



FOSTER PROGRAM



Foster Marketing Checklist

Here is a quick list for reference to market your foster pet.

- ☐ Take good quality, recent photos
- ☐ Take good quality video
- ☐ Write a positive bio
- ☐ Make a flyer to post online and at places in the community
- ☐ Post on your Facebook
- ☐ Post on out-of-the-box social media (Instagram, Twitter, Pinterest, Snapchat, Imgur, Flickr, Tumblr, Reddit, etc.) and use the hashtag #BWARFoster
- ☐ Post on Nextdoor and other networking pages
- ☐ If your foster dog is social, go out into the world/field trips and attend adoption sites and events
- ☐ If your foster dog is extremely fearful or dog reactive, that's okay! Play up their strong points, like "expert treat catcher" or "professional listener"
- ☐ Spread the word to friends, family, neighbors, etc.
- ☐ Be creative!

The Foster Caregiver Marketing Guide: Getting Pets Adopted Directly from Foster Homes

Maddie's Fund, developed this incredibly comprehensive and helpful resource: [The Foster Caregiver Marketing Guide: Getting Pets Adopted Directly from Foster Homes](#). We highly encourage our foster parents to read this guide as it has a wealth of information for helping you get your foster pet adopted. We also know, however, that our fosters have busy lives and might not have time to read this entire guide, so we developed this easy companion guide to highlight the most important points of the Maddie's Fund guide.

Getting your foster pet adopted

Now that you have saved your foster pet, the next and most important step is to get them adopted. You are your foster pet's best advocate, so do all you can to help them find a home.

- Your goal is to create an emotional connection between potential adopters and your foster that will drive them to act (sharing a post, advocating, adopting, etc.)
- Make your foster pet a local celebrity. The more people who get to know your foster pet, the more they will become engaged.
- Respond promptly to adoption inquiries and be flexible when scheduling meet and greets.
- Remember that by getting your foster pet adopted quickly you also free your home to save another pet in need!

Start with a complete online profile

APA! provides you with an invaluable asset in marketing your foster dog: their online profile on our website. Be sure to complete the profile as soon as possible by sending photos and a bio.

- **Take amazing photos**
 - Have at least 3 great photos
 - Make sure they're high resolution
 - Photos with family, friends, kids, dogs, cats, etc. to show if your pet is compatible with these other friends
 - Get outside and use the natural light
 - Get on your pet's level and have them look at the camera
 - Capture their personality
- **Add a fun video**
 - Shoot horizontally, not vertically
 - Show off their skills and tricks (sit, down, fetch, anything they know)
 - If you need help, reach out to the foster team or the marketing team at BWAR. We will shoot it for you!

- **Write a compelling bio**

You may write your foster pet's bio, or you can send info to foster@bwar.org and we'll write it for you. Either way, here are some guidelines:

- Include information like how well your foster pet gets along with children or animals, and details about their good manners.
- Elaborate on any behavior that's cute or endearing or would appeal to a potential adopter.
- **Always** use positive language.
- Paint a clear picture and tell a good story that includes touching details, happy moments, or a feel-good happy ending.
- Keep the post simple and to the point.
- **DON'T** write bios in the first person.
- **DON'T** focus on restrictions such as "no kids" or "would do best in a home with no kids" and avoid mentioning negatives like "not potty trained", "chews furniture", etc. This type of information is adoption counseling, not marketing and should be saved for your initial screening, the meet and greet, or the in-person adoption interview.
- Cast the widest net possible then whittle away at inquiries until you find the right match.

Make your foster pet go "viral"

- Be creative in your marketing and don't be afraid to try new things.
- Try all available social media options including Facebook, Instagram, Twitter, Pinterest, Snapchat, Imgur, Flickr, Tumblr, and Reddit.
- Promote your dog on Nextdoor, Craigslist, local bulletin boards, etc.
- Craft an attention-catching title for your post. Use the title as an opportunity to snapshot your pet's personality. For instance, *Couch Dogtato Seeking Netflix Buddy* is much better than *My Foster Needs A Home*.
- Join the BWAR Foster Facebook page.
 - Our [BWAR Foster Facebook page](#) is closed to the public as only approved BWAR fosters can join it, but you can share your photos and foster stories here.
- The Dog Foster Team at Austin Pets Alive! has created these [Dog Foster Social Media Marketing Templates](#) with examples that you can use to create great marketing for your foster pup.
- Aim to create new marketing material (a photo, video, story, etc.) a minimum of every 7-10 days.

- Make sure your camera is always on hand for those great photo-op moments.
- When your foster does something memorable or touching, write it down so you can craft a post.
- Make a meme out of photos that would otherwise be considered “outtakes” in traditional animal photography and share them.

Get your foster dog out into the world

- If appropriate, take your social foster pup when you’re running errands, going out for coffee or dinner, etc.
- Make sure they’re wearing an Adopt Me vest or leash/leash sleeve.
- Make some “business” cards with the dog’s name and your info and hand them out to anyone who stops to say hi.