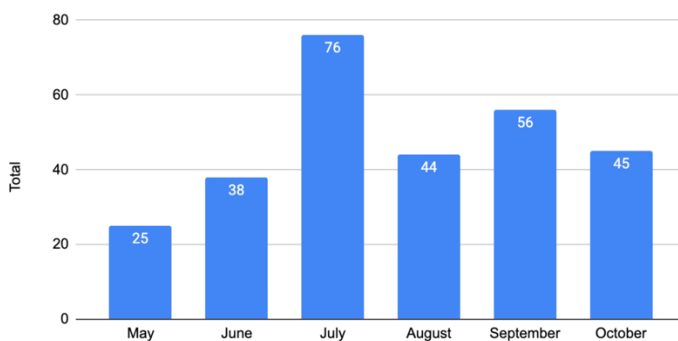


## Set measurable goals for the foster program and track data associated with those goals.

The organization tracks the number of pets going to foster homes, broken down by species, age, and type of foster care (sleepover, medical, neonate, etc.), along with the duration of foster or type of foster placement. They know how many active and inactive foster caregivers they have, what types of pets they take care of, and how many pets they've fostered. Successful high-volume programs focus both on the pets with special medical or behavioral needs, including the cats and dogs with the longest shelter stays, along with making foster a possibility for nearly every pet.

Consider tracking the following data points. Then, set goals for the number of pets you'll send to foster care as well as the number of new foster caregivers who will sign up. Using a data-driven approach helps organizations identify gaps in service and look for ways to build and improve the existing foster program. Analyze your data regularly to fine-tune your foster program.

### 1. Number of new foster sign ups, by year and [month](#)



○

- What can you deduct from this? Were there any specific calls-to-action or recruitment strategies used, and when were they? This will help you determine where your efforts are paying off

○

### 2. Number and percentage of fosters who sign up and actually take home a pet within 1 year

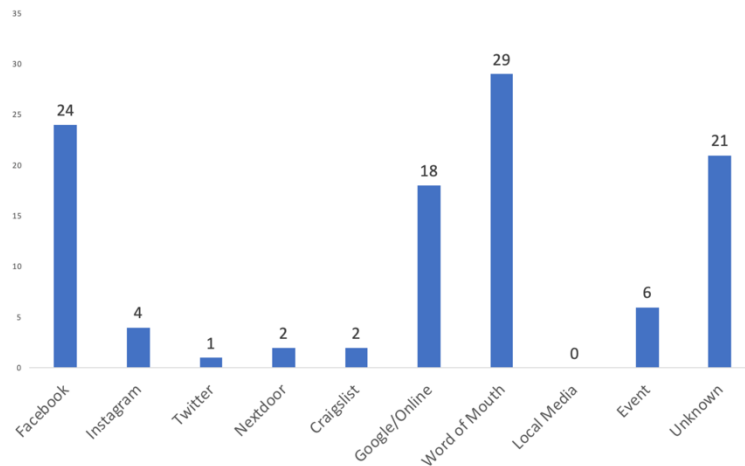
- This will help you determine if your onboarding process needs to be reevaluated in order to prevent attrition during onboarding

### 3. Where are potential fosters hearing about the program?

- Use [this data](#) to fine-tune your recruitment strategy
  - Case Study/activity: Innovative Animal Shelter was hard at work recruiting fosters in 2019. Their recruitment efforts centered mostly on Facebook

and Instagram. They were not doing any Search Engine Optimization to recruit on Google. They once posted a couple of dogs to Craigslist but completely forgot to use Nextdoor. They didn't send out press releases or have signage or information on foster at events.

How Our Fosters Found Us 2019



- What does this graph tell you?
  1. Facebook efforts are working
  2. Instagram- if they put a lot of effort into recruiting here, they should probably refocus it to another method
  3. Lots of applicants found them on Google. Maybe they should look into Google for Nonprofits grants to make this even better
  4. Craigslist had a decent rate of return for hardly any effort- might refocus some energy here
  5. Nextdoor- found 2 fosters here without posting at all! Must have been your fosters who posted, so...how many more could you recruit if you create a template foster plea, sending it to fosters and asking them to post it to Nextdoor?
  6. Word of Mouth- Great! They never even asked fosters to do this. What would happen if they regularly reminded fosters to talk about what they do with friends and family?
    7. Local media- other shelters & rescues are finding a lot of fosters through this route, so consider sending some press releases during kitten season, etc.
    8. Event- You know people ask about foster sometimes at events, so your volunteers & staff

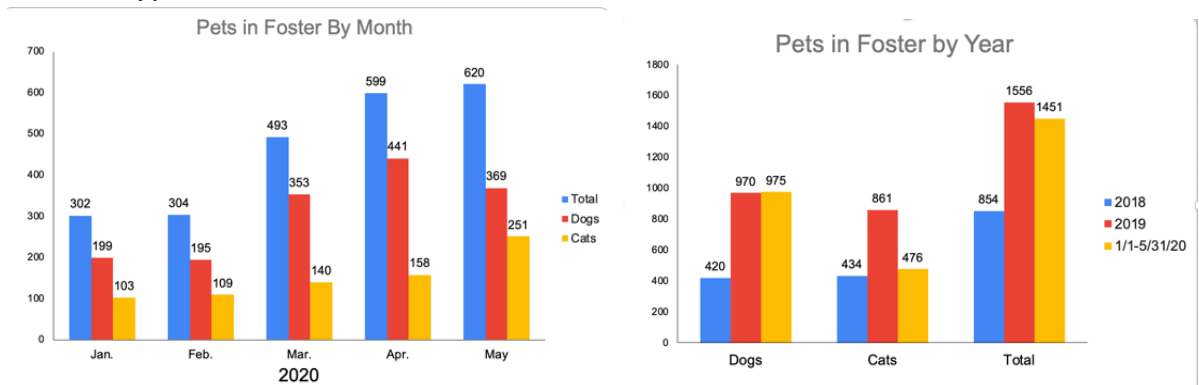
talk about it a lot. What would happen if you made some written materials about foster and how people can become one to facilitate this?

9. 21 unknown! But this data is important. Go back to your foster application and revise so this question is mandatory and if they pick “other” they’ll need to fill in the blank to tell you where they found out about your need for fosters.

2. Number of individual dogs & cats placed, by year and month

3. Number of dog and cat foster placements, by year and month

- Ages
- Reasons
- Breeds/types/sizes



4. Number of active fosters (loosely defined as a person in your foster base who has taken a pet home within the last year)

- Is your program actively engaging foster caregivers?
  - [FAST 15](#)- Free tool to assess your foster program

5. Number of fosters who are no longer fostering (assess yearly)

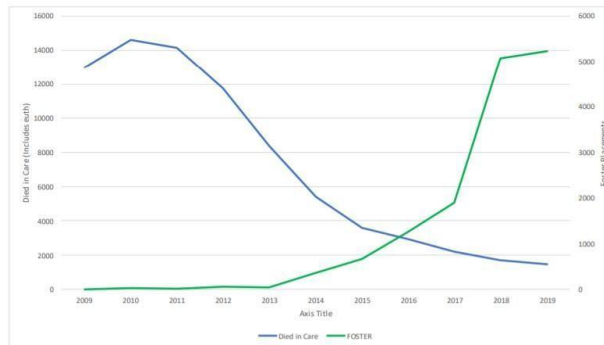
6. Length of stay in foster

- There is a term in the human foster care system- “foster care drift”- that refers to kids going into foster homes and just sitting there with no plan for permanency
  - Are you getting pets adopted from foster homes in a timely manner? If not, what can you do to improve?
  - Examples from PACC research:

- i. <https://maddiesfund.box.com/s/2cm0ftgptontdd3r3da9k5z8dkdoqt7s>

- ii. <https://maddiesfund.box.com/s/fv2ryajl3qd4doy5qbtb0ylc17l10yrj>

#### FOSTER & LIFESAVING



#### 7. Pets' outcomes

- If one group has an especially low live release rate, what can you do to change this? Send to foster sooner? Give fosters more training?

#### 8. Number of bites in foster homes, to humans and to other pets

#### 9. Number of pets adopted directly from foster homes