

Checklist: Engaging More Fosters & Adopters

- Analyze your data
 - How many adopters and fosters do you have now?
 - Do you have any long-stay pets?
 - What is your goal for this effort?
- Remove or reduce barriers to adoption and foster
 - Can you automate any parts of the onboarding process?
 - How can you make the onboarding process faster and more fluid?
 - What can you do to engage them during any waiting period?
- Level up knowledge throughout the organization
 - Animal behavior
 - Labels, language and breed identification
- Pet marketing review
 - Knowledge of the pets in your care
 - How much do you know about them? Do you have information about how they behave in a home?
 - Pets with longer shelter stays
 - Have they been on a recent short-term foster outing?
 - What can you do to increase the likelihood of adoption?
 - Look at the pets whose profiles are currently posted online for adoption and foster.
 - Are all profiles complete with good photos, bio and video?
 - Are any profiles/parts of profiles missing?
 - Do any longer-stay pets' profiles need to be updated?
 - Separate marketing & adoption counseling
 - Social media
 - Are you posting consistently on all platforms? If not, how can you work towards this?
 - Have all of your longer-stay pets been featured recently? Who needs a signal boost?
 - Are you talking about foster as much as adoption?
 - Word of Mouth
 - How can you motivate your fosters and supporters to recruit adopters and fosters for pets?
- Adoption strategies & matchmaking
 - Waived and reduced fee adoptions events work, but also get creative
 - Events can be any time of year.
 - Matchmaking is the key to great customer service and ensuring overlooked pets are highlighted. You're capturing 'unicorn' home set ups and matching them with the right pet.
 - Cat concierge example

Links

- [Media Kit Template- PVAS](#)
- Transport
 - [10 Tips for destination shelters](#)
 - [10 Tips for source shelters](#)
 - [6 Tips for Successful Rescue Transport During COVID-19](#)
- Open Adoptions and Fostering
 - Webcast: [Adoption Requirements vs. Open Adoption: A Conversation](#)
 - Manual: [Adopters Welcome](#)
 - Blog: [Open Fostering: It's Time to Make Fostering Inclusive](#)
 - [Barrier Busting for Busy Animal Shelters](#)
- Level Up Knowledge
 - [Behavior Terminology Document](#)- Austin Pets Alive
 - [Resources from Animal Farm Foundation](#)
- Foster Recruitment
 - [Recruitment webcast](#)
 - Blog: [Recruitment](#)
 - [Foster market research](#)
- Matchmaking
 - [Unicorn Foster Squad](#), Gateway Pet Guardians
 - [APA! Dog foster matchmaking guidelines](#)
- Separating Marketing and Adoption Counseling
 - Webcast: [Ensuring Transparency While Keeping Marketing and Adoption Counseling Separate](#)
 - Toolkit: [Ethical Standards for Marketing Shelter Pets](#)
 - Blogs
 - [Marketing is not adoption counseling: Keep 'em separate, save more lives](#)
 - [Yes, you can ensure transparency while keeping marketing and adoption counseling separate](#)
 - [No pets, no kids, no problem! Why your harder-to-place pets don't need to languish in the shelter](#)
 - [Writing pet bios + using a positive marketing approach for animal shelters](#)
- Urgent Messaging:
 - [How to Write an Urgent Social Media Plea for Adopters & fosters](#)
 - [Space Crisis Tips](#)
 - [6 Tips to Bring in Fosters and Adopters](#)