

Big Dog Masterclass: Marketing Made Easy Follow-up Materials

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Questions? [Email!](#)

[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 also help you market them; make sure fosters feel supported through the process
- ☐ Examples:
 - ☐ [Memphis Animal Services Day Foster program](#)

Alternative Protocols

KC Pet Project protocol

- Every Sunday photography volunteers take photos of all new adoptables
- The behavior manager pulls reports of dogs with lengths of stay of 30, 60, 90, 120+ days
- Posts to volunteer pages and employee lists to encourage shares for pets most in need and strategies for promotion

Power of Imagery:

- Examples:
 - ☐ [Shelter pets wear PJs to help them get adopted](#)
 - ☐ 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
 - ☐ Eliminate barriers or fears about the process
 - ☐ [Video that explains adoption process from Pima](#)
 - ☐ [Live video walk through of the shelter from DAS](#)
 - ☐ Recruit help from volunteers or creatives in the community
 - ☐ Youth volunteer Evan at NYCACC: [Example](#)
 - ☐ [Dallas furtographers](#)
 - ☐ 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 ([example from Portsmouth Humane](#))
 - ☐ [Fabulous 14 for Valentine's Day](#) at Humane Society of St. Joseph's County
- Resources:
 - ☐ [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](#)
- ☐ [DEI Glossary](#)
- ☐ [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](#)
- ☐ [5 Tips for Great Bios](#)

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:

- ☐ [6 Tips to Bring in Adopters and Fosters](#) 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](#)