



Original document inspired (and copied) from Humane Rescue Alliance (HRA!)

First 7 Days

1. Send "Thanks for fostering email"
2. Adopets email (adoption application connections)
3. Follow up by the end of week

1 Week Follow Up

Hi NAME,

Now that your foster dog has started to settle in your home, we'd love to hear how they're doing.

- Are you seeing any behavioral or medical concerns that you need help addressing?
- Do you have any questions about our foster program?

As a reminder, we have many resources for you to help get your foster pup adopted and be their most adoptable self. As a reminder, most of these things are accessible at linktr.ee/fcasfoster, although I've linked a few of my favorites below:

- [Click here to see our upcoming adoption events and sign up to attend them.](#)
- Make sure to post your foster in the [Adoptable Pets of LifeLine](#) Facebook group or tag us in your Instagram posts and stories with [@lifelineanimal](#) and [@fultonanimalservices](#) / [@dekalbanimal](#)
- [Click here to see our upcoming Saturday training sessions at the Community Animal Center](#)
- Make sure to send some glamor shots (or day-to-day life pics) to content@lifelineanimal.org. We can put up to 3 photos and a Youtube video on each profile.

Thanks for all you do!

Week 2 / 14 days

Hey NAME!

I wanted to check in on how you and DOG are doing. Since you've spent some time with your foster dog, we'd love to update their website profile to help them attract adopters with their charming personality :-). As a reminder, digital resources are accessible from linktr.ee/fcasfoster

Within the next week, please fill out our Foster Questionnaire here:

<https://forms.gle/bccSNYEDMWN3C4Pd6>

Additionally, please send some pictures and videos of your pup to content@lifelineanimal.org. This should include a mix of photos including landscape, portrait, action shots, head shots, to make the best profile possible! Our site can handle up to 3 pictures and one youtube video per. profile.

Need some extra tips? Here are some ideas...

- Facebook is your friend! This is great for finding families and older adopters. Our Facebook group [Adoptable Pets of LifeLine](#) is a public resource that is shareable by the general public.
 - Join our [LifeLine Animal Project Foster Parents](#) group. This is an internal support system for our fosters, volunteers, and staff to show dogs in foster, available for adoption/foster, and to help give advice.
 - Going out of town for a weekend? Join [Temp Fosters!](#) to keep your foster from going back into the shelter while you're out of town.
 - Awesome examples of foster ads on Facebook:
 - Davina:
<https://www.facebook.com/groups/adoptablepetsoflifeline/posts/5253185631439234/>
 - Django:
<https://www.facebook.com/groups/adoptablepetsoflifeline/posts/5256445607779903/>
 - Amy:
<https://www.facebook.com/groups/adoptablepetsoflifeline/posts/5256730604418070/>
- Instagram! If you have a public account, tag [@fultonanimalservices/](#)[@dekalbanimal](#) and [@lifelineanimal](#) on your posts

and stories! Make a foster-based account to give your foster an extra push.

- Other fosters' accounts to look at for ideas (and tag!):
@atlantafosterdogs @lifeline_foster @adopt_the_dog
- Use hashtags: #In4LifeLine #OurCityOurAnimals
#fosteringsaveslives #lifelineanimal #FCAS #dogsofatlanta
- Tag popular accounts... especially if they are Atlanta specific!
- Other Social Media: TikTok, Twitter, Reddit, Nextdoor can all be FANTASTIC places to advertise your pup.
- In person marketing:
 - Go out on the beltline with your pup and some “adopt me” merch. Bring them to breweries, coffee shops, etc!
 - Put flyers up around town! Include a QR code on the flyer to apply for your pup.
 - Come to the shelter and hang out in the front playyards on the weekends! This will help adopters going to the shelter meet your pup and potentially adopt them right then and there!
 - Put a lawnsign advertising your pup in your yard
 - Make business cards

We also have adoption events for non-reactive, healthy dogs. Please continue to check your email weekly and look at the #events channel on Slack to stay in the loop with these events.

Please let us know if you have any questions!

Week 3 / 21 days

Hi **NAME** !

I wanted to check in with you on how it is going with **FOSTER** .

- A. I see that you filled out our foster dog questionnaire! Thank you so much! We used some of your answers to create an appearing Foster Q&A for our website. **[prevs/supplies/help needed]**. Please let us know if you need any additional supplies or help to support your time fostering.

- B. I see that you have not yet filled out the Foster Questionnaire from my previous email. I have forwarded that email again. Please fill out the form by 3 BUSINESS DAYS so that we can continue to support you and your foster! I will touch base once we receive the questionnaire. Please let me know if you need any additional supplies or help to support your time fostering!

Thanks,

Week 4 / 28 Days

Hi Name,

I am checking in again on you and FOSTER.

I wanted to ask...

- 1) Have you given your foster their first heartworm preventive and flea/tick preventative? Our fosters are required to stay on monthly preventatives during their stay to prevent heartworm disease infection and prevent current heartworm disease from progressing. Typically, we ask tht you give this on the 1st of every month.
- 2) Have you set up your Adopets account and been able to navigate the site properly?
- 3) Have you had any adoption meet and greets with your foster dog? How were they?
- 4) Have you joined our Slack and Facebook groups?

As always, please let us know if you need any supplies or additional support during your time fostering. If at any time you choose to adopt your foster, please let us know as well!

Thanks for fostering,

2 months / 60 Days

Dear **NAME**,

Before we can figure out the best strategies for getting your foster adopted let's figure out what barriers are in place, what steps you've already taken, and how we can best support you.

Please answer the following questions:

1. It typically takes about 2 months for most of our foster animals to find their forever homes, what do you think is preventing your animal from finding a home?
2. Have you had any interest in your foster animal? If so, do you know why the potential adopters didn't follow through?
3. What kinds of things have you done to try to help your foster find a forever home? Was there anything that you thought worked well? What didn't work so well?
4. What can we do to help support you as an adoption advocate for your foster?

The sooner we jump on this the better. Can you please send me some input by **[3 days from now]**? I look forward to reading your responses.

Sincerely,

3 months / 90 Days

Dear **NAME**,

I hope you and **NAME** are doing well! I wanted to check in with you because NAME has been with you for over 3 months, and I was wondering if you would like to make NAME an official member of your family.

If this is something you think you would want to do, here's how we can make it happen:

- Please reply to this e-mail and let me know if adopting **FOSTER** is something you'd like to do.
- Please submit a completed adoption questionnaire to our adoptions department as soon as possible so that we can make the animal adoption pending and remove visibility from the website.

You can find the application here: [LINK](#)

If you don't feel like adoption is the best route for you, that's OK, let me know that too so we can work together to find **FOSTER** a forever home as soon as possible!

If you have any questions please don't hesitate to reach out.

Thank you for your dedication to **FOSTER**.

Sincerely,

**90 Day Foster Follow Up
(NEEDS TO BE CUSTOMIZED FOR EACH DOG)**

Hi **Name**,

I wanted to touch base on **Dog**. I've come up with some suggestions on how to help you reach and connect with potential adopters.

Any of the items listed are on the table as options. Please read through the action items and alternative placement options and let me know what action items you think you'll be willing/able to implement. Once you have an idea—preferably in the next few days—please let me know and I can work to put together an adoption action plan.

Must Do Action Items

- Update photos if photos have not been updated in the last 30 days.
- Update the bio if it has not been updated in the last 30 days.
- Add a video clip.

Please send these to content@lifelineanimal.org with the title "FCAS NAME ID"

Will Do Action Items (which 5 do you think will work best for you?)

- Sign up for and attend 2 adoption events a month
- Take my foster dog for walks in public areas (where dogs are allowed) wearing an adopt me vest, leash cover, and/or bandanna
- Carry business cards with me that have my animal's info on them, to hand out while on a walk to give potential adopters.
- Create a flyer advertising my foster for adoption and hang it in 5 different venues (work, coffee shop, yoga studio, place of worship etc.)
- Start a social media account dedicated to promoting my foster and I will post it daily. I will send the link to content@lifelineanimal.org so it can be added to my foster's online adoption profile. Continue to tag @lifelineanimal and @fultonanimalservices / @dekalbanimal on instagram stories and posts.
- Advertise my foster animal on Craigslist on a weekly basis.
- Advertise my foster animal on Facebook at least once a week in foster & adoption groups.
- I will reach out to the behavior team to see if there are any behavior intervention strategies that I can work on with my foster to improve her adoption potential
- I will reach out to the medical department to see if medical intervention may be needed for my foster's medical barriers to adoption.
- Place my foster animal on the adoption floor for a 48 hour period

Alternative Placement Action Items

- Transfer my foster to another foster family
- Return my foster to the shelter
- I'm interested in possible transfer options to organizations outside of FCAS for my foster.

Additionally, what do you think about setting a goal date for the adoption of your animal?

Thank you for taking the time to make these considerations!

Sincerely,

Adoption Action Plan

Dear **NAME**,

Thank you so much for taking the time to send me feedback in response to my previous email. In reading through your responses I've come up with some suggestions on how to help **NAME** reach and connect with potential adopters.

Any of the items listed are on the table as options; I've highlighted the ones that I think will work best for **NAME**. Please read through the action items and alternative placement options and let me know what action items you think you'll be willing/able to implement. Once you have an idea—preferably in the next few days—please let me know and I can work to put together an adoption action plan for **NAME**.

Must Do Action Items

- Update photos if photos have not been updated in the last 30 days.
- Update the bio if it has not been updated in the last 30 days.
- Add a video clip.

Will Do Action Items (which 5 do you think will work best for you?)

- Sign up for and attend 2 adoption events a month
- Sign up for a media opportunity
- Place my foster animal on the adoption floor for a 48 hour period
- Take my foster dog for walks in public areas (where dogs are allowed) wearing an adopt me vest, leash cover, and/or bandanna
- Carry business cards with me that have my animal's info on them, to hand out while on a walk to give potential adopters.
- Create a flyer advertising my foster for adoption and hang it in 5 different venues (work, coffee shop, yoga studio, place of worship etc.)
- Have adoption applications printed and ready with my foster's info so when potential adopters meet her I can hand them an application.

- Start a social media account dedicated to promoting my foster and I will post it daily. I will send the link to content@lifelineanimal.org so it can be added to my foster's online adoption profile.
- Advertise my foster animal on Facebook on a weekly basis in foster groups.
- Advertise my foster animal on Craigslist on a weekly basis.
- I will reach out to the behavior department to see if there are any behavior intervention strategies that I can work on with my foster to improve her adoption potential
- I will reach out to the medical department to see if medical intervention may be need for my foster's medical barriers to adoption.

Alternative Placement Action Items

- Transfer my foster to another foster family
- Return my foster to the shelter
- I'm interested in possible transfer options to organizations outside of WHS for my foster.

Additionally, what do you think about setting a goal date for the adoption of your animal? I think a month from when I sent you this action plan would be a great goal date if you follow the above suggestions. Do you think this is a reasonable goal?

Thank you for taking the time to make these considerations!
Sincerely,

What to do How to do it (will reformat DN)

Update photos if photos have not been updated in the last 30 days.

Send in 3 new photos to photosbios@humanerescuealliance.org by [give a due date of a week from sending the plan]

Update the bio if it has not been updated in the last 30 days.

Having trouble getting good photos? Check out the attachment on how to capture your foster's personality.

Send in a new bio to photosbios@humanerescuealliance.org by [give a due date of a week from sending the plan]

Having writers block? Check out the attachment on how to capture your foster's personality.

Add a video clip

Send a video clip to content@lifelineanimal.org by [due date] Not quite sure on how to do this? Check out the attachment on how to capture your foster's personality.

Sign up for and attend 2 adoption events a month Be on the look-out for the weekly e-mails that Daisy sends out called Adoption Events and Media Opportunities and then sign up for an event! Please let me know if you're not getting this e-mail

I'll be checking back in with you to see what events you've signed up for. ended up posting them. Here's a link [hyperlink] to the application. Print them today!

Create a flyer advertising my foster for adoption and hang it in 5 different venues (work, coffee shop, yoga studio, place of worship etc.)

I'll ask when I check back in with you if you've given any out.

Have adoption applications printed and ready with my foster's info so when potential adopters meet her I can hand them an application.

If intervention from a behavior staff member is needed, inform your case manager who will then consult with Jennah Billeter, Foster Program Manager and the Behavior team about next steps. I recommend doing this at least 3 times a week. Please let me know if you need any "adopt me" swag.

I will reach out to my case manager to see if there are any behavior intervention strategies that I can work on with my foster to improve her adoption potential

If you're interested in purchasing a vest you can buy one here [hyperlink]

Dogs - Take my foster dog for walks in public areas (where dogs are allowed) wearing an "adopt me" vest, leash cover, and/or bandanna

I can't wait to hear how your outings went!

You can get creative or you can use our flyer template here [hyperlink] to create a flyer.

Please send me a copy of the flyer you've created by [give a due date of a week from sending the plan]

I'll ask when I check back in with you where you