Big Dog Masterclass: Marketing Made Easy Follow-up Materials

By Arin Greenwood, Caitlin Quinn, Kasey Spain Questions? <u>Email!</u>

PDF of Slides

Start with a	Plan / Create a Culture of Sharing:
☐ How	to Make Your Fosters Know They Are Appreciated Fosters don't just care for pets
but a	also help you market them; make sure fosters feel supported through the process
☐ Exar	mples:
[Memphis Animal Services Day Foster program
Alternative	Protocols
KC Pet Proj	ect protocol
Ever	y Sunday photography volunteers take photos of all new adoptables
Post	behavior manager pulls reports of dogs with lengths of stay of 30, 60, 90, 120+ days s to volunteer pages and employee lists to encourage shares for pets most in need
and	strategies for promotion
Power of In	
	mples:
	Shelter pets wear PJs to help them get adopted
l	☐ KC Pet Project's INCREDIBLE TikTok videos have literally led to people driving in
	from other states to adopt their pets
_	PSPCA authentic and sweet post with a perfect, authentic photo
ι	☐ Eliminate barriers or fears about the process
	☐ Video that explains adoption process from Pima
	Live video walk through of the shelter from DAS
l	Recruit help from volunteers or creatives in the community
	☐ Youth volunteer Evan at NYCACC: Example
	Dallas furtographers
l	☐ Celebrate new families → encourages others and spreads the excitement
_	Example from Memphis' 12 Hours of Christmas
[Deploying extra resources for long-stay pets / the pets who need it most
	☐ Get foster families involved (<u>example from Portsmouth Humane</u>)
	☐ Fabulous 14 for Valentine's Day at Humane Society of St. Joseph's
_	County
• Reso	ources:
[10 Tips for Great Foster Pet Photos
[Easy Tips for Great Shelter Photos
[How Important are Photos to Pet Adoption? A Case Study

☐ No Helper? No Problem: Solo Tips for Great Pet Pics
☐ Guide to Cell Phone Photography
Pet Adoption Portraits in ANY Environment - video
How to use TikTok for Animal Shelters - video
☐ Volunteer 'Furtographers' Get Shelter Pets' Best Sides, Then Get Them Adopted
Going Live to Spotlight Long Stay Pets
☐ Video helps the shelter dog (more than photos) – A Study
Words Matter
☐ Positive Marketing for Maximum Impact
To Find More Adopters and Fosters, Start with Your Language
☐ <u>DEI Glossary</u>
Offering Services in Other Languages
Adoption Counseling vs. Bio Writing:
Barrier-Free Bio Writing
Getting Pets Noticed with Better Bios
Writing Pet Bios - full-length presentation
You can ensure transparency while keeping bio writing and adoption counseling
separate
Barrier-Busting Basics for Busy Animal Shelters
New Study: We're Making Bad Assumptions About Shelter Dogs' Behavior and It's
Hurting Them
Bio Writing Tips and Tools:
Bio Writing Toolkit (including templates and fill-ins)
☐ Writing Pet Bios: The Interview Strategy
☐ Bio Writing Adjective Alternatives for Writer's Block
☐ <u>5 Tips for Great Bios</u>
<u>o ripo for oreal bioo</u>
Storytelling:
☐ 13 questions that will help you write great pet adoption bios
Working with the Media:
Dear Public, We Really Need Your Help: 5 Plea Media Pitches and News Releases That
Work
Ask a former reporter: Developing Relationships with the Media

Getting Creative:
☐ Kevin will steal your heart (and more!)
☐ National Peanut Butter Day
☐ Put the dog on Tinder (or use a marketing template to create a dating-app style graphic!)
Adopt Hank - in the "radical honesty" tradition of great adoption campaigns
Adopt Chowder - another anti-marketing example
☐ Shelter pets on pizza boxes
☐ Pima's blind dates for dogs
☐ Cute example from Chesapeake Animal Services
□ NFTs (Noticeable Front Teefs) from Monmouth County
Final Considerations: Overcoming Adoption Barriers: Where Marketing Meets Policy - video
Bonus Materials:
<u>6 Tips to Bring in Adopters and Fosters</u> Audit your website and communications to
make sure you're reaching who you'd really like to, and that information is easy to follow or access.
☐ Marketing Long Stay Pets Presentation by Tori Fugate and Caitlin Quinn
☐ Marketing Magic for Long Stay Pets
☐ 7 Genius Promo Ideas to Spotlight Longstay Pets
☐ Got Behavior Challenged Dogs? Best Friends' Proven Strategies
☐ Shelter is Full Meter (Canva Template) from HeARTs Speak