



**PENSACOLA
HUMANE SOCIETY™**

DOG FOSTER HERO GUIDE



LOVE. ADOPT. ADVOCATE

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FOSTER HERO RESOURCES



FIRST AND FOREMOST, THANK YOU!

You're about to provide a more stable and less stressful situation to dogs waiting for adoption. Foster homes are crucial in our mission to save the lives of as many dogs as we can. Without you we are extremely limited in the number of dogs that we can take in each year. You're also helping ease the transition from adoptable to adopted and making sure that more and more dogs are successful after adoption!

YOUR FOSTER TEAM

Aly Martinez 850-270-3136
foster@pensacolahumane.org

FOSTER RESOURCE PAGE

Be sure to log onto our Foster Resource Page and take a moment to look through all of the resources provided there. You'll also be able to find contact information for the apps we sue, our Foster Coordinator and our Superheroes:

www.pensacolahumane.org/fosterresources
login: foster
password: fosterhero

APPOINTMENTS

Acuity is our scheduling app where we direct fosters to make all wellness, medical, drop off and pick up appointments.
<https://pensacolahumanesociety.as.me/>



TRELLO

Trello is our web-based board where we post all of our animals in need of foster with all of the information that we have on each of them, as well as showing the ones who have already been placed.



FACEBOOK

If you are on Facebook, be sure to join our private foster group, Pensacola Humane Society Foster Heroes!
www.facebook.com/groups/fosterhero

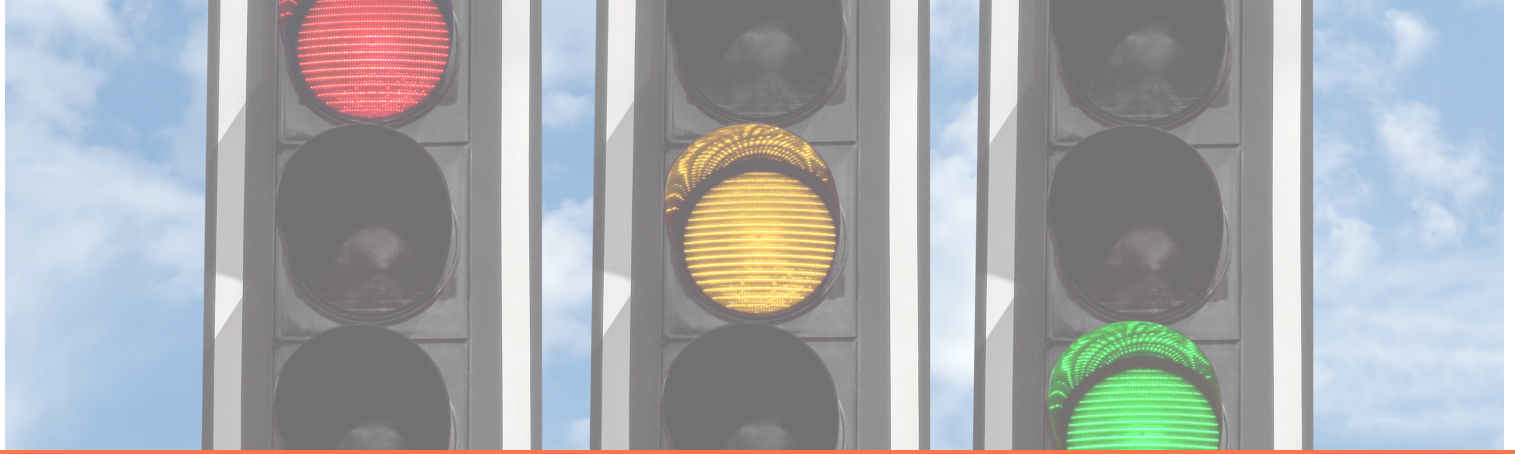


VOLUNTEER HOURS

The Pensacola Humane Society awards 12 volunteer hours per day during your active foster/volunteer period. If you need a letter acknowledging these hours please email the foster team at foster@pensacolahumane.org.

OTHER OPPORTUNITIES

The foster team also has several volunteer positions that always need filling, from photography and marketing to admin assistant. Email the foster team for more information! foster@pensacolahumane.org
Want to volunteer at the shelter itself? - Apply here:
www.pensacolahumane.org/volunteer



EMERGENCIES HAPPEN, NOW WHAT?

GREEN LIGHT EMERGENCIES: TEXT FOSTER SUPERHERO OR SEND AN EMAIL TO THE FOSTER ADMIN: FOSTER@PENSACOLAHUMANE.ORG

- Hot Spot/Rash
- Light coughing/sneezing
- Single episode of vomiting/diarrhea
- Dirty ears
- Fleas
- Visible worms in stool
- Trouble urinating
- Watery eyes

YELLOW LIGHT EMERGENCIES: SEND TEXT TO SUPERHERO OR FOSTER ADMIN

- Multiple diarrhea/vomiting episodes
- Chewed or removed sutures
- Lethargy
- Lack of appetite
- Limping
- Cut or puncture
- Any act of aggression
- Light blood in stool
- Colored/thick discharge from nose or eyes
- Dark colored urine

**RED LIGHT EMERGENCIES: IMMEDIATE PHONE CALL TO
ALY MARTINEZ 850.270.3136 OR MELISSA GARRETT 850.206.9175**

- Severe trauma
- LOST foster animal
- Ingestion of toxic plants/chemicals/medications
- Dog bite on humans or animals
- Unresponsive
- Difficulty breathing
- Seizure/Disorientation
- Distended abdomen
- Profusely bleeding from any orifice

DEATH OF A FOSTER

If a foster passes away while in your care
immediately call Aly or Elle. They will instruct you on
the next steps.

MOST MEDICAL NEEDS WILL BE HANDLED BY OUR MEDICAL STAFF AT OUR ADOPTION CENTER OR OUR CLINIC. IF WE CANNOT HANDLE IT IN HOUSE WE WILL DIRECT YOU TO THE APPROPRIATE VETERINARIAN AND FOLLOWING STEPS. DO NOT TAKE YOUR FOSTER TO AN OUTSIDE VETERINARIAN AND DO NOT TAKE A FOSTER TO ANY CLINIC WITHOUT AUTHORIZATION.

Key Rules and Responsibilities

When Fostering Adult Dogs



Your Responsibility

Remember that your foster dog's wellbeing is in your hands when you take them home. It's your responsibility to keep them safe and to inform the foster team of any medical or behavioral concerns so that they can be addressed quickly, accurately and safely. Below are some guidelines and rules that will help you uphold your responsibility to these dogs and the Pensacola Humane Society Team.

Marketing

Updated pictures and videos should be sent to the foster team via text, email, or the facebook group weekly. This is crucial in keeping the public updated on our available animals and getting them adopted!

Rules and Guidelines

- Do not use retractable leashes. Retractable leashes are dangerous and can severely injure you, a bystander, your dog, or other dogs.
- Maintain a 6-10 foot bubble between your dog and other animals when walking your foster dog in public. If your foster dog is shy, timid, or has certain behavioral needs also keep that distance between your dog and people. Do not be afraid to let anyone know that they need to take a step back if they approach your foster unauthorized.
- Do not take your foster dog to a dog park or any other off-leash area.
- Do not let your foster dog off leash outside of your home, unless in a secure fenced in area.
- If your foster dog is considered a flight risk, they are not permitted to be outside unsupervised or have the use of a doggy door.
- Do not travel out of the area with your foster dog unless approved by the Pensacola Humane Society Foster Team first.
- Do not use boarding facilities, doggy daycares, groomers or any other third-party care providers for your foster dog. If you are in need of any of these services let the foster team know so that we can assist you.
- Return any supplies borrowed at the end of each foster period so that they can be given to the next foster family.
- Immediately notify the foster team if your foster dog is lost/stolen or if your foster dog bites a person or another animal.

Getting Started

Before bringing your foster dog home

Preparing in advance will help make your foster dogs transition from shelter, or previous home, to your home as successful as possible. While the Pensacola Humane Society will provide as many of the supplies you'll need as we can you may find it beneficial to have supplies on hand as you foster more and more dogs.

Recommended Supplies

- Non porous food and water bowls
- Non retractable leash
- Food and treats. We will always give you some food to start so that you can safely transition to a new food of your choosing.
- Chew toys and other enrichment items. Make sure that all toys are size and age appropriate. The Pensacola Humane Society asks that you don't give rawhides, as these chews can cause complications.
- Travel carrier or dog crate to keep your foster dog safe and out of trouble while you are away or sleeping. We have kennels we can lend you but our supply is limited and are available on a first come first serve basis.
- A dog bed or extra blankets so that your dog(s) are comfortable. We can typically provide you with some extra blankets to start but may not always have dog beds.
- Bleach - it's important to always disinfect crate, bedding, dishes and toys well to prevent the spread of bacteria, parasites, viruses and diseases.
- Baby gates or play pens can also be helpful to block off areas you don't want your foster dog going into or to keep larger litters confined.
- Martingale collars are highly recommended. They are special collars that prevent a dog from slipping out of them. PHS will provide a regular collar but are typically unable to provide martingales.

Setting Up Your Space

Bringing a new dog home can be a stressful experience for your new foster. When selecting a space to set your foster dog up in, try to select a more quiet spot in your home - nothing right off of the main entry way for example. This gives your new guest a chance to adjust and feel safe.

If you have a wire crate instead of a plastic one we recommend draping a sheet over the sides to make it as cozy and den-like as possible.

Make sure that your space is free of hazards. Pick up all odds and ends, safely stow away cords, and remove cleaning supplies from the area. If there is anything in the area that you cherish or do not want potentially ruined, we recommend removing that as well. Think baby-proofing!



Getting Started

Bringing Your New Foster Dog Home

Transitions can be difficult for all involved -- you, your family, your pets, and most of all, for the new dog you are bringing home. Shelters are stressful, overstimulating environments that can cause dogs to act out in ways they might not normally act. Even if they are coming from another foster home, it's important to keep in mind that your new pet needs time to adjust to living in *your* home.

Common Behaviors during transistions:

House Training: We may or may not know if your foster dog is already house trained but even the most perfectly house-trained dog may have accidents in a new home. Expect this. Your new dog will need to know where the potty-area is at their new home and will need to learn how to let you know they have to go out. Don't let your new dog roam the house unattended until you know that they have fully learned about house training in their new home.

Separation Worries: It is common for dogs to be nervous in a new home and worried that they are being abandoned -again. They may try to follow you everywhere and whine, cry, bark or howl when they can't see you. use enrichment toys to give them something to do while they are alone. Try to be patient with them while they learn that they are now in a safe home. If your foster dog's stress about being alone persists for more than a few days, please reach out to us for help as they may be suffering from separation anxiety.

Fear toward you or other members of your home: It's not uncommon for a new dog to accept one member of the family but not others. Go slow with your foster and allow them time to warm up to each person individually. It could take weeks for your new dog to learn to trust new humans but with time and patience it should be successful.

Hyper/Over-arousal: Some dogs will sleep a LOT for several days and seem a bit lethargic. This is normal. The opposite may be true for other dogs - they have a hard time relaxing and you could experience hyperactivity and/or destructive chewing. Make sure your foster has plenty of exercise and provide them with enrichment puzzles, treats or toys when they are alone.

Not eating: It's not uncommon for dogs not to eat for a couple of days while they are de-stressing. As long as the dog is drinking water and peeing normally it's just a part of the process. Continue to provide food and try leaving the food in their quiet space/crate to see if they will eat when you are not watching them. On the other hand, your foster could be eating but experiencing diarrhea due to stress, change in environment, etc. If it has been a few days and you feel something is wrong, refer to your emergency guide and reach out as directed.



If you are concerned about any behaviors please contact your foster mentor or the foster team for more help.

Getting Started

Bringing Your New Foster Home Continued...

Safety Tips:

While dogs are transitioning to a new home, there is a higher likelihood to see fearful behavior and escape attempts. These behaviors may decrease within the first few weeks, or it may just be part of the dogs personality. Here are some easy tips to keep in mind to prevent any escapes;

Around Doors: Be extra cautious around doorways. A new dog does not have a connection with you yet, and may try to bolt out the door when you open it, even if you only have the door cracked open for a moment. The same is true with exiting cars - be extra cautious letting the dog out of the car, and make sure you have hold of their leash before you let them out.

In The Yard: If you have a yard, do not leave your dog unattended outside. Some dogs can jump over or dig under fences, either just because they want to escape, or because they see something on the other side. Keep them supervised in the yard while you are learning about your dog's behaviors.

On Leash: Be vigilant while walking your dog. Some dogs may dart unexpectedly at/away from loud noises, small animals, big trucks, or other triggers. If you are not holding the leash tightly, they could pull out of your hand and run away, potentially into harm's way. Do not assume they will walk politely the whole time, and do not let children walk the dog.

Gear: Keep a lightweight leash ("drag leash") attached to your dogs collar or harness for the first few weeks as they roam around the home. You'll let the leash drag on the ground behind them. Use this as a point of contact instead of grabbing for their collar if you have to guide them around. This will help keep them out of trouble as they learn the rules of the home. This also gets some dogs used to leashes that may have never been on walks before.



Body Language: There are several signs that a dog is scared or uncomfortable to be aware of. Wide eyes, pinned back ears, tail tucked, excessive drooling (without food) and lip licking are all signs that your pup is uncomfortable. If you see any of these signs, back off and give them space; do not force your dog to continue in a situation they are uncomfortable in. Let them set the pace with your relationship, even if it is slower than you expected. Be patient and kind.

With Children: Please teach your children, and any children that visit, never to pull, hit, or poke any part of your dog and never to run at, tease or scream around the dog, as this can and most likely will frighten them. Please provide reasonable supervision for children at all times with a new dog. If the dog or child appears unsure or nervous, be safe and put the dog in another room. Dogs should have a safe place in the house that they can go at all times to decompress.

Getting Started

Bringing Your New Foster Home Continued...

Here are some Do's and Don't's for their first few weeks in your home. These will help ensure a smooth transition and a happy, healthy pet!

Do create a quiet, cozy and safe place for your dog to decompress where they can have access to their open crate at all times.

Do sit with your dog and let them, on their own accord, sniff you and your home.

Do take your new dog on social outings if approved by the Foster Team (pet friendly businesses only) but stay clear of other animals/children.

Do take your dog for quiet walks and provide plenty of exercise and play time.

Do give your dog at least 2 weeks before introducing him/her to new people (anyone who doesn't live with you).

Do give your dog time before interacting with other residents pets. Use tandem walks to let the dogs see each other. Use drag leashes and supervised interactions when they are ready to interact.

Do provide your foster with fun enrichment, mind stimulating games/puzzles/treats.

Do help your dog by establishing a routine for mealtimes, potty outings, playtimes, etc.

Do remember that your new dog has been through some history that we might not understand and needs time and your patience so that they can be the best dog they can be.

Do keep all pets separated when they are eating or getting treats, especially longer-lasting bones/chews.

Don't leave your new foster alone with children unsupervised.

Don't leave your new dog and other pets together unattended. Separate (maybe crate) when you are not home or able to supervise their interactions.

Don't try, or allow anyone else, to hug, pick up, or force petting on your new dog.

Don't expect your dog to be social right away, even with you.

Don't feed your foster any people food or table scraps.



SCARED DOGS

First and foremost, if you have a scared/timid foster dog, thank you for fostering! Finding fosters for these types of dogs makes a world of difference for them.

Because your new foster dog is still scared, shy and/or under socialized, they may be a flight risk. There are special precautions that you'll need to take to ensure that your foster stays safe, does not escape and to keep your foster experience successful! Please read the following and reply via email to your foster team with any questions or concerns. Foster@pensacolahumane.org

TIPS AND RULES FOR SUCCESS

- If given the chance, your foster dog may try to run away. Please agree to the following precautions:
 - Your foster dog must always be wearing an approved collar or harness. We will do our best to send you with a martingale instead of a flat collar if you have a scared dog but we also recommend purchasing a martingale of your own to have on hand. These collars are designed to tighten just enough that the dog can not slip out of it when they back up.
 - Your foster pup should be on a drag leash at all times, including inside the residence. The is to familiarize the dog with a leash and to ensure that if/when the dog is cornered, scared, or gets loose, there will always be a safe way to catch the dog without having to touch them.
 - If your foster is outside, they must be on a leash that you are holding at ALL times. The dog cannot be off leash, even in a fenced backyard or patio. They should not be walked outside of your yard until the foster team agrees that they are sufficiently acclimated to the leash and under your direct control.
- Your foster dog may be frightened or uncomfortable around small children. To avoid any behavioral issues, it is your responsibility to supervise young children while they are handling the dog and to show them how to safely handle the dog, ONLY when the dog is comfortable. Children should not be alone with your foster dog without adult supervision.



- Any scared foster dogs should be kept in a crate when transported and not taken out of the crate until the dog is safely indoors with all escape routes blocked. If the dog is too big to be transported in a crate:
 - They can be transported with just a collar/harness and leash but you must use extreme caution and preferably the two leash method.
 - Tether your dog inside of the car or use a doggie seat belt. Tethers or seat belts should be attached to a harness, not a collar to prevent injury.
 - Make sure that you are confident transporting your foster dog without the use of a crate
- Make sure that everyone in the home and all visitors are aware and understand that your foster is a flight risk and that extreme caution is used when opening doors, approaching the dog, or attempting to pet/pick up.
- Check your home BEFORE bringing your foster home to make sure that any doors, doggie doors, and windows are securely closed and that there are no other means of escape. Also check all fencing for holes, weakness, or gaps before heading outside incase your foster gets away from you. Be aware that a scared dog may try to climb the fence as well.

Should your foster dog escape at any time immediately call the foster team!

FOSTER DOG TRAINING PLAN

The following are a list of skills that you should work towards with your foster dog to help them be more successful in their future. Each skill or training has a youtube video describing how to implement it. You can type the link into your browser or scan the QR code with the camera on your phone to view it. This is based off of the Austin Pets Alive! training plan.

Clicker/Marker Training



Clicker training can help you better communicate with your dog and 'mark' the behaviors that you want your dog to repeat.

<https://www.youtube.com/watch?v=jLwDl5mQvJM>

Made Ya Look



This helps reinforce a dog looking at their person to better future communication between the two

<https://www.youtube.com/watch?v=UJGwV96fLnI>

Door Routine



Creating a polite dog will make them more appealing to adopters and also helps decrease escapers!

<https://www.youtube.com/watch?v=5xy4-Zlyf8A>

Sit With Duration



This training helps really cement your dogs "sit" skill.

<https://www.youtube.com/watch?v=gKRY5PNiRP0>

Sit With Distraction



Level up your "sit" command!

<https://www.youtube.com/watch?v=vceGbC9tOrE&feature=youtu.be>

Sit With Distance



This training helps really cement your dogs "sit" skill.

<https://www.youtube.com/watch?v=zZcB8DNzMlc&feature=youtu.be>

Leash Skills: Loose Leash



Everyone appreciates a dog that doesn't pull their arm off and it makes dogs so much more adoptable!

<https://youtu.be/h-YiTXNatDA>

Leash Skills: Working Walk



Ever wondered how trainers get their dogs to walk RIGHT next to them? Learn how here!

<https://www.youtube.com/watch?v=-z5ybKZOeal>

Teaching Your Dog Not To Jump Up



Adopters love a respectful dog and unfortunately a jumping dog can make people say NO! Teach your dog not to jump now.

https://youtu.be/eR6_DRvInt0

FOSTER DOG TRAINING PLAN CONTINUED...

Teaching Your Dog 'Mine'



This life saving skill teaches your dog to respect your space and that not everything belongs to them

<https://youtu.be/bSCeQmDfsRE>

Introduction to Recall



Recall, or 'come,' is a life saving skill that will help your dog be more successful in the future and help prevent accidents

Remember that recall with a foster dog should only be practiced in a fenced in area or on a training leash if not fenced in. No PHS foster dogs should be allowed off leash in an unsecured area.

<https://youtu.be/QxQy5JLPRh4>

Place



Place is a super useful skill that can be used for all sorts of things. It's an awesome way to build confidence and trust between you and your foster dog because it's a relatively easy skill to learn and once they figure it out it's an easy way to reward your dog. It's also a great way to keep your dog from rushing doors when people knock, to keep your dog out of the way while you're eating dinner, and to keep them safe if you were to break a glass or something without having to crate them.

<https://www.youtube.com/watch?v=oPt2obZt8sc>

Using Place to Deal with Unwanted Behaviors.



Watch this video to learn how to use place to make having people over at your home easier and deal with other unwanted behaviors

<https://www.youtube.com/watch?v=UwfDP6qET4g&feature=youtu.be>



Behavior

Common Issues and Solutions

If there are any seriously concerning behaviors or skin is ever broken, the Foster Team needs to be notified right away. Refer to your Emergency Protocol on Page 4.

PHS cannot guarantee the temperament or behavior of any foster dog. PHS relies on their fosters to learn more about their dogs and in-home habits. Environment and time can impact temperament and behaviors

The Foster Team does promise to work with each and every case to the best of their abilities in order to have a successful outcome and foster experience. Guidance, consultations and assessments will be provided.



Common Issues and Resources

Over the next few pages you'll find some solutions to behavioral issues that we commonly see in shelter dogs. Not every solution is one size fits all and we encourage you to research and share other techniques and tips that you find that work for you and your foster dogs. We also have many more resources, trainings, and hand outs on our foster resource page! You can see that by going to www.pensacolahumane.org/fosterresources. The login can be found in the Foster Hero Resources listed on page 2 of this guide.

Crate Training

PHS strongly recommends using a crate for your foster dog, especially when first bringing them home. Dogs at the shelter are kept on a pretty strict routine and keeping a routine with your foster dog will help build their confidence as they adjust to you and your home. This will also help them be more successful in their future home and keep your dog and your home safe as you get to know each other. It's important to keep their kennel or crate a positive place, never use it as a punishment. Here is a great resource for crate training older puppies and adult dogs: <https://resources.bestfriends.org/article/crate-training-dog-dog-training-plan>



Behavior

Common Issues and Solutions Continued...

House Training

Chances are your foster dog may need at least a refresher course in house-training. Accidents happen when transitioning into a new home. Here are some key points to keep in mind during the process:

- **Holding It:** Every dog has their time limit. Puppies under six months are typically unable to hold it in for more than a couple of hours. Prepare for this! A healthy adult dog should have no trouble holding it for about 8 hours in a crate or overnight. There are, of course, always exceptions.
- **Frequent Outings:** To avoid accidents, you will want to make sure your foster dog has plenty of opportunities to go outside. Walk them for at least 15 minutes to encourage them and give them plenty of time to go potty. No playing or pets until they actually go. When they do go, you'll then want to praise and give treats for their good behavior. Reward them always!
- **It's vital to successful housetraining that we NEVER scold a dog for going potty inside, even—especially—when we catch them in the act.** More often than not, the dog won't understand that you are scolding them for going inside. They are more likely to think you are scolding them for going at all, and as a result they will want to hide from you to do their business. (This means sneaking off to quiet, isolated corners of the home or behind furniture, and no one wants that!). Our focus should be on praising and treating every time the pup goes outside. If your pup is learning for the first time or is struggling with learning outside from in, you can amp up the reward by “jackpotting” even a little outdoor tinkle with a BUNCH of treats and praise (or toys, or whatever your pup thinks is a great reward).
- **Prevention & Redirection:** If you are still in the process of housetraining, make sure you have eyes on your pup at all times. Keep a lightweight leash attached to their collar always (what we call a “drag leash”) so that, the second they start to go, you can quickly pick up the end of the leash and walk them outside. Remain neutral until they're outside, and as soon as they start to finish their business out there, you can reward! If you are preoccupied with other tasks, limit their access. Use a crate or exercise pen to keep them from going wherever they please.

Mouthing and Nipping

Dogs spend a great deal of time playing, chewing and investigating objects. They also enjoy playing with people, of course. Puppies chew on our fingers and toes, and they investigate people's bodies with their mouths and teeth. This kind of behavior may seem cute when your dog is seven weeks old, but it's not so endearing when he's two or three years old—and much bigger!

Bite inhibition refers to a dog's ability to control the force of his mouthing. A puppy or dog who hasn't learned bite inhibition with people doesn't recognize the sensitivity of human skin, so he bites too hard, even in play.

It's important to help your dog learn to curb his mouthy behavior. There are various ways to teach this lesson, some better than others. The ultimate goal is to train your dog to stop mouthing and biting people altogether. However, the first and most important objective is to teach him that people have very sensitive skin, so he must be very gentle when using his mouth during play.

Behavior

Common Issues and Solutions Continued...

Curbing Mouthy Behavior

- Substitute a toy or chew bone when your dog tries to gnaw on fingers or toes.
- Dogs often mouth on people's hands when stroked, patted and scratched. If your dog gets all riled up when you pet him, distract him by feeding him small treats from your other hand. This will help your dog get used to being touched without mouthing.
- Encourage noncontact forms of play, such as fetch and tug-of-war, rather than wrestling and rough play with your hands. Teaching your dog to play tug-of-war prepares him for dealing with arousal and frustration. You can keep tug toys in your pocket or in a place where you can easily access them. If he starts to mouth you, you can immediately redirect him to the toy. Ideally, he'll start to anticipate and look for a toy when he feels like mouthing.
- Teach your dog impulse control with specific exercises such as sit, wait and leave it.
- If your dog bites at your feet and ankles, carry his favorite tug toy in your pocket. Whenever he ambushes you, instantly stop moving your feet. Take out the tug toy and wave it enticingly. When your dog grabs the toy, start moving again. If you don't happen to have the toy available, just freeze and wait for your dog to stop mouthing you. The second he stops, praise and get a toy to reward him. Repeat these steps until your dog gets used to watching you move around without going after your feet.
- Provide plenty of interesting and new toys and things to chew. Be sure to rotate toys.
- Provide plenty of opportunities for your dog to play with other friendly dogs (be sure this is approved by the foster team first please). He can expend a lot of his energy playing with them and have less need to play roughly with you.
- Use a time-out procedure for hard biting. Start to give him time-outs every time you feel his teeth touch your skin.
 - The instant you feel your dog's teeth touch you, give a high-pitched yelp, immediately walk away and ignore them for a minute. If your dog follows you or continues to bite and nip at you, leave the room they are in. After the brief time-out, return to the room and calmly resume whatever you were doing with your dog.
 - Alternatively, you can keep a leash attached to your dog when you're around to supervise him. Let the leash drag on the floor. Instead of leaving the room when your dog mouths you, you can immediately take hold of his leash and calmly lead him to a quiet area. When you get there, tether him to a heavy piece of furniture or put him behind a baby gate to confine him. Then leave the area or turn your back to your dog for the brief time-out. When the time-out is over, untie him or release him, and resume whatever you were doing.
- You can also use a dog-safe taste deterrent. Spray the deterrent on areas of your body and clothing that your dog likes to mouth before you start interacting with him. If he mouths you or your clothing, stop moving and wait for him to react to the bad taste of the deterrent. Praise him lavishly when he lets go of you. Apply the deterrent to your body and clothes for at least two weeks. After two weeks of being punished by the bitter taste every time he mouths you, your dog will likely learn to inhibit his mouthy behavior.

Scan this QR code with your phone for more in-depth information on mouthing/nipping if none of the above have been successful.



Behavior

Common Issues and Solutions Continued...

Chewing

Destructive chewing is typically a behavior that all puppies goes through when their adult teeth start coming in. Adult dogs may also have a problem with inappropriate chewing but for different reasons. They may have not been taught what was appropriate to chew on and what was not or they may be anxious or bored. The best solution for inappropriate or destructive chewing is providing your foster dog with things that are acceptable for them to chew on. It's a good idea to alternate toys every few days so that they do not grow bored or uninterested in the chew toys. If you catch your dog chewing on something inappropriate, interrupt them with a neutral noise that gets their attention. A mild "ah-ah" or "no" are good examples. After disrupting their chewing offer them an appropriate toy or chew instead and praise them once they have their attention on the toy.

If your foster dog is chewing or being destructive while you are away the best thing to do is to crate them. A crate will help keep your dog and your home safe. Another helpful tip is to remember that "a tired dog is a good dog." This adage means that your dog is more likely to behave if they don't have a ton of pent up energy. If you're able to exercise your dog mentally and physically before leaving the house we highly recommend it. Tiring your dog out mentally can look like feeding them from a puzzle toy or wobble feeder or doing a 15 minute training session. Teaching your dog 'spin' is a good way to mentally and physically exercise them at the same time.

Separation Anxiety

It is common for dogs to experience some separation anxiety when left alone. The severity of the anxiety can range from pacing and whining to simply because they have a very dependent personality or because they are reacting to a history of abuse or abandonment. Whatever the reason, separation anxiety can be difficult to deal with because you are not around when it happens. The most common sign that a dog may be suffering from separation anxiety is destructive behavior when left alone. A dog may scratch frantically at the door or make other attempts to get out of the house, or the dog may chew on things or engage in other destructive behaviors. If you have reason to suspect that your foster dog is suffering from separation anxiety when you are away, consider confining the dog to a crate. If used appropriately, the crate will help the dog feel safe and secure and hopefully relieve some of the anxiety. And, until the separation anxiety itself can be examined and dealt with, a crate will help keep both your home and your foster dog safe.

If you do have the time to work with your foster dog, there are several things you can try to help alleviate separation anxiety. Start out by leaving the dog in your home for very short intervals. Tell the dog to wait and then walk outside for a few minutes before returning. When you return to the house, praise the dog for waiting. Begin to gradually leave the dog for longer and longer periods of time. It is important that, when you leave, you remain calm and not make a big deal out of leaving. It is also important that you not be too excited when you return. You want to praise the dog, but calmly. You don't want your return to be such an exciting event that the dog anxiously anticipates the moment of your return. Perhaps the most effective treatment for separation anxiety is time. Be patient. As your foster dog spends more time with you, he will begin to feel more secure in knowing that when you leave, you always come back. Some destructive behavior that appears to be related to separation anxiety may, in fact, be the product of boredom, so make sure your foster dog gets plenty of physical and mental stimulation per the "Chewing" Section above.

ADOPTABLE DOGS

When is My Foster Dog Available for Adoption?

	Younger than 6 months	Older than 6 months
Microchip	X	
Heartworm Test		X
DA2PP	X	
Bordetella	X	
Rabies	X	
Vectra 3D	X	
Milbeguard	X	
Panacur (3 days)	X	
Spay/Neuter	X	

- To be considered available for adoption through PHS all dogs must have each of the vaccinations, treatments, and procedures listed as appropriate according to their age.
- If your foster dog doesn't have a history of vaccinations, they will receive a DA2PP and bordetella booster two weeks after their initial dose. Your foster needs at least one set of vaccines to be available for adoption.
- Remember that your foster dog cannot have a bath for 48 hours after receiving topical flea and tick preventative.
- If your foster dog comes in unaltered we will schedule their spay or neuter as soon as possible. This will typically take place at our spay and neuter clinic.

When is My Foster Dog Unavailable for Adoption?

Our goal is to make animals available for adoption as soon as we safely can and to minimize the amount of time that so that we can get animals into homes. Here are times that your pet will be made unavailable:

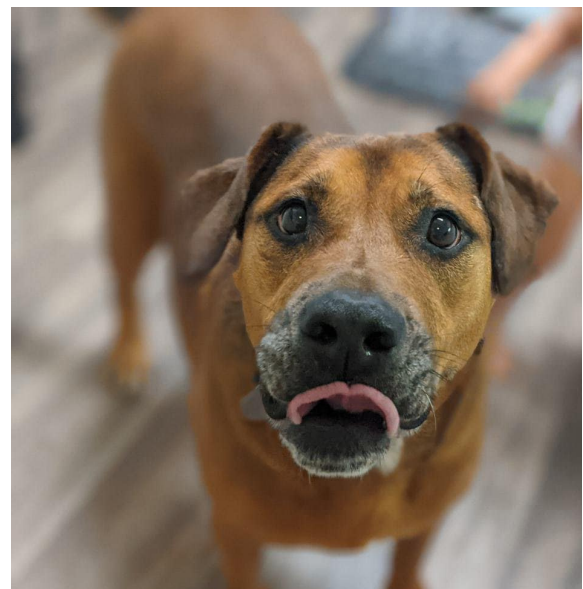
- Behavioral issues that would make your foster dog unsafe to place
- Medical issues that need to be managed such as injury, upper respiratory infections, or medical issues that have not been diagnosed or controlled.
- Your foster dog does not have the treatments, procedures, and vaccinations listed in the chart above.

Animals that are temporarily brought back to the shelter or are with a babysitter foster are not made unavailable. They will have the same adoptable status that they had with their full time foster.

What if My Foster Dog Has Heartworms?

Heartworm positive dogs who do not have any other medical issues that we are working on controlling and have all other necessary procedures, treatments, and vaccinations are available for adoption!

Adopters are welcome to adopt these dogs as normal but typically opt to foster-to-adopt because PHS will take care of the heartworm treatment for them. Heartworms are very expensive to treat and we don't want that to prevent a dog from going to a great home. The next few pages talk about the adoption process with a heartworm positive dog.



Adoption Procedure for Animals Adopted From Foster

This is the protocol for all available animals without any age/health restrictions

1. Adopter puts in adoption application through the website.
2. Foster team looks over the application for any discrepancies in their application as well as for anything in their application that we know wouldn't work for the animal. -needs to be an only pet, not child or cat friendly, etc.
3. The foster team will then send the applicant an email going over the animals medical history, answer any further questions and let the applicant know their place in line for that specific animal.
4. The foster team then sends a copy of the application to the foster.
5. Foster(you) reaches out to the applicant within 24 hours of receiving their information to set up a meeting. **NOTIFY ALY WITH YOUR MEETING PLACE/DATE/TIME.** This is for everyone's safety and to make sure that a PHS staff member is available to process the adoption.
 - a. Keep in mind that these applicants haven't always made that emotional connection yet so reaching out ASAP is imperative so we don't lose their interest.
 - b. Meetings can be set for any day. You may also use the shelter as a meeting place.
 - c. Nothing is set in stone at this point, take a minute to talk to the adopter about their lifestyle, what are they looking for in a pet, do they have unrealistic expectations for the animal they are interested in adopting? Talk to them about the behaviors you've seen in your foster and what their normal day looks like. You know your foster better than we or anyone at the shelter do at this point and you're as much an advocate for them as we are.
6. If the adopter wants to proceed with the adoption, please notify Aly. Adoptions are done over the phone and you do not have to come into the shelter to finish up this process.
 - a. Aly will then send a link to their phone to sign our adoption contract and pay the adoption fee.
 - i. Unless otherwise stated: Dogs are \$25, Cats are \$10, anything 8+ years of age is waived.
 - ii. If the adopter does not have a smartphone we can send the link to your phone instead to finalize, or they will have to do this in person at the shelter Tues-Sat 11-3pm.
7. Once they have completed the contract and paid, the foster team will let you know that the adopter is all set and they can take their new pet home.
 - a. Adopters are instructed to bring their own materials to take their new pet home. I.e. a carrier or collar and leash. If they don't we still want everyone to be safe and they can take them on the leash and collar or in the carrier provided, we just ask them to return it within 7 days to the shelter.
 - b. The foster team will email the adopter copies of the animal's medical records. They will also receive info about registering their microchip and what to do if things aren't working out with their new pet.
 - c. Any future medical needs will need to be handled by their own veterinarian now.
 - d. You as a foster will need to return any supplies you borrowed to the shelter within 7 days unless you plan to continue fostering. Please discuss with Aly.
8. Feel free to exchange contact information with the adopter and reach out over the next few days and check in with them, you're welcome to counsel them through any non medical issues or just check in and see how everyone is settling in together.

***What if I really feel like this isn't a good fit or the applicant gives me a bad feeling?**

At the end of your meeting, let the applicant know that the foster coordinator will be in touch with them about the adoption and then send the foster team a detailed description about why you think this would be an unsuccessful adoption. Your input matters!

Adoption Procedure for Animals in Foster-To-Adopt Program

This is the protocol for all animals required to go through our foster to adopt program because they are underage, heartworm positive, other needs.

1. Adopter puts in adoption application through the website, applications can be found in each animal's listing.
2. The foster coordinator looks over the application for any discrepancies as well as anything we know would not work for the animal they are applying for -needs to be an only pet, not good with children, etc.
3. The foster coordinator will then send the applicant an email asking if they have further questions, discussing the animal's medical needs and the applicant's place in line.
4. The foster coordinator will then send a copy of the application to the foster.
5. Foster(you) reaches out to the adopter within 24 hours of receiving their information to set up a meeting. **NOTIFY ALLY WITH YOUR MEET UP PLACE/DATE/TIME.** This is for everyone's safety and to make sure that a staff member is available to process the adoption.
6. Keep in mind that these applicants haven't always made that emotional connection yet and the sooner you reach out to them the better so we don't lose their interest.
7. Nothing is set in stone at this point, take a minute to talk to the adopter about their lifestyle, what are they looking for in a pet, do they have unrealistic expectations for the animal they are interested in adopting? Talk to them about the behaviors you've seen in your foster and what their normal day looks like. You know your foster better than we or anyone at the shelter do at this point and you're as much an advocate for them as we are.
8. If the adopter wants to proceed, final meets need to be done at the shelter Monday-Saturday 11am-3pm. This is because the team needs to go over foster to adopt process and any medications that may be involved.
9. Feel free to exchange contact information with the adopter and reach out over the next few days and check in with them, you're welcome to counsel them through any non medical issues or just check in and see how everyone is settling in together.



What if I really feel like this is not a good fit or the adopter gives me a bad feeling?

Let the adopter know that the foster team will be in touch with them about the adoption and then send the foster team a detailed text about why you think this would be an unsuccessful adoption.

Meeting Adopters and Counseling

As your dogs adoption ambassador we rely on you to do the majority of the adoption counseling with potential adopters. Below is a list of topics to use as starting places for conversations with adopters. We're not trying to use these questions to deny people but rather to figure out if this dog would be a good fit and matches what the adopter is looking for. Our goal at the Pensacola Humane Society is to set as many families and pets up to succeed as we can! Please peruse our foster resource page and our public resource page to familiarize yourself with common behavioral solutions.

COUNSELING TOPICS FOR DOGS

- What are you looking for in an animal?
 - For example; companionship, hiking, traveling, cuddling, protection, outdoor animal, etc.
 - We don't adopt yard dogs, but this will help us better match animals to homes, we don't want to send a high energy dog home with someone looking for a couch potato without going over that with them.
- Do you plan on moving/deploying any time soon?
 - This question is to help provide moving or deployment resources – like dogs on deployment, pet resumes for apartments, etc. and to help counsel them through moving with pets.
- Do you have a current veterinarian?
 - Let them know that there is a list of veterinarians on our website. You're welcome to recommend your personal vet to them. We like to recommend Navy Boulevard Animal Hospital, since they work closely with us.
- Is there anything you wouldn't be willing to deal with in this animal?
 - Ex: Destructive behavior, health issues, house training issues, energy level, escaping, etc. This is to get a jump start on counseling them through common issues so that they feel more prepared to handle it.
- What do you expect children to be able to do with this animal? (skip this question if they don't have children)
 - This question is two fold, we can talk to them about animal-child safety, and if we have an animal we know doesn't like loud noises or sudden movements, we can help suggest another and better fit. We try to educate on any rough housing or invading space when it comes to children and ANY animal.
- Have you worked with any of the following problems before (list the ones that we know this animal has): such as rough play, excessive barking, animal aggression, people aggression, digging, escaping, jumping up, biting, destructive chewing, thunder anxiety, separation anxiety, resource guarding.
 - This is to begin counseling through problem areas before they get home so that they and be more prepared after adoption and fewer dogs and cats are returned
- What is your plan for this dog when you're not home/overnight
 - We can talk about crate training and how beneficial it is for housetraining and maintaining confidence in shelter dogs
- Do you need information on house training?
- Do you need information on introducing your dog to other dogs or cats?
- What do you know about heartworms?
 - "Heartworms are a parasite that are transmitted by mosquito. A mosquito carrying the parasite bites your dog and the worms begin breeding in the blood stream. As they mature they travel to the dogs heart and if left unchecked worms will begin to fill the heart until it cannot function properly. This causes your dog to not be able to breathe properly, heart damage, and if adult worms are expelled from the heart by activity and coughing they can cause clots and kill your dog. It also costs thousands of dollars to treat in comparison to the \$20 a month average cost of preventative.

DOG MEET AND GREETs

If you're comfortable doing a meet and greet on your own, unless the foster team has told you not to, you can follow this guide to introduce your foster dog to potential adopters dogs. If at any time you are nervous or uncomfortable - trust your gut. Let the foster team know and we can reschedule a time to do a meet and greet at the shelter. <https://www.youtube.com/watch?v=glO9jjum1RY>



MARKETING GUIDE

WHY SHOULD I MARKET MY FOSTER DOG?

Our goal as Pensacola Humane Society staff and volunteers is to get animals into new homes as quickly and safely as possible. Without marketing, your foster dog will continue to stay in foster homes simply because the community of adopters doesn't know how wonderful your foster dog is. The following section will help prepare you to market your foster animal and outline your responsibilities in this area.

PICTURES AND VIDEOS

- Pictures can be sent via text, email, posted on the Trello or to the Facebook group.
- Your first set of pictures should be sent within 48 hours of having taken your foster dog(s) home.
- Please send videos via email as the quality is ruined when sent to the coordinators work phones.
- Pictures should be shared with the foster team no fewer than every 7-10 days. Using the same pictures to market them for longer than this period will cause even more adopters to lose interest.

LIFESAVING MARKETING

Our approach to marketing is known as "lifesaving marketing." Compared to traditional marketing, lifesaving marketing is more inclusive, more dynamic and easier on shelter staff! Take a look at some of the differences between the two styles:

Traditional Marketing

- Following the "rules"
- Pet marketing via biography
- Stop signs in text
 - "NO CATS"
 - "Must be the only dog"
 - "Needs a home with no children under 12"
- General animal care social media posts, funny pet videos, foods to avoid at Thanksgiving, etc., with no specific tie-in to the organization's mission of adoption.
- All social media and other communications created by shelter staff

Lifesaving Marketing

- Thoughtful rule-breaking
- Highlighting a specific pet's adorable quirk, or a story about an interaction with other dogs or people
- Biographies are also used, but not exclusively
- Leave the adoption counseling to the pet's foster and adoption counselors
- Community-creating language: *you, us, we*
- Use only messages that are fun and engaging and at the same time relevant to your mission
- Volunteer-and foster- driven messaging for innovative content

OUR GOALS

With any adoptable pet marketing, your most basic goal is to create an emotional connection between your supporters and the featured pet. Emotional connections are what drive us to act (sharing a post, advocating for a pet, adopting, etc.). Obviously we want to find an adopter for your foster dog and the way we will do that is by marketing them to create an emotional connection between the dog and our community.

4 MARKETING GUIDELINES



#1 - DON'T USE "STOP LANGUAGE"

"Stop Language" is essentially a disclaimer about the negatives of your foster dog (e.g, "not potty trainings," "chews furniture", etc.). This type of information is for the counseling section of adoption and not the marketing section. Even - and especially! - if your dog has behavioral challenges, you'll need to cast the widest net possible then whittle away at inquiries until you find the right match! Full disclosure will always happen during the counseling process. By disclosing this during counseling you can answer questions and educate rather than providing one little statement that will run adopters off when they read about your foster dog.

#2 - BE ACCESSIBLE

Have you ever reached out to someone to purchase something and they didn't respond for days? By that point you've already moved on to another product or purchased it from another person or store. The same thing happens with adopters. They came across your foster dogs profile or post and was star struck - now we need to keep their attention! The more accessible you are, the more likely a potential adopter is to remained engaged and proceed through the process. As a general rule, the faster you plop a foster down in front of a potential adopter, the better. People are often not willing to work much for an animal they haven't met, so it may fall to you to bridge the gap when you a get a lead. Once a potential adopter meets your foster in person, an emotional connection is usually made, enabling the relationship to grow on its own.

#3 - BE CREATIVE!

Don't be afraid to try new things! The community is more likely to share your foster pups story if it makes them feel something. You may strike gold! Email a rescue pup's story to your local news station, radio station, make a TikTok featuring them, or you can make them a profile on popular dating apps!

#4 - BE EVERYWHERE

Post every place that will let you. The more sites, digital and physical, that display your foster's face, the closer you are to the right match. The content does need to be engaging, but the phrase "out of sight, out of mind" applies here.

Always tag The Pensacola Humane Society on any post you share and make sure that these posts are set to public view!

THE BUILDING BLOCKS

There are an infinite number of ways to market your foster pet. Biographies are important, but think outside the box when you create your other marketing tools. Other things you might consider featuring are the cute quirks the pet has, stories about things they did, the pet's behavior in the home or skills they have learned. Think about ways your foster pet reveals who they really are. And those things they do that you find absolutely adorable? Chances are potential adopters will, too!

IN THIS SECTION WE'LL EXPLAIN HOW YOU CAN CREATE THE MANY THINGS THAT GO INTO MARKETING A SHELTER OR FOSTER DOG.

CONTACTING ADOPTERS

If you're uncomfortable with adopters having your personal number and/or email address you can create new ones for free specifically for handling adoption inquiries. GMAIL is a free email service and instead of using your first and last name when you are setting it up you could do "FIRSTNAME FOSTER" instead. Google voice provides a phone number with texting and calling capabilities for free. This way you can put contact information on flyers and whatnot without worrying about your personal information being out there.

A GRIPPING FIRST SENTENCE

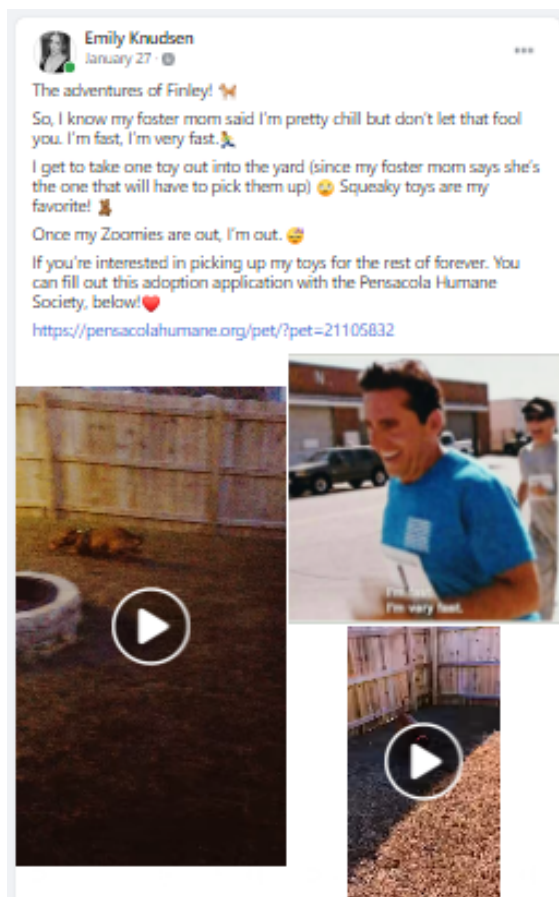
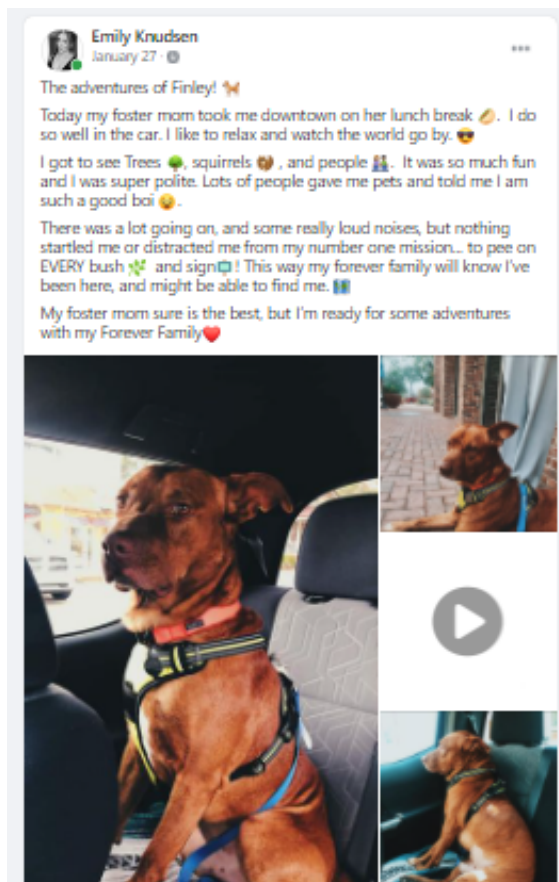
Similar to a title, the first sentence of your text is crucial. This is what the reader will use to determine whether to keep reading. What you're looking for is text that will make an emotional connection with the supporters and make them want to find out more about your foster pet.

DON'T

- Meet Fido!
- My name is Kitty!
- Rover is our Pet of the Day
- We don't know why Coco hasn't been adopted yet!

DO

- Who's the squishiest, cutest dog on the block? Roscoe!
- Balloon-bouncing, swing-pushing, life loving Coco is our longest-term doggie resident
- In a foster home full of brothers, what's a girl to do? Take the lead, of course!



A GREAT TITLE

Posts on certain sites (Craigslist, Imgur, etc.) may necessitate a title. A title is exciting and different will set your post apart and increase your chances of further investigation by potential adopters.

DO - Use a title as an opportunity to snapshot your foster's personality or dabble in the dramatic:

- Couch Dogtato Seeking Netflix Buddy
- Meet Sir Harley the Gentleman
- Save Cowboy the Forgotten Senior Dog

DON'T - Go the generic route. Most titles will look like this and most will get passed by:

- My Foster Needs A Home
- Adopt Cowboy
- Pit Bull Available for Adoption

A GOOD BIOGRAPHY

Most shelters list their adoptable pets online, and for this every pet needs a biography (bio). As the foster, you are the person who most likely knows the pet the best, and are uniquely suited to writing or updating their biography. Be sure to send your biography via email to the foster team or put it in your foster's personality survey.

Write a short and sweet summary that includes some information on your foster pet's behavior, likes and dislikes, and the best things about them - kind of like an author's biography at the end of a book. Leave out negative details (Stop Signs) such as "no other pets," "needs training," etc., as these can deter even the perfect potential adopters and are best discussed one-one-one during adoption counseling. As in all adoption marketing, our most basic aim is to create a positive emotional connection with the reader.

There are several different ways bios can be written. The traditional method is to paint a picture of your foster pet that gives potential adopters a rounded view. Another method is to tell a story about them in order for potential adopters to get deep insight into one aspect of their personality. In general, try to stay positive in your writing, but the gut-puncher may be a method to try in certain cases such as your longest-term resident or hardest-to-adopt pet.



Pensacola Humane Society

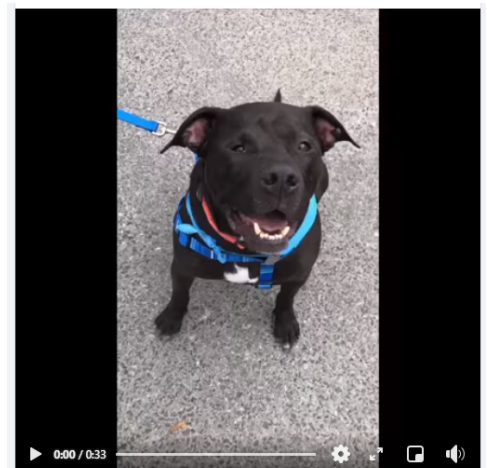
★ Favorites · March 31 at 10:30 AM · 🌐



Joey is a big ol snuggly companion, and he makes the perfect napping buddy! He even functions as a white noise machine as his dreamy snores mimic the rhythmic crashing of waves along the shore. What a catch! You know you need him...so apply today!

<https://pensacolahumane.org/pet/?pet=31846361>

#joey #joeybagofdonuts #adopt #rescuedog #bigheadbigheart
#doglife #dancingdog #grilledcheese #savethebees #nappingbuddy
#explorepcola #pensacolapup #nwflorida #flpanhandle
#4pawsatime #loveadoptadvocate #78yearsofsavinglives



BIO EXAMPLE: PAINTING A PICTURE

HOW WE KNOW SIR HARLEY IS A GENTLEMAN:

Sir Harley has manners. We were worried he had an infection when he didn't pee his first 24 hours with us. As it turns out, he simply prefers not to urinate in the presence of a lady. We also learned he has a bladder of steel.

Sir Harley is grateful. He is so expressive in his gratitude; in fact, he has an injury called "happy tail." Breakfast? GRATEFUL. Pets? GRATEFUL. Walkies? GRATEFUL. Nap time? GRATEFUL. Eye contact? GRATEFUL. (In Harley's everlasting gratitude, his happy tail was unable to heal so Shadow's Fund addressed it. Harley now displays his gratitude with a happy wiggle butt.)

Sir Harley makes everyone feel welcome. As a one-dog welcoming committee, there is no door greeter as wiggly as Sir Harley. If retail stores had Sir Harley mascots, the American economy would be repaired in a matter of days.

Sir Harley does not beg. He understands that "no means no" and he will not push the issue on that pint of Ben 'N Jerry's. Bonus: He won't shame you for eating it all in one sitting either. He knows you are beautiful at any size.

Sir Harley rolls with the flow. You wanna sleep all day? So does he. You wanna party outside? So does he. You wanna have an existential crisis because life is an illusion? Sir Harley knows you will calm down if you rub his belly, and he will offer it to you gladly.

Sir Harley will make some man or woman very lucky when they welcome this lass act gentle giant into their home. #adoptsirharley

BIO EXAMPLE: TELLING A STORY

This is Snoopy but you can call him Velcro Lite, Splooter (his sploots are unparalleled. Truly.) or Snoop Dogg (but that's kind of a given).

I brought Snoopy home for an overnight foster and he instantly took to my boyfriend and me like a baby takes to his parents. His primary objective all day and night was to please, and he did. You could call him from any room in the house and he'd come running with that giant Smile on that mammoth head of his to sit at your feet and look up at you so adoringly you couldn't help but feel guilty for being loved this much.

Snoopy is the rare dog who wants to be by your side always, but also has a natural understanding of personal space. If you're on the couch, he is gonna climb right up on there and sploot (lay with his legs back, like a frog) next to you - close enough for the scratches, but not so close that you're strapped in for a 12-hour Netflix marathon.

His two states of being are "overjoyed" and "asleep," and that goofy smile will follow him into both. He is a natural couch potato but is versatile in his ability to go from "sploot" to 60 and back again depending on what it is you wanna do. Though people keep letting him down, Snoopy holds onto his spirit with a big, heart-melting grin. This boy loves with his whole body and the person who welcomes him into their family will have a lifelong best friend.

PHOTOGRAPHS

Photographs can be the key to your foster's adoption. Getting photos that are well-lit, in focus and that give the viewer a window into a pet's personality can be tricky, but we have some ideas that can make this much easier for you.

Always have your camera ready

Without a camera handy, you may not be able to capture those intimate moments that will help your pet make an emotional connection, like when your foster cat is finally comfortable enough to rest their head in your lap, or when your own dog and your foster curl up together on the couch.

Taking Multiple Photos

One foster explains, "I am an awful photographer. This is easily combated by taking one million rapid fire photos at once. Odds are you'll snap something to work with." Whether you're an ace photographer or not, taking multiple photos increases the chances of coming up with something good.

Take Photos with Animals and/or People

Photographs taken with people and/or other animals are great because they not only feature the pet, they give information as well. A photo of two dogs together looking happy tell potential adopters, "This dog is good with (at least some) other dogs." A photo of a cat and a small child implies that the cat is safe with children. Keep this in mind when creating marketing material for your foster pet.

Take Photos of Dogs Outdoors

Studies have shown that photographs of dogs taken outside can help dogs get adopted more quickly. Outside, the options for nice-looking backgrounds are unlimited, and dogs' stress levels may be lower, enabling you to get better photos.

Make Sure That Your Pet is Looking at the Camera

The eyes are the window to the soul, so it follows that eye contact is helpful in establishing an emotional connection, even if it's just from a photograph.

Use Photos to Showcase Personality

We want potential adopters to get a feel for our foster pets' personalities, so use photos in a way that does just that. Take photos that capture an aspect of a pet's personality. When viewed together, one gets a more accurate picture of who they are.



VIDEOS AND MORE

VIDEOS

Great videos can give the best picture of who your foster is. They can offer legitimate proof that you have a very good boy on your hands and cast a spell on potential adopters. Videos have the power to clinch the connection before an official meet-and-greet happens. The following are a few tips for making great videos.

- **Hold the camera horizontally (unless doing a Facebook live)**
 - Holding the camera vertically can create wide black lines on either side of the video and make it harder to see the subject, your foster pet!
- **Make your video 60 seconds or less**
 - Attention spans are short, so make sure your video is fast-paced and succinct.

CREATE A FLYER

You can use Canva, or any program you'd like, to create the flyer. The design does not need to be intricate - simply is often best. Use on or two awesome photos, plus your short and sweet bio or story. Include contact information. These flyers can be hung at your office, your school, the local coffee shop or anywhere that will let you hang a flyer! Print it yourself, or try making it into a poster at your local Staples or Office Depot.

STEPS TO MARKET YOUR FOSTER DOG

#1 - GATHER YOUR TEAM

You can surely do this alone, but why not tap some of your friends and acquaintances to market with you? Recruit help from the Pensacola Humane Society Foster Heroes page or your own friends and family!

#2 - MARKET! MARKET! MARKET!

In order to create content that connects your foster with potential adopters, you need to make marketing material (a photo, video, story, etc.) a minimum of every 7-10 days. Make sure your camera is always on hand for those great photo-op moments. When your foster does something memorable or touching, write it down so you can craft a post.

#3 - DIVERSIFY YOUR PLATFORMS

The shelter's social pages may be where you get the biggest return on investment for your marketing material, but don't stop there. Market to potential adopters using different avenues, such as your own personal social media pages or ones you and others create specifically for the purpose of marketing pets, as well. Post on Craigslist. Post on Instagram. Ask the guy who runs that page that markets local shelter pets, too - or create one yourself!

Social Media Sites to Try: Craigslist.com, Instagram, Twitter, Nextdoor.com, Imgur, Reddit, Rescueme.org, The Shelter Pet Project

#4 - CONNECT WITH THE COMMUNITY

Introduce your foster to friends and family. Put an "adopt me" vest, leash, or bandana on your foster dog and venture out into the community. Make sure you have something to write on, or flyers with how to adopt your pet. Ask those you meet to help advocate for your foster dog by posting on their own social media pages. Go on field trips around town, attend adoption events, or make sure all your friends and family know to spread the word!

#5 - TRY ALL THE THINGS!

There are infinite ways to market your foster pet; more great ways are being discovered each day. So long as your ideas are safe for you and your foster, TRY IT!