**How to Create a Process for**

**Marketing and Adopting Pets from Foster Homes**

**How to Begin**

1. Set foster expectations immediately
	1. On foster landing webpage, in training, etc.
		1. What you’ll need from them in order to market their foster pet
		2. What role they’ll play in meeting and matching pets with potential adopters
		3. What role they’ll play in their foster pet’s adoption
2. Create simple, efficient standard operating procedures for:
	1. [Gathering marketing material](https://drive.google.com/file/d/1hRFZ5aEIjonnjpsBYG0RXoDN5sxBMQ3i/view?usp=sharing) from fosters
		1. This may look like:
			1. [Social media group](https://www.maddiesfund.org/assets/documents/Institute/Marketing%20Dogs%20from%20Foster%20Care%204-11-17-1.pdf)
			2. Google form or [email](https://drive.google.com/file/d/1ccnxYCW6Qgwbog9-R-qkk0INJ2hZiJfS/view?usp=sharing) with bio questions
				1. [This Google form](https://drive.google.com/file/d/1NzJRjvQ0ZtoTwQbXlBrulLux1v-hifgA/view?usp=sharing) can be updated monthly and also be used to track monthly prevention, supply needs and compare behavior changes in the home
			3. Pairing fosters with another volunteer or a [team of volunteers](https://www.youtube.com/watch?v=WAs1AFyDdC8&t=1s) who can help them by providing respite foster, transportation, marketing pets from foster and more.
		2. You may need to [track](https://drive.google.com/file/d/1TI7rAQ3Gqk0BjGq9DFQNf4eYeuxQialD/view?usp=sharing) the marketing material you receive from fosters so you know which foster pets need updated marketing material (photos, bio, etc.).
			1. Consider having a volunteer track this information and contact foster caregivers when material is needed.
	2. Putting marketing material in front of potential adopters
		1. Pets in foster homes should be marketed for adoption on your [website](https://www.austinpetsalive.org/adopt/dogs) and social media
			1. Your organization should [talk about foster all of the time](https://chewonthis.maddiesfund.org/2019/07/foster-friday-everyday-creating-a-community-culture-that-values-pet-fostering/?fbclid=IwAR3uNPDT1Xj74iCU6y2l4pwCbvlJ3x3PdAsHZrgYuc5ygIl-iZWojoEZ2bk)! This includes telling stories about pets in foster and marketing them for adoption.
		2. Cut & paste the [questions and answers](https://drive.google.com/file/d/1Eu8GrhbNPjtBMX5YDd6so0Tet9LduT3D/view?usp=sharing) from the foster’s questionnaire into the pet’s online profile
			1. If you’re collecting behavioral information at the same time, all of this information may not be appropriate for the pet’s bio
			2. [Adoptmeapp](https://adoptmeapp.org/)
			3. Link to pet’s Instagram profile or other personalized online content
	3. Adopting pets from foster care
		1. Process for making sure the pets are up-to-date on everything they need before their adoption (vaccines, spay/neuter, etc.)
		2. [Process](https://drive.google.com/file/d/1qg_8v8V-OpBIuHaTfIO4ixMWG-iB33SH/view?usp=sharing) for ensuring all required information is exchanged
			1. Adopter gets:
				1. Pet’s medical & behavioral history
				2. Any other general adoption information your organization sends out
			2. Your organization gets:
				1. Adopter information, information on microchips, dog licenses, adoption fee (if required), etc.
				2. Note: some organizations’ shelter software may make it difficult to adopt straight from foster homes. If this is the case, consider allowing the fosters to handle meet & greets and everything up to the actual adoption. If a pet is fearful in shelter and it’s possible to do the adoption at the shelter without them, and pick up the pet at the foster’s home afterward, this may be helpful.
3. Foster training
	1. Topics to cover
		1. Marketing
			1. Why you need their help with marketing
			2. What you need from them (the bare minimum and good examples from others who have gone above and beyond)
			3. Your organization’s marketing process (is there a Google form for them to fill out for the bio? Where can they send or upload photos?)
			4. [Guidelines](https://drive.google.com/file/d/1u302GmzoJ3V_sgvy2anIn-0Pvplu6Yw2/view?usp=sharing) for marketing foster pets
			5. How they can get help
				1. Mentors, foster teams, online resources, etc.
		2. Adoption
			1. [The foster’s role](https://drive.google.com/file/d/1hRFZ5aEIjonnjpsBYG0RXoDN5sxBMQ3i/view?usp=sharing) in the adoption process
			2. If applicable to your process:
				1. Your adoption philosophy and what that means for fosters ([open adoptions](https://humanepro.org/page/adopters-welcome-manual), etc.)
				2. How to queue multiple potential adopters
				3. Communication with potential adopters
				4. How to host a meet-and-greet

General [guidance](https://www.maddiesfund.org/assets/documents/apprenticeships/medium-and-large-adult-dog-foster-manual.pdf)

Pet introductions to strangers

[Cats](https://www.maddiesfund.org/introducing-your-cat-to-new-people.htm)

[Dogs](https://www.maddiesfund.org/introducing-your-foster-dog-to-strangers.htm)

Pet-to-pet introductions

[Cat-to-cat](https://www.maddiesfund.org/introducing-cats-to-other-cats.htm)

[Dog-to-dog](https://www.maddiesfund.org/introducing-your-new-dog-to-your-dogs.htm)

[Dog-to-cat](https://www.maddiesfund.org/introducing-your-new-dog-to-cats.htm?p=topic1011)

Pet introductions to children

[Cats and kids](https://www.maddiesfund.org/introducing-cats-and-kids.htm)

[Dogs and kids](https://www.maddiesfund.org/children-and-dogs-how-to-keep-interactions-safe.htm?p=topic1011)

* + - * 1. Logistics of the foster’s part in the adoption process
				2. How they can get help if they need it
1. Staff training, if needed
	1. Standard operating procedures
	2. Training in any technology they’ll need to use
2. Set up any automated processes, if needed.
	1. Some organizations have set up their shelter software to automatically send [emails to fosters](https://drive.google.com/file/d/1ccnxYCW6Qgwbog9-R-qkk0INJ2hZiJfS/view?usp=sharing) at specific intervals in order to get behavioral information and marketing materials

**Sample Resources**

General

* [Empowering Fosters to Market Pets from Foster Care](https://www.youtube.com/watch?v=g1GNzFrxZ2o) (webcast)
* [Marketing Techniques for Adoption from Foster Care](https://www.maddiesfund.org/assets/documents/Institute/Marketing%20Dogs%20from%20Foster%20Care%204-11-17-1.pdf)
* [Marketing Tracker Template](https://drive.google.com/file/d/1TI7rAQ3Gqk0BjGq9DFQNf4eYeuxQialD/view)

Marketing Processes from Foster

* [Foster Friday Everyday! Creating a Community Culture that Values Pet Fostering](https://chewonthis.maddiesfund.org/2019/07/foster-friday-everyday-creating-a-community-culture-that-values-pet-fostering/?fbclid=IwAR3uNPDT1Xj74iCU6y2l4pwCbvlJ3x3PdAsHZrgYuc5ygIl-iZWojoEZ2bk) (blog)
* [LifeLine Animal Project’s Animal Return Form- Dogs](https://drive.google.com/file/d/1NzJRjvQ0ZtoTwQbXlBrulLux1v-hifgA/view?usp=sharing)
* [Pima Animal Care Center’s Adopt from Foster Automated Emails](https://drive.google.com/file/d/1ccnxYCW6Qgwbog9-R-qkk0INJ2hZiJfS/view?usp=sharing)

Foster Guidance- Marketing

* [The Foster Caregiver Marketing Guide](https://www.maddiesfund.org/assets/documents/foster-resources/MF-foster-caregiver-marketing-guide.pdf)
* [Lifeline Animal Project’s Marketing Toolkit](https://drive.google.com/file/d/1u302GmzoJ3V_sgvy2anIn-0Pvplu6Yw2/view?usp=sharing)
* [Six Guidelines for Marketing Your Foster Pet](https://chewonthis.maddiesfund.org/2018/12/six-guidelines-for-marketing-your-foster-pet/) (blog)
* [Marketing Your Foster Pet](https://university.maddiesfund.org/products/marketing-a-foster-pet) (Maddie’s University online course)
* [Using Social Media to Help Shelter Pets Shine](https://university.maddiesfund.org/products/using-social-media-to-help-shelter-pets-shine) (Maddie’s University online course)

Adoption from Foster

* [LifeLine Animal Project’s Adoption from Foster Protocol](https://drive.google.com/file/d/1hRFZ5aEIjonnjpsBYG0RXoDN5sxBMQ3i/view?usp=sharing)
* [Pima Animal Care Center’s Adopt Out from Home guidance](https://drive.google.com/file/d/1qg_8v8V-OpBIuHaTfIO4ixMWG-iB33SH/view?usp=sharing)