



MARKETING OF FOSTER PROGRAMS

TORI FUGATE

KC PET PROJECT

ABOUT KC PET PROJECT

- Established in 2012
- Nonprofit organization that manages the animal sheltering and animal control contracts for Kansas City, MO
- Cares for more than 14,000 pets a year
- 14 locations to adopt in the metro are



KC PET PROJECT FOSTER PROGRAM

- We sent 1,521 dogs and 2,956 cats/kittens out of the shelter into foster homes in 2021 – a new record number for foster placements!
- Program managed currently by one canine foster manager and one feline foster manager. Supported by other team members and many volunteers.
- Opportunities range from neonatal kittens, medical, behavior, hospice, and much more.
- 60 families with 83 pets were helped by our Home Away from Home crisis boarding program for owned pets.
- All departments support our foster program.



MARKETING OF THE FOSTER PROGRAM

What do we include when we say marketing of the foster program:

- New foster recruitment
- Promoting pets in foster homes
- Showing different types of fostering
- Highlighting needs of the program
- Promoting what fostering is like and highlighting our foster families
- So much more!





RECRUITMENT MARKETING STRATEGIES

HOW TO GET THEM INVOLVED



RECRUITMENT STRATEGIES – MAKE IT EASY TO GET STARTED

- Have resources for your fosters
- Social Media
- Media/Advertising
- Word of mouth
- Rack cards
- Town Halls/Trainings
- Community partnerships
- Website information
- No more passive recruitment
- Never shut up about it



RECRUITMENT STRATEGIES – MAKE IT EASY TO GET STARTED

- Foster families fill out a form on our website to express their interest.
- Call it a Sign Up instead of an Application
- Foster sign ups are broken out by Dogs, Cats, Small Animals, and Home Away from Home
- Once they fill out the form, they're contacted by our onboarding volunteers or foster managers
- Supplies are given to foster families to support the care of our pets.



RECRUITMENT STRATEGIES – THINK OUTSIDE THE BOX

- Look at the audience you're recruiting to. Are you only posting on social media? Are you needing to reach more audiences?
- Take kittens to retirement communities to meet the residents and talk about fostering with them.
- Get young people involved with your program. Some of our best fosters and kitten volunteers are under the age of 18.
- Market to people who do not have pets.
- Spanish language radio and Facebook promotions.
- Use a translator on your website to toggle from English to Spanish.
- Community papers can do articles or advertisements and present to neighborhood associations.
- Highlight the diversity of your foster team! People want to see themselves at your organization so be mindful of inclusion in your marketing materials, flyers, social media posts, etc.
- Show how kids and families can foster together.
- Zoom events and Facebook Live videos are always an option to recruit too!

KC PET PROJECT ♥

**URGENT FOSTER
FACEBOOK LIVE Q&A
9:00 AM**



REMOVE BARRIERS TO FOSTER

- Use language that is easy to understand when you're talking about fostering.
- Audit your forms regularly to remove any barriers that may be present.
- Do surveys with your foster team to receive feedback on your processes.
- Make sure your staff can all speak on fostering and that they are all on board with your program.
- We put a lot of pressure on our foster coordinators - get volunteers to help out. Make them part of your team!





MARKETING YOUR FOSTER PROGRAM

TALK ABOUT FOSTERING ALL THE TIME



MARKETING FOSTER PETS

- Provide resources to your foster families on how they can market their pets.
- Give them tools they need to be successful.
- Offer training opportunities for bio writing, photography, etc.
- Make sure there's an easy way for fosters to get those photos and bios to the right people.
- Encourage your fosters to promote their pets on social media (and tag your pages!)
- Can your fosters give an elevator speech to their friends and family? Give them the information they need to be successful.



CREATE A COMMUNITY

- Facebook groups are a great tool to bring your foster community together.
- Highlight “Foster Friday” features and encourage your team to post their fosters each week (great way to get social media content!)
- We do daily posts for foster needs including Kittens/Cats Needing to Go to Foster, Medical Concerns, General Concerns
- Sign up on Acuity to get vaccines, exams, vet appointments scheduled



FOSTER MARKETING

MAKE IT EASY TO SEE WHAT KITTENS NEED TO GO INTO FOSTER.



GET PHOTOS AND CONTENT FROM YOUR FOSTERS

- Create forms to get content from your fosters/volunteers where they can submit photos and videos.
- We use Jotforms and integrate them into a Trello board to help write bios
- Forms for Foster Feedback, Dog Day Out Surveys, and more
- Use QR codes on handouts and on signage around the shelter for easy submissions.
- Give your foster families information on how to tag your organization's social media pages so you can easily share their posts (this is great for Instagram stories)



HOLIDAY AND WEEKEND PROMOTIONS

- Create a “Foster Corner” or area in your shelter or at a business in town where a foster can come with their pet for potential adopters to see them.
- Have QR codes that link to pets in foster in case someone at your physical location doesn’t find the right fit for them.
- Create a sign up for your foster families to do meet n’ greets at your locations so you know they’re coming.
- On holidays, ask for your fosters to submit photos of their pets enjoying the holiday with you and post those on social media.



HOLIDAY PHOTOS



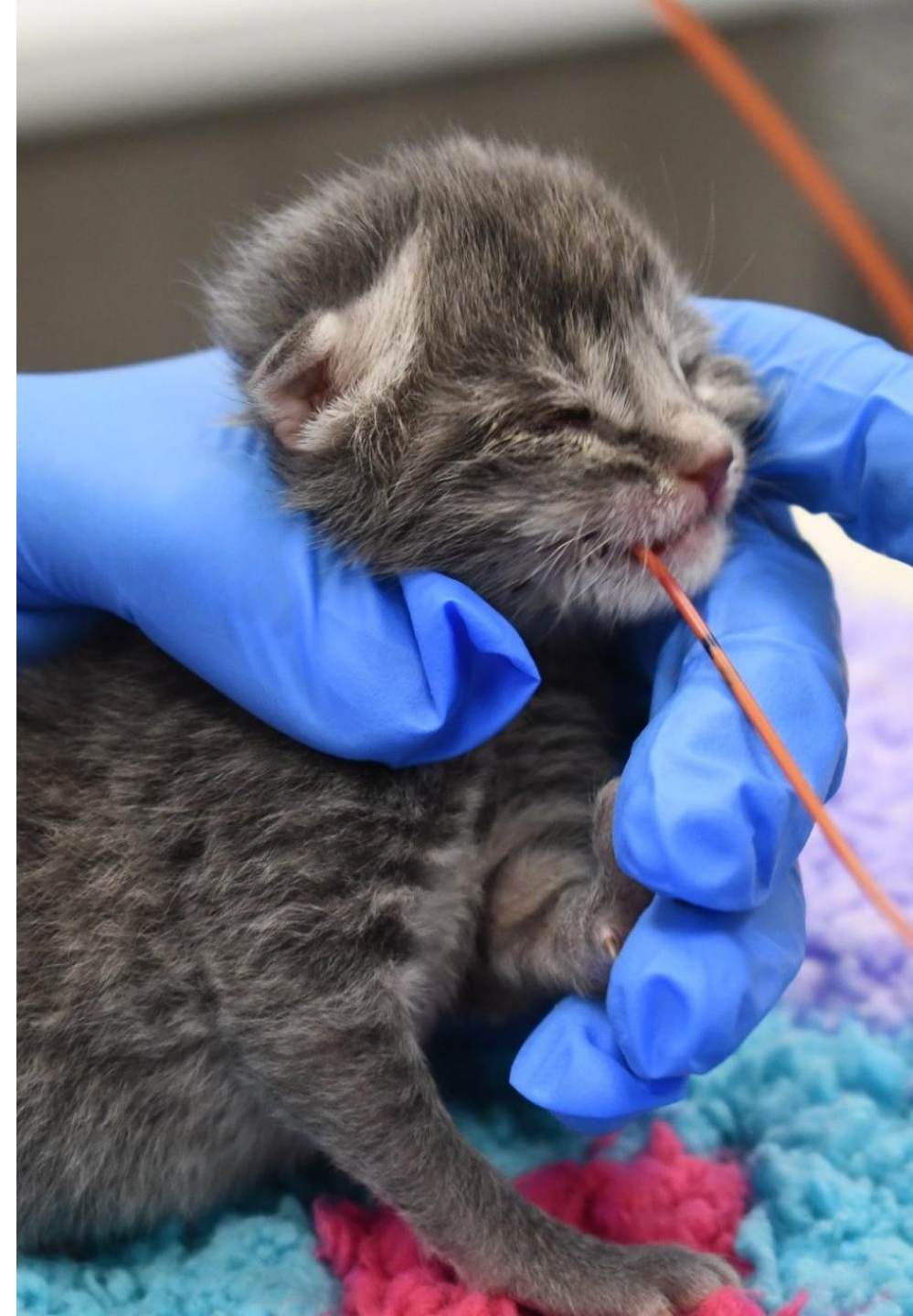
BE CREATIVE AND THINK ABOUT OUT-OF-THE-BOX IDEAS

- Foster Takeover days on social media
- “My First Foster” stories – talk about WHY people foster pets
- Show the needs of your program then talk about the results later on of how people made an impact.
- Videos! Videos are a great way to promote your foster pets.



MARKET YOUR MEDICAL FOSTER OPPORTUNITIES

- Tube feeding
- Ringworm pets
- Moms with puppies or kittens
- Medical Mentors – create a mentorship program to recruit new fosters to help
- Provide training opportunities! Create how-to videos that are easily accessible for your fosters.





FOSTERS ENCOURAGED TO FIND ADOPTERS

- Your foster families can be the biggest marketers of their pets – set expectations that they will market their animals and provide resources to them on how to do this.
- Many of our kittens find their homes before they even get to adoption age.
- Make sure your fosters have the same adoption philosophy that you do. (Check out the Adopters Welcome resource from HSUS.)
- Have them encourage their friends, neighbors, coworkers, family, etc to foster as well!



SWAG

RESOURCE & MARKETING EXAMPLES

■ Resource Website for Fosters:

<http://kcpetproject.org/fosterresources>


FOSTER FOR KC PET PROJECT

Fostering is one of the most important ways you can help the animals of Kansas City Pet Project. By providing our temporary residents shelter for just a small amount of time helps save lives.

Give our pets the opportunity to be cared for in your home instead of the shelter. There are a variety of opportunities to help including:

- Adult Dogs
- Litters of Puppies and Kittens
- Adult Cats
- Bottle Baby Kittens
- Hospice Pets
- Small Animals and Exotic Pets
- Medical Pets
- And more!


Sign up today at KCPetProject.org/Foster



HOME AWAY FROM HOME

You can also foster through our Home Away From Home program to care for owned pets from families and individuals who need time to keep their pets.

Unable to foster right now but still want to help?
Donate by visiting KCPetProject.org/Donate



KC PET PROJECT

7077 Elmwood Avenue | Kansas City, MO | 64132
816-683-1383 | KCPetProject.org

KC PET PROJECT FOSTER INFORMATION

*Thank you for fostering for
KC Pet Project and helping us save lives!*



KCPetProject.org/FosterResources is your go-to site for information, resources, trainings, and much more.

For Adoptions-Related Questions:

Adoptions@KCPetProject.org
816-683-1383

Veterinary Clinic:

VetClinic@KCPetProject.org
816-683-1353

Feline Foster Care Manager - Lisa Kells

Lisa.Kells@KCPetProject.org
785-556-0010

Canine Foster Care Manager - Sara Gillette

Sara.Gillette@KCPetProject.org
816-501-8853

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THANK YOU

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