

MARKETING YOUR FOSTER PET FOR ADOPTION



Why is it important?

- Visibility
- Convenience
- Length of stay
 - ▣ In shelter
 - Dogs- 6.51 days
 - Cats- 12.54 days

Pet Bios

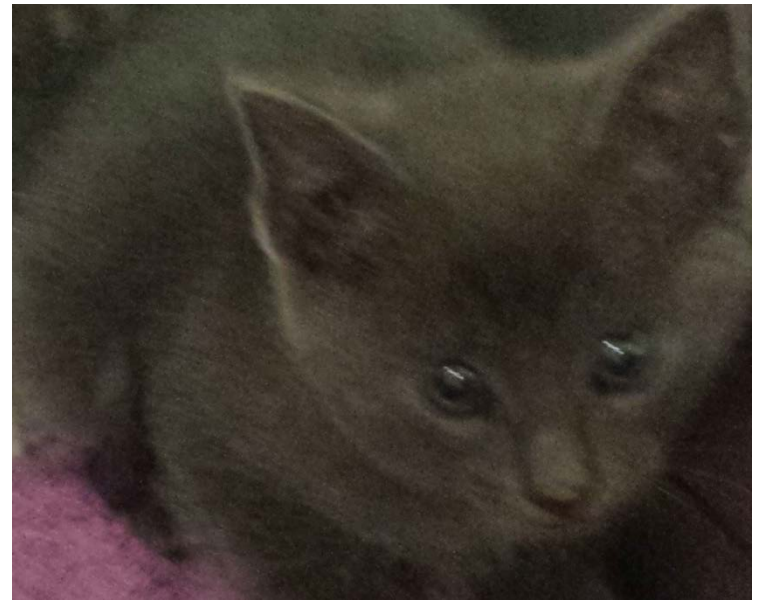
- Please fill out electronically and submit to Jessi
- Will help us gather detailed info on most frequently asked questions
- No one knows your foster pet better than you!
- Consider how to make your foster pet stand out from the crowd

Pet Photos



- ❑ Clear, well lit photos that show the pet's face
- ❑ Try to avoid photographing people
- ❑ Check your background
- ❑ Bonus- try to capture your pet's personality!









Other strategies

- Social media
 - ▣ Facebook, Instagram
- Word of mouth
- Dogs
 - ▣ “Adopt Me” leashes/vests
 - ▣ Some events
- Any other suggestions?