling, that regular people understand. And if you do use a term like ‘zoomies,’ make sure you explain what you mean!

Want to keep it simple? Remember that marketing gets people in the door who are excited to adopt and creates the opportunity for honest, open adoption counseling to happen at the shelter, where the best possible matches can be made.

Commit to a positive-only marketing approach combined with a conversation-based adoption counseling process and you’ll start to send more pets home, right where they belong.
Innovative marketing is different than traditional marketing. Innovative marketing takes risks and breaks rules. It sees every animal as an individual and focuses on highlighting every dog – through sharing an adorable quirk, a story about their day, a notable interaction with a person or other animal. Innovative marketing avoids putting stop signs into posts and doesn’t try to capture a dog’s entire personality in one post, because it recognizes the shelter is a tremendously stressful place and we probably have no idea what the ‘true’ personalities of any of our dogs really are until they’re in a home with a family. Innovative marketing engages people, using community language like you, us and we, not third person language like they and them.

<table>
<thead>
<tr>
<th>Traditional Marketing</th>
<th>Lifesaving Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Following the “rules”</td>
<td>• Thoughtful rule-breaking</td>
</tr>
<tr>
<td>• Pet marketing via biography</td>
<td>o 4, 5 or more posts a day? Sure, if you have great content!</td>
</tr>
<tr>
<td>• Stop signs in text:</td>
<td>• Highlighting a specific pet’s adorable quirk, a scene or story about their day, an interaction with other dogs or people, etc.</td>
</tr>
<tr>
<td>o “NO CATS”</td>
<td>• Leave the adoption counseling to the pet’s foster and your adoption counselors</td>
</tr>
<tr>
<td>o “must be the only dog”</td>
<td>• Use community-creating language: you, us, we</td>
</tr>
<tr>
<td>o “needs a home with no children under 12”</td>
<td>• Only use posts that are relevant to your agency</td>
</tr>
<tr>
<td>• General animal care posts, funny pet videos, foods to avoid at Thanksgiving, etc.</td>
<td></td>
</tr>
</tbody>
</table>
In the first example above, template text and a mediocre photo make it difficult for viewers to form an emotional connection. The second is a clear photograph in which Sweet Jane is looking directly into the lens; with compelling text and a clear call to action it becomes an engaging post.
Your Goals

1. Find an adopter for the pet.
2. Make the pet a local celebrity.
3. Create an emotional connection between the pet and your supporters.

Your ultimate goal is to find an adopter for your long-stay dog. While you’re in the process, your secondary goal should be to make your long-stay pet a local celebrity. There are several reasons for this. First, the more people who recognize and talk about a pet, the more likely it is that their family will find them. Second, it gets people talking about your shelter and the plight of long-stay pets in general.
How it Works

Ghost, a young, energetic dog the shelter transferred in from another county with breed-specific legislation in place, had a very hard time in the shelter. She was also deaf. Her high energy level combined with not being able to communicate with her made it hard for volunteers to work with her.

At many shelters, a dog like Ghost could have waited for years for an adopter, or been euthanized when kennel stress made it nearly impossible to work with her in the shelter. Instead, the shelter marketed her heavily. Her adoptive mom had followed her from the beginning, developing an emotional connection with her and leading to her adoption!
Volunteer- and Foster- Driven Marketing

Writing the biographies and finding the right photo can be time-consuming for shelter staff. Foster families can reduce this burden by supplying the shelter with ready-made marketing material.

To do this, you need foster families to commit to creating marketing material (photos, videos, write-ups on outings the dog has been on, etc.) at least every 7-10 days. With this marketing material, you create a story about their life in foster care. Every post is a new chapter. People following your page get to know the dog over weeks or months, creating an emotional attachment both to the dog and to your shelter. We know of many cases where a long-stay dog was adopted by someone who had been following their story for weeks or months.

This works perfectly with a volunteer & foster social media group, because volunteers often love to get updates on what the dog has been up to and how it’s doing. The shelter can often pull photos, get ideas and even quote the foster directly straight from the material posted on the page.
The more original and professional the content, the better it works. However, fosters don’t need to be professional photographers or expert writers to be successful at creating marketing material. There are lots of easy things they can do to provide material, such as taking the dog on a short trip to the park, providing photos and a short write-up, take a video of the dog doing training exercises, etc. Of course, if they’d like to ask a volunteer photographer to take professional photos of the dog, that works too!

Teach families how to do write about their foster pets, improve their photographs and find new ways to market them. Better yet, let them teach one another! Utilize other volunteers to help teach workshops on everything from creating memes to taking selfies to writing biographies.

**Volunteer & Foster Social Media Group**

These types of groups are generally open to volunteers, fosters, & staff members. There are several ways this group can be used:

- Encourage fosters and volunteers to take candid, cute photos and videos of shelter pets. Use these, along with stories and observations, to construct posts for the shelter’s external Facebook and other social media pages.
- Posting non-urgent medical or behavioral questions about foster pets. If they ask the group, they’re likely to get immediate responses.
- Sharing happy stories or informative articles. There are so many great resources out there!
- Need help filling a volunteer shift? Post a message!
- Your volunteers and fosters can get to know one another, creating a sense of community and making it easier to locate substitute foster care.

What’s great about these types of groups is that fosters and volunteers can see what one another are doing with their fosters, and often end up giving one another great ideas for marketing. Additionally, the group’s support is often very rewarding to fosters, making it more likely that they’ll consistently send in great marketing material.
Sample Guidelines:
There are certain things you may not want posted on the Facebook group page, as they may be better addressed with an appropriate staff person. Two of these are:

- Concerns or complaints about a staff member, another volunteer or an issue at the shelter.
- Complaints, suggestions or concerns about shelter policies and procedures.

Sample Group Rules:

- All group members are expected to conduct themselves with respect and compassion towards everyone else on the page.
- Inflammatory or aggressive comments, which can lead to misunderstandings, misinformation and hurt feelings, should be avoided.
- The shelter reserves the right to moderate comments and posts.
- Posts may be removed from the page at any time. The author of the removed post will receive an e-mail or message from the moderator, explaining why their post or comment was removed.
- People may be removed from the group temporarily or permanently if they repeatedly post inappropriate content.
Volunteer-and Foster-Driven Marketing: The Next Level
Want to take your marketing to the next level? Here are a few great ideas that will help get your long-stay dogs out the door!

Volunteer- and Foster-Created Social Media Pages
Volunteer- and Foster-Created Social Media Pages require little to no work from shelter staff, other than perhaps setting some ground rules on the use of photos posted to the social media group. The pages can be created and maintained by volunteers, and can showcase a particular niche within your shelter. NoVa Cats and Hard Luck Hounds are two examples of these types of pages. Foster families can also create their own social media pages, on which to showcase their current fosters.

Social media pages created and maintained by volunteers can be immensely helpful in getting animals adopted and require very little effort by shelter staff. These social media pages can focus on adoptable animals from your whole shelter or certain types of animals within it, your entire community, a particular family’s foster pets or even a particular dog.

Advantages to this are that the pets posted on these pages will be seen by a wider audience and that more people will become familiar with your shelter. A discussion of ground rules may be helpful first to ensure that the volunteer/foster understands what content and photos it is ok to post.

![Figure 1. Foster-created Facebook page focused on a single dog](image)
The Shelter Pet Project

The Shelter Pet Project is a free resource that can put a long-stay pet in front of a much wider, national audience. Anyone can submit a pet to be featured. Here’s how it works:

1. Find:
   - The animal’s Petfinder url
   - The animal’s biography (make sure to use the exact one the shelter is using)
   - The email address interested parties can write to at the shelter
2. Email this information to contact@theshelterpetproject.org
3. When you receive a reply, make sure the shelter knows. Post a message in your Volunteers & Fosters Facebook group with the date and time the pet will be posted. This way, other volunteers will know ahead of time and will be able to help promote the post and answer additional questions about the pet.
**Media Sponsorships**

Media sponsorships are one of the most effective ways to find homes for long-stay and special needs pets. A media sponsorship is a donation that is specifically used to “boost” a post on social media to a targeted, local audience. This puts the post in front of thousands of new people who would not otherwise have seen the pet. A bonus is the dozens of new likes your own page will generate when a post is boosted.

**Case Study: Friends of the Fairfax County Animal Shelter**

The Friends of the Fairfax County Animal Shelter piloted the first media sponsorship program. Media sponsorships cost $25. In 2016, their posts regularly were seen by between 1,000-2,000 people. Media sponsored posts received between 12,000-30,000+ views.

Their Facebook page receives between 25-50 new likes for each media sponsored post, increasing the chances that animals posted in the future will be seen by a wider audience.
Notable adoptions that occurred as a direct result of media sponsored posts are a long-stay dog from the shelter’s behavioral foster program, a 15-year-old deaf, black cat (total length of stay = 3 days!) and a long-stay senior kitty.

**NOVA Pets Alive- Sending Them Home**

Another new resource is NOVA Pets Alive-Sending Them Home. The page posts mostly adoptable pets from the East Coast, but they will post animals anywhere in the country for free (all you need to do is message a link to the pet’s Petfinder page to them). In addition, media sponsorships can be donated for animals anywhere in the country. The sponsorships target the animal’s current location and can further tailor the audience to the pet. Though the page is relatively new, dozens of adoptions have occurred as a direct result of its posts, notably a long-stay pit-bull type dog who had mange.
Appendix A: Resources

Marketing shelter pets

Kennel ‘Report Cards’ help dogs get adopted

Marketing rules to increase adoptions
https://www.animalsheltering.org/magazine/articles/awesome

Marketing best practices from Animal Farm Foundation

Using memes to market shelter pets
https://www.animalsheltering.org/magazine/articles/i-can-haz-adopter

How one shelter had people line up at 4 a.m. to adopt pit bull puppies
http://www.huffingtonpost.com/2015/06/15/lining-up-to-adopt-puppies_n_7571390.html

You Might be Overlooking the Easiest Way to Help Your Shelter’s Long Term Stay Dogs

Marketing, PR and Social Media
http://www.maddiesfund.org/topic-marketing-pr-and-social-media-social-media.htm

Social Media: Six New Things
http://www.maddiesfund.org/social-media-six-new-things.htm?p=0EECED7D-7E3F-4ECB-A2D8-CD9099F21539

Photography, Videography and Writing

Better Photos and Profiles for Long-Stay Shelter Dogs
http://chewonthis.maddiesfund.org/2016/04/long-stay/

How to Take Great Pet Adoption Photos with a Smartphone
http://chewonthis.maddiesfund.org/2015/03/how-to-take-great-pet-adoption-photos-with-a-smartphone/
Volunteer-driven marketing

http://www.huffingtonpost.com/2014/01/06/pit-bulls-fairfax-county-animal-shelter_n_4548926.html


http://www.huffingtonpost.com/entry/these-shelter-pets-are-going-back-to-school-with-worlds-cutest- adoption-pics_us_5601b34be4b00310edf8f02c

Boosting your marketing efforts

The Shelter Pet Project: submit adoptable animals, free of charge
https://www.facebook.com/ShelterPetProject/?fref=ts

Media sponsorships to boost social media posts
https://www.facebook.com/novapetsaliveSTH/?fref=ts