



Maddie's Fund


Empowering Foster Caregivers


to Help Market Pets from Foster Care

Rachel Jones, Adult Dog Foster Coordinator, Pima Animal Care Center
Kelly Duer, Foster Care Specialist, Maddie's Fund

1

Louie's Story (AKA King Louie. Long may he reign)







Maddie's Fund

2

Louie's Story (AKA King Louie. Long may he reign)





Maddie's Fund

3

Louie's Story (AKA King Louie. Long may he reign)



Maddie's Fund

4

Louie's Story (AKA King Louie. Long may he reign)



Maddie's Fund

5

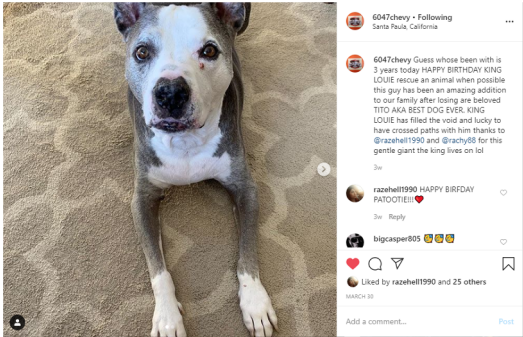
Louie's Story (AKA King Louie. Long may he reign)



Maddie's Fund

6

Louie's Story (AKA King Louie. Long may he reign)



6047chevy · Following
Santa Paulk, California

6047chevy Guess whose been with is 3 years today HAPPY BIRTHDAY KING LOUIE rescue an animal when possible this guy has been an amazing addition to our family after losing are beloved TITO AKA BEST DOG EVER KING LOUIE has filled the void and lucky to have crossed paths with him thanks to @razehell1990 and @grachy88 for this gentle giant the king lives on lol

3w

razehell1990 HAPPY BIRTHDAY FATOOTIE!!!


3w Reply

bigcasper805

Liked by razehell1990 and 25 others

MARCH 30

Add a comment...



7




Marketing Strategy



8

Marketing from Inside the Shelter





9


Marketing From Foster Care




10

Lessons from the Fairfax Behavioral Foster Study

A	B	C	D	E
Dog Name	ID #	Primary Foster	Breed/Perceived Breed	Primary Behavioral Issue
Oku	A23238803	Dena C.	samoyed/korean jindo	PD: strong prey drive
Cheeto	A23183183	Dena C.	mastiff/great dane	KS: kennel stress
Moqi	A23784568	Dena C.	chow chow	RG: barrier reactive
Clyde	A23212056	Dena C.	pit bull	RG: toy possessive
Rayne	A23196542	Hillary V.	terrier, staffordshire bull/mix	FA: nervous, growling




11

Marketing Strategy

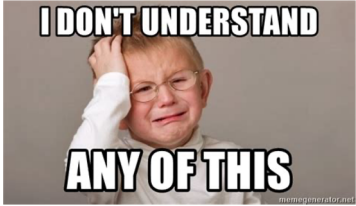
- Fosters provide marketing material every 7-10 days
- Slight focus:
 - o Successful adoptions
 - o Revolving door
 - o "Low-hanging fruit"




12

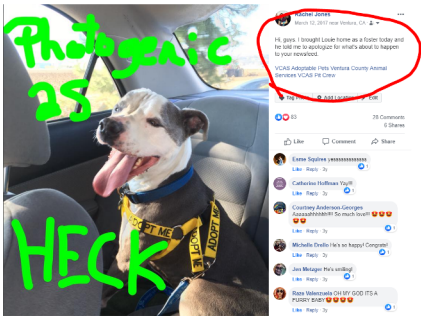


Setting Expectations



13

Setting Expectations




14

Setting Expectations

Adult Dog Foster Orientation

From Foster to Adoption


Make the most of your foster marketing and adoption logistics and ensure the following guidelines:



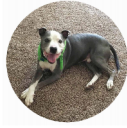
34. What are the 4 guidelines for foster marketing? *

- ☐ Dislike everything upfront, be creative, have intended parties work, be everywhere
- ☐ Avoid stop language, be everywhere, be accessible, be creative

www.tinyurl.com/dogfosterorientation



Flood Your Foster with Adoption Inquiries



15

16

[illegible]

17

18

[illegible]

Automating the Feedback Process


Pima County • Community • Animal Care • Adopt a Pet

Adopt a Pet

Pets Available for Adoption

- Cats in Shelter
- Cats in Shelter
- Others in Shelter
- Cats in Foster
- Cats in Foster
- Others in Foster
- Positive dog experience
- Positive cat experience
- Positive kid experience
- Pets with hobbies


Information on pets available for adoption is updated every 15 minutes and is no guarantee that a pet will still be available when you arrive.



TO BE CONTACTED FOR AN ADOPTION OR FOSTER APPOINTMENT:

- Fill out the dog or cat survey below:
[DOG SURVEY](#)
[CAT SURVEY](#)
- Watch for a phone call from Pima Animal Care Center. Staff will contact you if the animal you're interested in is a good match, or when an animal meets your needs.


www.pima.gov/adopt



Maddie's Fund


25

Automating the Feedback Process




CHOCOLATE DOG
Male (Neutered)
10 years
DOB: 01/01/10
Breed: 2013-01-07

- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE




MALE DOG
Male (Neutered)
10 years
DOB: 01/01/10
Breed: 2013-01-07

- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE




MALE DOG
Male (Neutered)
10 years
DOB: 01/01/10
Breed: 2013-01-07

- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE




MALE DOG
Male (Neutered)
10 years
DOB: 01/01/10
Breed: 2013-01-07

- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE




MALE DOG
Male (Neutered)
10 years
DOB: 01/01/10
Breed: 2013-01-07

- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE




MALE DOG
Male (Neutered)
10 years
DOB: 01/01/10
Breed: 2013-01-07

- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE



MALE DOG
Male (Neutered)
10 years
DOB: 01/01/10
Breed: 2013-01-07


- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE



MALE DOG
Male (Neutered)
10 years
DOB: 01/01/10
Breed: 2013-01-07

- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE
- NO-DEBRISAGE

www.pima.gov/adopt



Maddie's Fund

26

Automating the Feedback Process


Adult Dog Foster Caregivers

File Edit View Insert Format Data Tools Add-ons Help

100% 123 10

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Animal ID	Name	Age	Sex	Date Placed	Dog Color	SNAP	Blut	Pit?	FB Post	KG Post	Supplies	Foster PD		
1	A64047	SAMANTHA	4Y	S	3/25	GREEN	SNAP	317	x	x	x		P50674		
2	A68187	COOPER	1Y 1M	N	3/20	PURPLE	DECOMP	317	x				P33288		
3	A69508	EDITH	2Y	S	3/20	GREEN	SNAP	317	x	x	x		P38142		
4	A67555	DOZER	5Y	N	3/20	BLUE	A	322	x	x	x		P45208		
5	A69376	NATALIE	4Y	S	3/20	ORANGE	SNAP	322	x				P50398		
6	A67954	FRED	2Y	N	3/12	BLUE	SNAP	322	x	x	x		P44252		
7	A69597	GEORGIA	6Y	S	3/12	GREEN	SNAP	324	x	x	x		P59116		
8	A68872	KNOX	1Y 6M	N	3/12	GREEN	SNAP	324	x	x	x		P188474		
9	A69587	BLUE SAPPHIRE	3Y	S	3/12	BLUE	SNAP	324	x	x	x		P30324		
10	A61311	ROCKO	6Y	N	3/12	BLUE	SNAP	324	x			CRATE	P43778		
11	A70102	NADIA	6Y	S	3/12	BLUE	SNAP	324	x				P48816		
12	A70104	BANDY	2Y	M	3/12	RED	DECOMP	328	x	x	x		P10231		
13	A68868	RAPHA	6Y	S	3/12	ORANGE	SNAP	328	x				P51813		
14	A68428	SAV SCHMITT	1Y 7M	S	3/14	BLUE	SNAP	328	x	x	x		P17764		
15	A69061	ALEX	5Y	N	3/14	ORANGE	SNAP	42	x				P50724		
16	A68887	LADY	5Y	S	3/14	BLUE	SNAP	42	x	x	x		P50724		
17	A68240	ASHLEY	2Y	N	3/14	BLUE	SNAP	42	x	x	x		P50720		
18	A38589	NINA	6Y	S	3/14	ORANGE	SNAP	42	x				P48720		
19	A62018	CORTES	1Y 6M	N	3/14	ORANGE	SNAP	42	x				P50763		
20	A68683	DAHLIA	1Y	S	3/15	BLUE	A	42	x				P50768		
21	A69404	ZELUS	1Y 2M	N	3/14	BLUE	SNAP	42	x				P50621		

www.pima.gov/adopt




Maddie's Fund

27

Automating the Feedback Process

March 18

Hello wonderful fosters, I have a big favor to ask. I am currently fostering Zeddy's three-legged wonder. I took her to a meet and greet with potential adopters and their dogs this morning and while it didn't go terribly, it didn't exactly go great. Zeddy was somewhat protective over me and growled and snapped at their dogs. We tried some side by side walking and spent about half an hour trying to accustom them. Zeddy was mostly fine with the other dogs unless they got too close to me or her. We tried having the husband walk their dogs out of site and the wife take Zeddy on a little walk by herself so she could get to know her without the distraction of the other dogs which went much better, but Zeddy was still very worried and kept trying to make it over to my car where I was sitting. I think the intro would go so much better if a stranger introduced her as opposed to me or my husband




1 Like · 1 Comment · 1 Share

1 Like · 1 Comment · 1 Share

1 Like · 1 Comment · 1 Share

1 Like · 1 Comment · 1 Share



Maddie's Fund

28

Automating the Feedback Process

SECTION 3: FOSTER 2 FOSTER SUPPORT

FACEBOOK GROUPS

- PACC Foster
- PACC Dog Fosters and Volunteers
- PACC Decommission Program

GROUPME CHATS

- General PACC Foster Chat
- Dog Foster Chat
- Kitten/Cat Foster Chat

*These are mostly dead but who knows, anything can happen

DOG FOSTER TRAINING SUPPORT

- PACC Top Dogs Volunteers

SHY OR FEARFUL DOG SUPPORT

- Decommission Volunteer
- Robin Daniels

FOSTER 2 FOSTER TRANSFERS

Foster Transfer Board

OFFSITE DOG TO DOG INTROS/ADOPTION ASSISTANCE

Kerry Murray (text only)

Wendy McFeely

FOSTER SUPPLY HOUSE

Contact our foster supply house hosts

DOG FOSTER GROOMING

Amy Ganos (text okay)

FOSTER PHOTOGRAPHY

Samantha Baughman

Cynthia Smith

Robin Daniels


FOSTER HOME CLEANING/DISINFECTION ADVICE

Joey Fitzgerald (Ringworm Veteran) (text is best)

LOST FOSTER SEARCH AND RESCUE SUPPORT

Samantha Baughman (Rita Ranch/Vail)

www.pima.gov/petfoster



Maddie's Fund

29

Automating the Feedback Process

Adopting out from home is easy!

(Updated 4/3/20 - Pandemic Response)

If your foster is spayed/neutered, microchipped, and vaccinated, they're good to go!

FOSTER MARKETING

- Access the Maddie's Fund Marketing Manual
- Access the quick n' dirty Foster Marketing Manual
- Write a Foster Bio
- Take event photos
- Upload new photos to the shelter
- Visit the Petfinder's Animal Care and Welfare Library
- Take the Free online Foster Marketing course from Maddie's Fund

ADOPTION

- Complete an adoption away from the shelter
- Adoption Agreement
- Adoption Agreement (Printable) - Must Download
- Dog Adoption Survey
- Dog Adoption Survey (Printable) - Must Download
- Cat Adoption Survey
- Cat Adoption Survey (Printable) - Must Download
- Adoption Packet the Adopter
- Pay Adoption License Fees Online

PRE-ADOPTION

- Complete a Pre-Adoption away from the shelter
- Pre-Adoption Manual, contract and agreement

All the adopter needs to do is:

- Fill out the dog or cat **adopter survey**
 - Fillable and printable versions can be found on [foster resource page](#)
- Fill out the **adoption agreement**
 - Fillable and printable versions can be found on [foster resource page](#)
- Pay the adoption fee online - [www.trayal.com/pacc/fee](#) (invoiced over 4 mos)
- Pay the \$20 licensing fee online (dogs only) - [www.trayal.com/pacc/fee](#)

All you need to do is:

- Give them the animal's **medical and behavior history**
- Sign and give them the Adoption Packet (includes free vet checkup)
 - Printable version can be found on [foster resource page](#)
- Email the completed **adopter survey and adoption agreement** to us at pacc_foster@pima.gov

OR mail them to us at: **Pima Animal Care Center**
4000 N Silverbell Rd
Tucson, AZ 85745


*If your foster has special medical or behavioral needs, email pacc_foster@pima.gov for the extra counseling form the adopter will need to complete.

*If you would like assistance conducting an offsite meet and greet, check the **foster resource page** for volunteers available to help.

Just make sure we get the paperwork and fees within 24 hours of the adoption!

Thank you for being a life-saving foster parent with Pima Animal Care Center!

www.pima.gov/petfoster



Maddie's Fund

30

Automating the Feedback Process

www.tinyurl.com/paccfostertransfers

Maddie's Fund

31

Training Fosters in Marketing

And my family, they can still find me here?

Maddie's Fund

32

Interactive Online Training

Instagram Stories vs. Posts

Stories:

- Disappear after 24 hours
- A place to casually check in with your followers & show off your everyday life.
- Ideal for engagement with your existing audience
- Sound on (most users watch with sound)

Rescue Pet Marketing 101 Part A

50 views · Mar 23, 2020

LUCY LUCY

Maddie's Fund

33

Training Series in Foster/Volunteer Group

TRAINING TUESDAY

We're starting a short series of weekly informational posts on ideas for engaging with the posts on our main social media pages. There's pretty much always room for us to improve engagement on social media, and more engagement means having our pets seen by more people and theoretically, more adoptions.

You guys probably know that the more people interact with a post by liking, commenting on and sharing it, the more people the platform will show it to. For example, our post on Gabby's puppies was shared and interacted with quite a bit, and you can see that it reached over 15,000 people! This week's post on Shamrock was commented on once but shared 15 times, resulting in a reach of over 4,000 people (and most importantly, Shamrock got adopted this weekend!). If we work together, we can get our pets seen by WAY more people, leading to more pets going home, faster!

Check here on Tuesdays for tips on easy ways to engage with our main page posts (since these are the pages we have the most following on, they're the ones we can leverage the most to get pets seen). We hope you'll test them out on posts about your favorite LDCRF adoptables!



41 More Likes, Comments and Shares
This post is performing better than 88% of other posts on its page. Based on its performance, it's likely to get more great results.

Maddie's Fund

34

Free, Online Classes

Marketing Your Foster Pet

[START COURSE](#) [DETAILS](#)

- Overview
- Introduction

WHAT FOSTER CAREGIVERS SHOULD KNOW ABOUT MARKETING

- Get GO!
- Pull out the stops

Maddie's Fund

35

Make it Fun!

Photo Challenge of the Day

Post your best photo of your foster pet in a LDCRF photo challenge. Today's challenge should be easy and fun. Post the funniest photo you have taken of your foster or LDCRF adoptable.

Feel free to post more than one photo. I am hoping to make a collection of photos for our main page!

Please include the pet's name and whether they're a current LDCRF or not in the caption.

Send any videos to marketing@lcrf.org.

Photo Challenge of the Day

- 1. Photo of your foster pet in a LDCRF photo challenge.
- 2. Photo of your foster pet in a LDCRF photo challenge.
- 3. Photo of your foster pet in a LDCRF photo challenge.
- 4. Photo of your foster pet in a LDCRF photo challenge.
- 5. Photo of your foster pet in a LDCRF photo challenge.
- 6. Photo of your foster pet in a LDCRF photo challenge.
- 7. Photo of your foster pet in a LDCRF photo challenge.
- 8. Photo of your foster pet in a LDCRF photo challenge.
- 9. Photo of your foster pet in a LDCRF photo challenge.
- 10. Photo of your foster pet in a LDCRF photo challenge.
- 11. Photo of your foster pet in a LDCRF photo challenge.
- 12. Photo of your foster pet in a LDCRF photo challenge.
- 13. Photo of your foster pet in a LDCRF photo challenge.
- 14. Photo of your foster pet in a LDCRF photo challenge.
- 15. Photo of your foster pet in a LDCRF photo challenge.
- 16. Photo of your foster pet in a LDCRF photo challenge.
- 17. Photo of your foster pet in a LDCRF photo challenge.
- 18. Photo of your foster pet in a LDCRF photo challenge.
- 19. Photo of your foster pet in a LDCRF photo challenge.
- 20. Photo of your foster pet in a LDCRF photo challenge.
- 21. Photo of your foster pet in a LDCRF photo challenge.
- 22. Photo of your foster pet in a LDCRF photo challenge.
- 23. Photo of your foster pet in a LDCRF photo challenge.
- 24. Photo of your foster pet in a LDCRF photo challenge.
- 25. Photo of your foster pet in a LDCRF photo challenge.
- 26. Photo of your foster pet in a LDCRF photo challenge.
- 27. Photo of your foster pet in a LDCRF photo challenge.
- 28. Photo of your foster pet in a LDCRF photo challenge.
- 29. Photo of your foster pet in a LDCRF photo challenge.
- 30. Photo of your foster pet in a LDCRF photo challenge.
- 31. Photo of your foster pet in a LDCRF photo challenge.
- 32. Photo of your foster pet in a LDCRF photo challenge.
- 33. Photo of your foster pet in a LDCRF photo challenge.
- 34. Photo of your foster pet in a LDCRF photo challenge.
- 35. Photo of your foster pet in a LDCRF photo challenge.
- 36. Photo of your foster pet in a LDCRF photo challenge.
- 37. Photo of your foster pet in a LDCRF photo challenge.
- 38. Photo of your foster pet in a LDCRF photo challenge.
- 39. Photo of your foster pet in a LDCRF photo challenge.
- 40. Photo of your foster pet in a LDCRF photo challenge.
- 41. Photo of your foster pet in a LDCRF photo challenge.
- 42. Photo of your foster pet in a LDCRF photo challenge.
- 43. Photo of your foster pet in a LDCRF photo challenge.
- 44. Photo of your foster pet in a LDCRF photo challenge.
- 45. Photo of your foster pet in a LDCRF photo challenge.
- 46. Photo of your foster pet in a LDCRF photo challenge.
- 47. Photo of your foster pet in a LDCRF photo challenge.
- 48. Photo of your foster pet in a LDCRF photo challenge.
- 49. Photo of your foster pet in a LDCRF photo challenge.
- 50. Photo of your foster pet in a LDCRF photo challenge.
- 51. Photo of your foster pet in a LDCRF photo challenge.
- 52. Photo of your foster pet in a LDCRF photo challenge.
- 53. Photo of your foster pet in a LDCRF photo challenge.
- 54. Photo of your foster pet in a LDCRF photo challenge.
- 55. Photo of your foster pet in a LDCRF photo challenge.
- 56. Photo of your foster pet in a LDCRF photo challenge.
- 57. Photo of your foster pet in a LDCRF photo challenge.
- 58. Photo of your foster pet in a LDCRF photo challenge.
- 59. Photo of your foster pet in a LDCRF photo challenge.
- 60. Photo of your foster pet in a LDCRF photo challenge.
- 61. Photo of your foster pet in a LDCRF photo challenge.
- 62. Photo of your foster pet in a LDCRF photo challenge.
- 63. Photo of your foster pet in a LDCRF photo challenge.
- 64. Photo of your foster pet in a LDCRF photo challenge.
- 65. Photo of your foster pet in a LDCRF photo challenge.
- 66. Photo of your foster pet in a LDCRF photo challenge.
- 67. Photo of your foster pet in a LDCRF photo challenge.
- 68. Photo of your foster pet in a LDCRF photo challenge.
- 69. Photo of your foster pet in a LDCRF photo challenge.
- 70. Photo of your foster pet in a LDCRF photo challenge.
- 71. Photo of your foster pet in a LDCRF photo challenge.
- 72. Photo of your foster pet in a LDCRF photo challenge.
- 73. Photo of your foster pet in a LDCRF photo challenge.
- 74. Photo of your foster pet in a LDCRF photo challenge.
- 75. Photo of your foster pet in a LDCRF photo challenge.
- 76. Photo of your foster pet in a LDCRF photo challenge.
- 77. Photo of your foster pet in a LDCRF photo challenge.
- 78. Photo of your foster pet in a LDCRF photo challenge.
- 79. Photo of your foster pet in a LDCRF photo challenge.
- 80. Photo of your foster pet in a LDCRF photo challenge.
- 81. Photo of your foster pet in a LDCRF photo challenge.
- 82. Photo of your foster pet in a LDCRF photo challenge.
- 83. Photo of your foster pet in a LDCRF photo challenge.
- 84. Photo of your foster pet in a LDCRF photo challenge.
- 85. Photo of your foster pet in a LDCRF photo challenge.
- 86. Photo of your foster pet in a LDCRF photo challenge.
- 87. Photo of your foster pet in a LDCRF photo challenge.
- 88. Photo of your foster pet in a LDCRF photo challenge.
- 89. Photo of your foster pet in a LDCRF photo challenge.
- 90. Photo of your foster pet in a LDCRF photo challenge.
- 91. Photo of your foster pet in a LDCRF photo challenge.
- 92. Photo of your foster pet in a LDCRF photo challenge.
- 93. Photo of your foster pet in a LDCRF photo challenge.
- 94. Photo of your foster pet in a LDCRF photo challenge.
- 95. Photo of your foster pet in a LDCRF photo challenge.
- 96. Photo of your foster pet in a LDCRF photo challenge.
- 97. Photo of your foster pet in a LDCRF photo challenge.
- 98. Photo of your foster pet in a LDCRF photo challenge.
- 99. Photo of your foster pet in a LDCRF photo challenge.
- 100. Photo of your foster pet in a LDCRF photo challenge.

Maddie's Fund

36


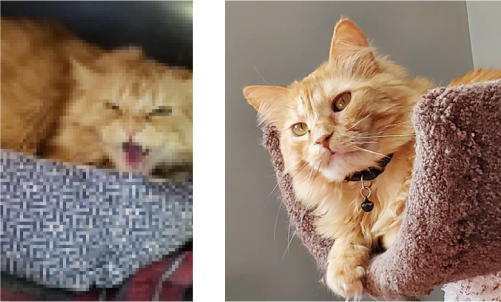
Empowering Foster Caregivers at KC Pet Project



Maddie's Fund

37

Thor



Maddie's Fund

38

Thank You!



Rachel Jones
Rachel.Jones@pima.gov

Kelly Duer
duer@maddiesfund.org



Maddie's Fund

39
