



EASY MARKETING GUIDE FOR FOSTERS



Now that you have your foster animal settled at home, the next and most important step is to get them adopted! You know your foster animal even better than shelter staff and are their best advocate. Use these marketing tips to help find them a forever family!

Take lots of photos!

- Photos and videos should help to create an emotional connection between your foster and potential adopters.
- Have at least 3 clear, well lit pictures! Try to include a good head shot and a good body shot in a variety of locations.
- Use photos to tell a story about how your foster likes to spend their time. Show off their new tricks they've learned or new friends they've made!

Write a great bio!

- Always use positive language and highlight your foster's best attributes.
- Avoid "stop signs" like no children, no other cats/dogs, etc. which can be alarming to potential adopters. Information like this can be shared during the adoption process, not marketing. A bio should encourage adopters to ask more questions about your foster.
- Keep it short & sweet!

Get creative!

- Promote your foster on all different social media platforms to help make them a local celebrity.
- Don't be afraid to try something new and follow the trends! Try to create new content at least once a week.

Check out these other helpful resources!

- [HeARTs Speak Tips for Great Foster Photos](#)
- [Maddie's Fund Marketing Guide](#)
- [Animal Farm Foundation Marketing Best Practices](#)

