

How to best market your foster dog



ADOPT ME

Wear an "ADOPT ME" bandana, leash, or vest anytime you have your foster pup out in public.

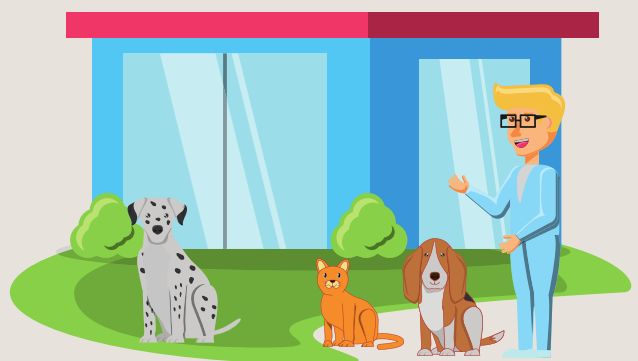
EXPOSURE

Try to expose your foster to a variety of different environments and people in safe, fun, and low-pressure ways. Find out how your foster would do with kids, cats, and other dogs. Try to also expose your foster to things like vacuums, car rides, people with hats, sunglasses, uniforms, canes, etc.

DOG FRIENDLY STORES

- Petco
- PetSmart
- Pet Supplies Plus
- Home Depot
- Lowe's
- Tractor Supply
- Bass Pro Shop
- TJMaxx/Sierra/HomeGoods/Marshall's
- Harbor Freight
- Farmers Markets
- Many restaurants with outdoor seating
- Parks

Always confirm dog friendly if you are unsure and always clean up after your foster dog.



SOCIAL MEDIA

- Share pictures, videos, descriptions, and stories about your foster dog on all of your personal social media accounts. This is especially important if it highlights your dog interacting with kids, cats, dogs, socializing in public, etc.
- Comment on and share all posts from any of ADL's social media accounts.
- Create and use fun hashtags
- Stay connected with previous adopters and ask EVERYONE to share your posts. (make sure they are set to public)
- Tag friends and family in social media posts
- Share across all social media platforms. Just remember that each has their own set of rules.
- Share on Nextdoor and Reddit

Examples of popular local Facebook groups to join and share your dog on:

- Madison Dog Lovers
- Wisconsin Adoptables
- Wisconsin Rescue/Shelter Dogs for Adoption
- WI Adopt a Rescue Dog
- Milwaukee Dogs and Puppies for Rehoming and Adoption
- WI Dogs and Puppies for Rehoming and Adoption
- Wisconsin dogs and cats for adoption
- Rescue Pets Wisconsin
- Wisconsin Pet Adoption
- Wisconsin Pets: Helping find great homes
- Special needs dogs ready for adoption
- Older dogs for adoption

This list is not all inclusive and each page will have their own rules. Also be sure to check out your own local community pages.

OTHER IDEAS

- Bring your foster dog to any of the many events and meet & greet opportunities offered by ADL
- Talk to anyone you can about your foster dog and ask them to share.
- Carry ADL cards/brochures with you and hand them out to people
- Wear your ADL gear when you are out with your foster dog.
- Create your own flyer for your foster pet with their information to hand out.
- Ask local business owners to share your foster dog on their social media



Emotional connections are what drive us to act. As a foster caregiver, your most basic marketing goal is to create an emotional connection between potential adopters and your foster pet.