

October 2018

Ideas to Increase Adoptions

Packets for Adoption Ambassadors to release the dogs in their care. Dog foster promotion, additional help with orientations, run a class for the public, hold a contest. Geared toward long-termers that benefit from foster care. *DonorPerfect site for payment? Mail Rabies tag and license?*

Doggy day outs. Public takes long-term dogs on sleepovers and outings, rather than 2-week Canine Coaching. *See Fairfax Co guidelines in Resources.*

Dating profiles on Tinder, Match.com, Facebook, etc.

Snapchat stories! *Personalize our existing filter?*

Instagram “takeovers.” Highlight one long-termer for the day. Other shelters have done this!

Adoption packages with gifts tailored to each animal. Harness, toys, brushes, treats, etc. Supplies can be gathered from donations.

Retail gift cards with adoption to be used in shelter’s store.

Highlight the professionalism of the team/ care. CVTs, CPDTs, AKC, ABC, degrees, etc.

Free training classes for long termers.

Shelter cat training day. Workshops for the public (and volunteers!) with shelter cats. Could setup in Behavior Office.



Picture and video project. Accomplish all of the recommended pictures for shelter animals. (Animal solo, with a person, and with another animal.) *Children participants? Facebook pages for material. Upload videos to Petpoint.*

Promote park meet-and-greets. Geared toward dogs with poor kennel presence or leash reactivity. *Doggy speed dating at the park?*

Adoption Counselors introduce a long-termer to each interested adopter.

Bring the buttons back! *T-shirts? Business cards? Petpoint flyers? Cutouts again?*

Strategic name changes and creative writing for Petangos. Recruit staff and volunteers to spruce the website and bring in fresh descriptions! *Petangos can be sent to Behavior for review and posting. Review current trends.*

Foster Dogs attend Obedience Class with Foster parents.

Playgroup Parties on the weekend. *In a location visible to the public. Marketing? Geared toward dogs with poor kennel presence and long termers. Naomi's success story!*

Long term dog greeters outside the front office! *Selfie booth for social media exposure?*

Additional Resources:

[Maddie's Fund, 2008 Marketing Competition: Entries at a Glance](#)

[ASPCA, Adoption Ambassadors Campaign](#)

[ASPCA, 7 Ways to Start Engaging the Community with Find Your Fido](#)

[Field Trip Foster Guidelines](#)