**Templates: Foster Reminders About Marketing**

Attention Fosters!

Ever wondered how you can help your foster pet get home faster? 🏡✨ Marketing makes a HUGE difference! And guess what? You don't need to be a marketing pro to make an impact. 🌟

Whether you're a seasoned foster caregiver or just starting out, learning the basics of pet marketing can be a game-changer! 📣💕 Check out this blog post from Maddie's Fund for six simple guidelines to get you started:

🔗 <https://chewonthis.maddiesfund.org/2023/04/six-guidelines-for-marketing-your-foster-pet/>

These easy-to-follow tips will empower you to showcase your foster pet in the best possible light, even if you're new to the world of marketing. Remember, every share, like, and comment could be the key to finding your foster a loving home! 🐾❤️ #FosterCare #MarketingTips #Adopt

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🐾 Calling all fosters! 🐾

Are you looking to make a BIG difference in the life of your foster pet? 🌟 Here's a pro tip: spreading the word and showcasing your furry friend can lead to a speedier adoption! 🏡✨

By sharing marketing material and talking about your foster pet with friends, family, and your social media community, you're not only giving them a chance to shine but also increasing their chances of finding their forever home faster. 📣💕

Want to up your marketing game and learn how to effectively promote your foster pet? 🎓 Check out these FREE courses from Maddie's® University:

1️⃣ Marketing a Foster Pet: <https://university.maddiesfund.org/products/marketing-a-foster-pet>

2️⃣ Using Social Media to Help Shelter Pets Shine: <https://university.maddiesfund.org/products/using-social-media-to-help-shelter-pets-shine>

These courses are packed with valuable insights and strategies to help you showcase your foster pet in the best light possible. Let's work together to find these precious fur babies the loving homes they deserve! 🏠❤️ #FosterCare #AdoptDontShop #SpreadTheWord

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🐾 Calling All Amazing Cat Fosters! 🐾

With kitten season just around the corner, it's time to ensure our adult cats get the spotlight they deserve before those adorable kittens steal the show. Here's how you can help make sure our adult cats shine:

* Double-check if your foster cat is listed on the website. If not, please let us know so we can get them added. (LINK)
* Take a look at their current pictures. Do they need updating? Changing out pictures can attract new attention to your foster cat.
* Does your kitty have a bio? If not, consider drafting one. It doesn't have to be perfect. Alternatively, send us some cute facts about your foster kitty, and we'll put a bio together.
* Get creative with a short video showcasing your kitty's personality! Capture them playing, cuddling, or simply being their adorable selves. What's your favorite thing about them? Share it in the video (or write about it), and watch potential adopters fall in love!
* If you have any questions or need assistance with promoting or marketing your foster, don't hesitate to reach out. We’re here to help in any way we can!

Thank you for your dedication to your fosters—you're truly incredible! 🌟🐱

#CatFosters #PromoteYourFoster #YouAreAmazing

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One of the greatest perks of fostering is the personal advocacy it provides for the pets. You, as the foster caregiver, possess invaluable insight into your foster pet's personality and preferences. Let's leverage this wealth of information along with adorable pictures to help these pets get home!

Here are 3 things you can do to market your foster pet:

✅Fill out our foster information form so we can learn more about your pet: (LINK)

✅Post about your foster pet in this group as much as you can. Our marketing team may take your photos, video or your whole post and share it to our main page and/or your foster’s online profile!

✅Dog fosters: borrow an “Adopt Me” vest from us and take your foster dog out on the town!

Together, we can make a real difference in their lives. 🐾💕 #FosterCare #AdoptDontShop #MarketingEfforts

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Need tips for marketing your foster pet? Check out these FREE resources:

➡️The Foster Caregiver Marketing Guide: <https://www.maddiesfund.org/assets/documents/foster-resources/MF-foster-caregiver-marketing-guide.pdf>

➡️Marketing Tips for Foster Caregivers from Maddie’s Fund (video): <https://www.youtube.com/watch?v=Eb1ehSQmxd8&t=2295s>

➡️Marketing Tips for Foster Caregivers with Caitlin Quinn of HeartsSpeak (video): <https://www.youtube.com/watch?v=CxXPQX59GlI&t=1816s>

➡️6 Guidelines for Marketing Your Foster Pet (blog): <https://chewonthis.maddiesfund.org/2023/04/six-guidelines-for-marketing-your-foster-pet/>

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It’s been awhile so…

We know you want your foster pets to find their forever homes. Marketing your foster will make that much more likely!

Here’s a blog that may be helpful: <https://chewonthis.maddiesfund.org/2023/04/six-guidelines-for-marketing-your-foster-pet/>

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🌟 HEY NEW FOSTERS! 🌟

A warm welcome to all the fresh faces joining our foster community! We're thrilled to have you onboard, and we want to ensure you feel embraced, supported, and valued. Your decision to foster is nothing short of life-saving. Thank you for making a difference!

Now, let's dive into some pointers on marketing your foster pet. Whether you're taking your furry friend on a day trip, offering overnight care, or committing to a short-term or long-term arrangement, the end goal remains the same: finding them their forever home. Every piece of information you gather during your time with your foster pet is priceless.

☀️ Ready to market your foster pet? Start by crafting a post on your own Facebook or other social media platform. Remember to set the audience settings to "public" for maximum visibility.

☀️ When composing your post, focus on highlighting the positive traits of your foster pet. The aim is to pique the interest of potential adopters, leaving room for further details to be shared in private conversations.

☀️ Don't forget to jazz up your post with pictures, videos, reels, and more! Capture high-quality images in various settings – indoors, outdoors, with toys, lounging on the couch, posing for treats, you name it. The goal is to help potential adopters envision your furry friend fitting seamlessly into their lives.

☀️ Always remember to tag our organization and provide clear next steps for potential adopters. Direct them to your foster pet's online profile and encourage them to reach out via email for inquiries.

☀️ Spread the word far and wide! Share your public post with your friends, family, and relevant groups on Facebook. Don't hesitate to explore other platforms like TikTok, Instagram, and Nextdoor for additional exposure.

You've got this, new fosters! Together, let's find loving homes for these deserving pets. 🐾💕 #NewFosters #FosterCare #MarketingTips

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Let's talk MARKETING! 🌟

While fostering offers comfort and care to our furry friends, it also means they might slip under the radar for potential adopters... unless we give them a spotlight through marketing!

For our shelter pets, having a foster family is like having a personal cheerleader. But you might be wondering:

🐾 How can I showcase my foster pet's awesomeness to the world?

🐾 How do I find the perfect adopter for my furry buddy?

🐾 Where do I even begin?

We've got you covered with some fantastic marketing resources designed to help both new and experienced fosters shine a light on their furry companions. 🌟 Plus, we have an incredible community ready to offer you support and guidances, whether you're just starting out or you’re facing challenges along the way. Just reach out!

Thank you for opening your heart and home to fostering. Remember, the foster team is always here to support you every step of the way! 🐾💖 #FosterCare #MarketingMagic #ShineBright

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What's the secret to marketing long stay, large breed dogs? Read about it in this blog: <https://www.animalfarmfoundation.org/dont-be-boring-and-other-secrets-to-finding-dogs-homes/>

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Need marketing inspiration? These blogs can help!

* Writing compelling bios using ChatGPT <https://heartsspeak.org/pet-bios-using-chatgpt/>
* Taking 30 seconds to video a shelter dog might be key to finding him a home <https://www.animalfarmfoundation.org/taking-30-seconds-to-video-a-shelter-dog-might-be-the-key-to-finding-him-a-home/> ]
* Instagram hacks: creating Reels in minutes <https://heartsspeak.org/pet-promo-ig-reels-hacks/>
* The miracle of emotional connection: what the animal welfare field can learn from child adoption programs <https://humanepro.org/blog/blog-miracle-emotional-connection>

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“Marketing is what GETS people to the adoption counseling process by piquing their interest in meeting the animals. But you can’t do the complicated business of adoption counseling if NO ONE is there for you to talk to. Marketing: it’s what makes the full conversation happen!”

Read the full blog at: <https://www.animalfarmfoundation.org/marketing-not-adoption-counseling/>

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4 Ways to Market Your Foster Pet for Adoption

Are you currently fostering a pet and eager to find them a home? Marketing plays a crucial role in connecting your foster pets with potential adopters. Here are four tips to market your foster pets for adoption and why it's essential:

**High-Quality Photos and Videos:** Capture your foster pet's charm through clear, high-resolution photos and engaging videos. Show their personality, adorable antics, and unique features. Eye-catching visuals grab attention and evoke emotions, making it more likely for people to inquire about or share your foster pet's profile.

**Engage on Social Media:** Utilize platforms like Instagram, Facebook, Twitter, and TikTok to showcase your foster pets. Share their stories, updates, and milestones. Use relevant hashtags and tag local rescue organizations or pet adoption pages to expand your reach. Social media enables you to reach a wide audience of potential adopters, increasing the chances of finding the perfect match for your foster pet.

**Write Compelling Narratives:** Craft captivating descriptions or stories that help potential adopters connect emotionally with your foster pet. A well-written description provides valuable insights into your foster pet's character, helping potential adopters envision them as part of their family.

**Host Virtual Meet-and-Greets:** Arrange virtual meet-and-greet sessions via video calls or livestreams. Allow potential adopters to interact with your foster pet in real-time, ask questions, and see how they interact with their foster family. Virtual meet-and-greets offer a convenient way for potential adopters to connect with your foster pet, fostering a sense of familiarity and comfort before an in-person meeting.

Remember, marketing your foster pets effectively not only increases their chances of finding a home but also helps raise awareness about animal rescue and adoption!

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Looking to take better photos of your foster pet? Check out these resources!

▶️10 Tips For Great Foster Pet Photos <https://heartsspeak.org/10-tips-for-great-foster-pet-photos/>

▶️6 Tips To Make Your Pet Photos Look More Professional <https://heartsspeak.org/6-tips-for-professional-looking-pet-photos/>

▶️Cat Photography Tips: Help Get Shelter Cats Adopted Faster <https://www.petfinder.com/adopt-or-get-involved/animal-shelters-rescues/volunteer/adoptable-cat-photo-tips/>

▶️Dog Photography Tips to Help Get Shelter Dogs Adopted Fast <https://www.petfinder.com/adopt-or-get-involved/animal-shelters-rescues/volunteer/adoptable-dog-photo-tips/>

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🐾 Hey there, fosters! 🐾

Ready to make a big impact on your foster pet's journey to adoption? 🌟 Spreading the word and showcasing your furry companion can significantly speed up their adoption process! 🏡✨

Eager to elevate your marketing skills? 🎓 Dive into these fantastic FREE courses from Maddie's® University:

1️⃣ Marketing a Foster Pet: <https://university.maddiesfund.org/products/marketing-a-foster-pet>

2️⃣ Using Social Media to Help Shelter Pets Shine: <https://university.maddiesfund.org/products/using-social-media-to-help-shelter-pets-shine>

Let's join forces and spread the love for our foster pets far and wide! Together, we can make a real difference in their lives. 🐾 #FosterCare #SpreadTheLove

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**Other ideas for easily and quickly increasing foster caregiver marketing support:**

* Ask several fosters who are best at marketing to post about what their strategies are!
* Post asking fosters to comment what their favorite marketing strategies are, or their steps for marketing fosters
* Recruit a volunteer specifically to engage with fosters weekly in the social media group by giving marketing tips, asking fosters questions and helping link fosters together for support
* If your organization has photographer(s) who come to the building to take photos of pets, ask them to save a few slots for fosters and post about them in the social media group