

Tell Us About Innovative Adoption Ideas

February 2016



Maddie's Institute

A program of Maddie's Fund®

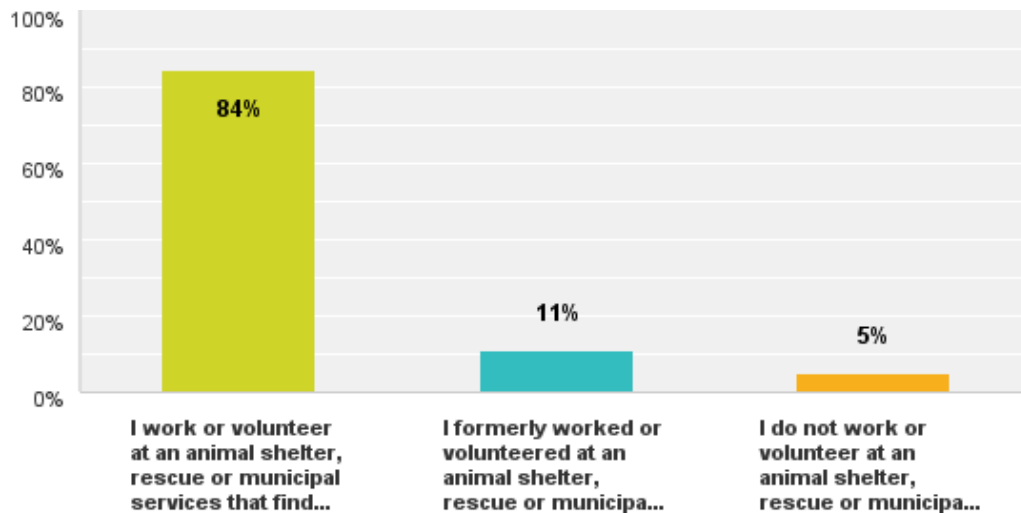


Maddie's Institute

A program of Maddie's Fund®

Q1: Which best describes you?

Answered: 599 Skipped: 0



Answer Choices	Responses
I work or volunteer at an animal shelter, rescue or municipal services that finds adoptive homes for dogs and/or cats.	84% 493
I formerly worked or volunteered at an animal shelter, rescue or municipal services that finds adoptive homes for dogs and/or cats.	11% 63
I do not work or volunteer at an animal shelter, rescue or municipal services, but I individually take in dogs and/or cats with the aim of finding adoptive homes.	5% 28
Total	584

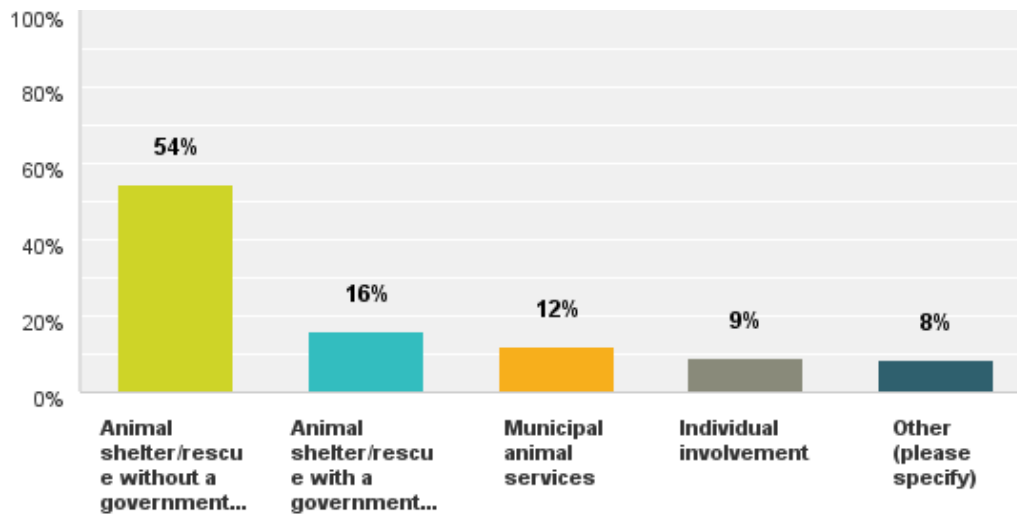


Maddie's Institute

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Q4: Which best describes your organization (or you)?

Answered: 493 Skipped: 106

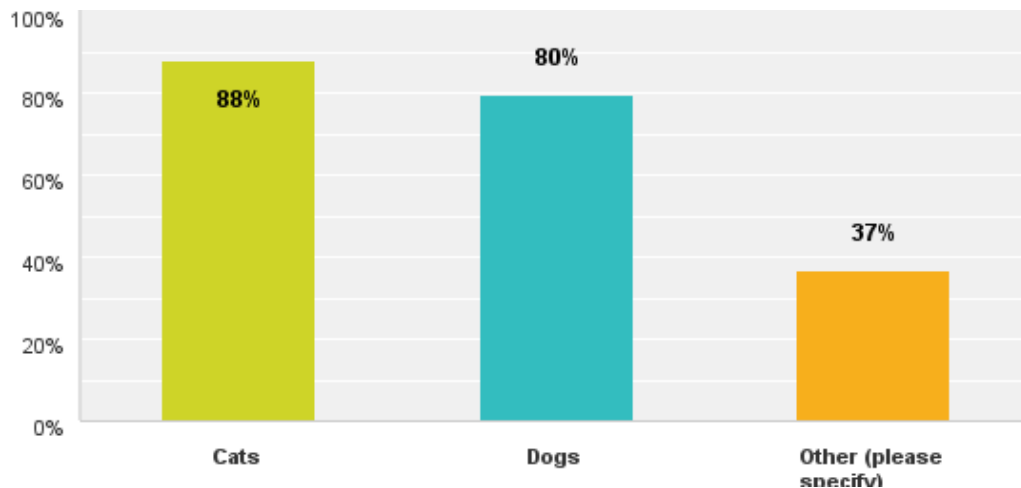


Answer Choices	Responses
Animal shelter/rescue without a government contract	54% 268
Animal shelter/rescue with a government contract (i.e., animal control or housing services)	16% 80
Municipal animal services	12% 60
Individual involvement	9% 44
Other (please specify)	8% 41
Total	493

Q5: Check all that apply.

What types of pets does your organization (or do you) assist?

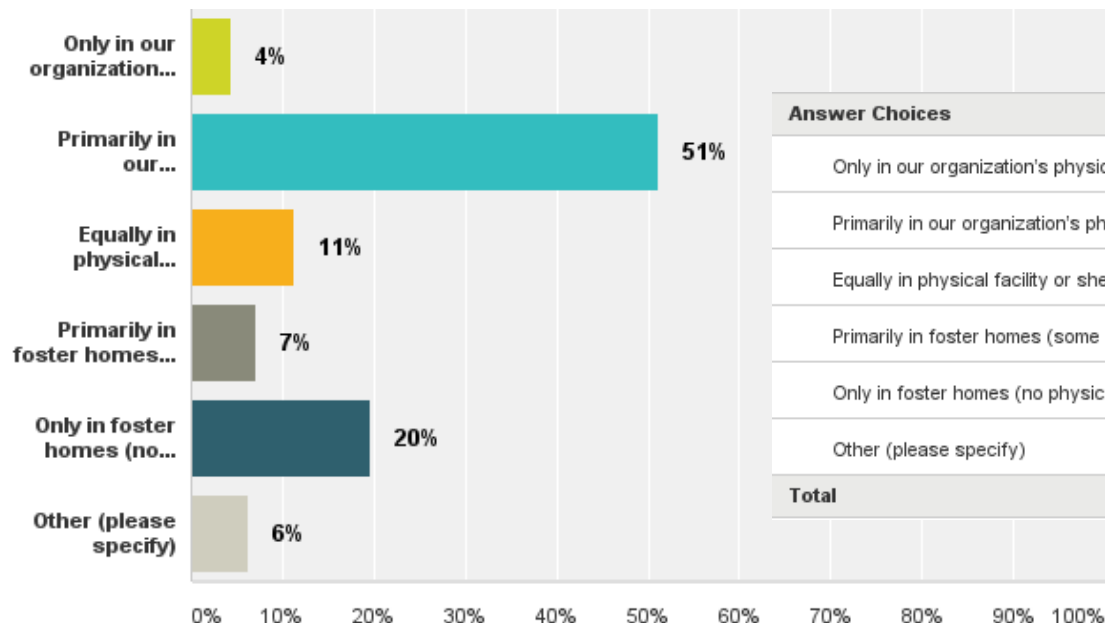
Answered: 493 Skipped: 106



Answer Choices	Responses
Cats	88% 434
Dogs	80% 393
Other (please specify)	37% 181
Total Respondents: 493	

Q6: Where does your organization (or do you) house dogs and/or cats?

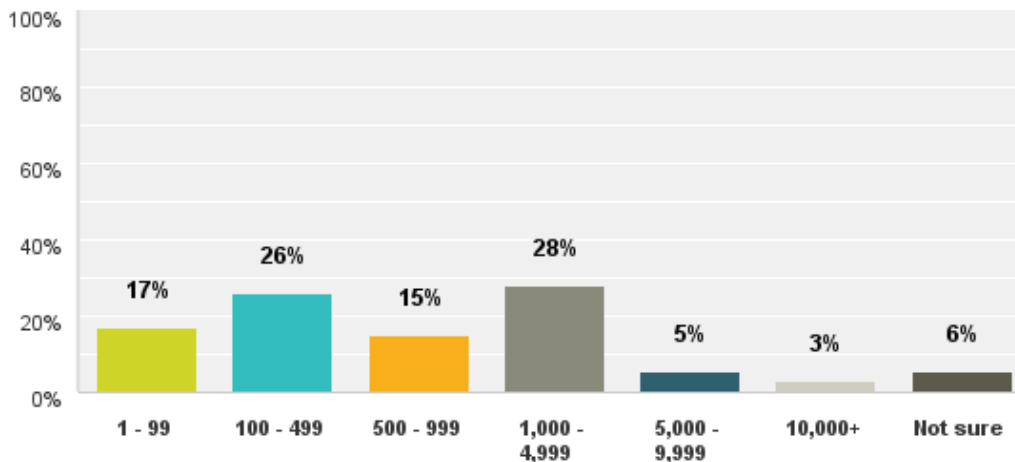
Answered: 493 Skipped: 106



Answer Choices	Responses
Only in our organization's physical facility or shelter (no foster care)	4% 22
Primarily in our organization's physical facility or shelter (some foster care)	51% 252
Equally in physical facility or shelter and foster homes	11% 56
Primarily in foster homes (some in physical facility or shelter)	7% 35
Only in foster homes (no physical facility or shelter)	20% 97
Other (please specify)	6% 31
Total	493

Q7: Approximately how many dogs and/or cats does your organization (or do you) find homes for per year?

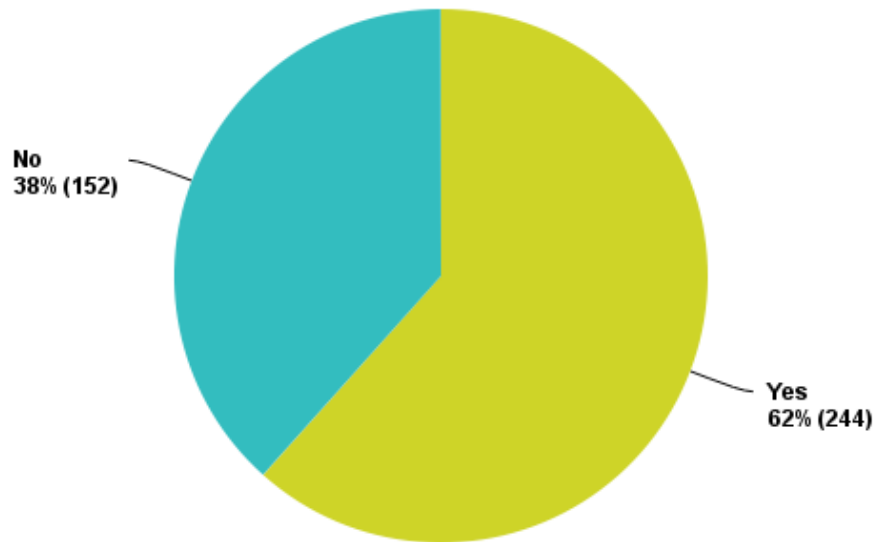
Answered: 493 Skipped: 106



Answer Choices	Responses	
1 - 99	17%	83
100 - 499	26%	129
500 - 999	15%	74
1,000 - 4,999	28%	137
5,000 - 9,999	5%	26
10,000+	3%	16
Not sure	6%	28
Total		493

Q8: Does your organization (or do you) track how adopters found out about the pet they adopted?

Answered: 490 Skipped: 109



Answer Choices	Responses	
Yes	62%	244
No	38%	152
Total		396

Q9: To your knowledge, what is the most common resource for potential adopters to find out about available pets?



Answered: 4680 Skipped: 131

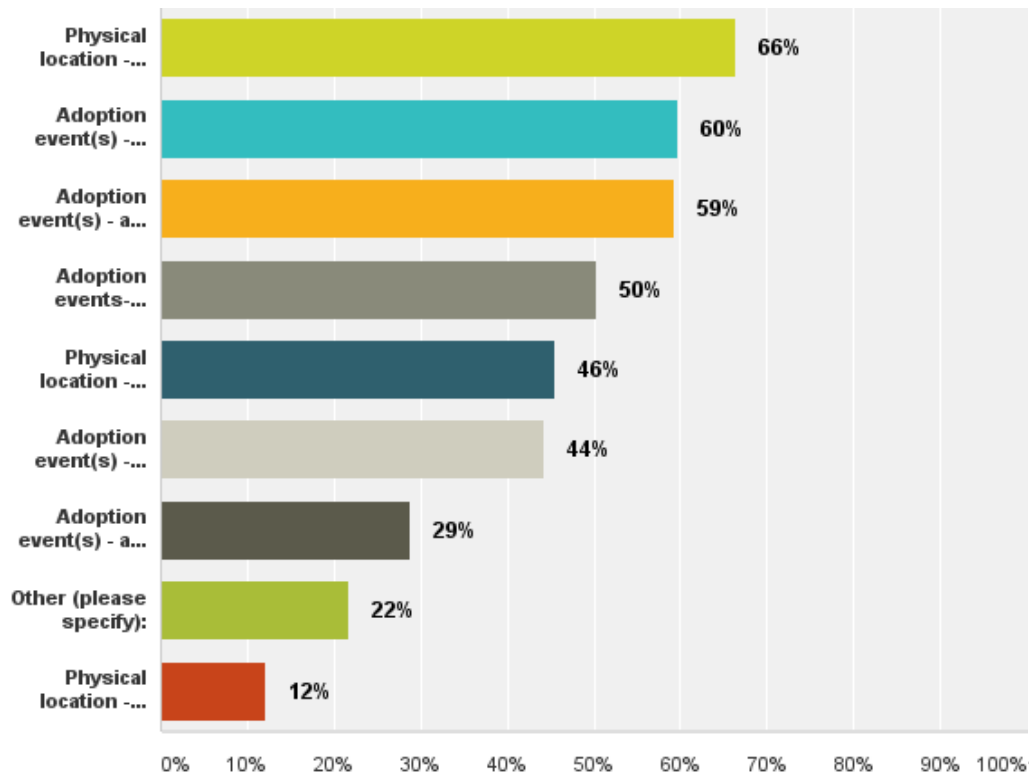
Showing 15 words and phrases

Stores Google Social Media
Website and Visiting **Word of**
Mouth Walk Facebook Local
Pet Finder Newspaper Internet Line
Adoption Walk-ins Shelter

Q10: Check all that apply. Which of the following does your organization (or do you) utilize to find homes for available pets?



Answered: 479 Skipped: 120



Answer Choices	Responses
Physical location - shelter	66.39% 318
Adoption event(s) - off-site, special events (e.g., adoptions associated with a promotion or seasonal event)	59.71% 286
Adoption event(s) - at our physical location; special events for our organization (e.g., adoptions associated with a promotion or seasonal event)	59.29% 284
Adoption events- off-site and regularly scheduled (e.g., weekend event at outdoor location)	50.31% 241
Physical location - adoption location that we do not own/manage (e.g., pet store)	45.51% 218
Adoption event(s) - off-site, special event(s) for multiple organizations (e.g., adoption fair sponsored by a community)	44.26% 212
Adoption event(s) - at our physical location; special event for multiple organizations (e.g., adoption fair sponsored by a community)	28.81% 138
Other (please specify):	21.71% 104
Physical location - adoption location that we own/manage (e.g., retail location at a mall)	12.11% 58
Total Respondents: 479	

Other:

Showing 17 words and phrases



Dogs Bring Social Media Internet Pet Program
Foster Transport Adoption
Word of Mouth Events
off-site Facebook Photos Cats Advertising Network

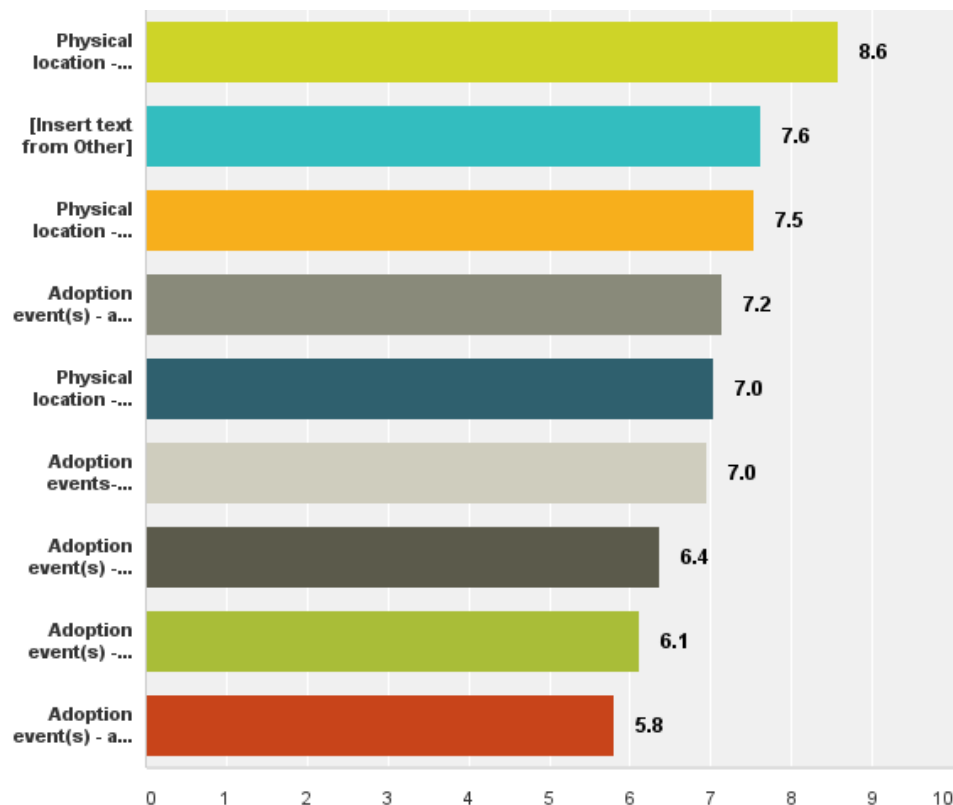
- "Introduce" new arrivals on our Facebook page, pet of the week in local newspaper
- "puppy parades" at local events including sport games
- ADOPT A PET
- Adoptions at Fund Raisers and Educational Events
- adoptions directly from foster homes
- Adoptions done from foster homes
- Adoptions thorough other local organizations
- Advertising w/ local media, social media, website
- Almost Home Foster Program - people foster available dogs and promote them.
- Ambassador program
- Annual fundraising events featuring adoptable pets.
- Any where that will allow us to bring some to show off and hopefully find a home for them.
- ASPCA Adoption Ambassadors
- Cat Café
- Cats do not handle adoption events well. We prefer to keep them in a known environment unless they are young or very confident.
- classified ad, internet

- Cross posting with breed rescues
- Everyday activities
- Face to face, emails, advertising, sign on car
- Facebook presentation followed by in-home adoptions
- Facebook promotions
- Farmer's Market, craigslist, pet finder
- Featuring kits/cats on Facebook
- Foster adoptions
- foster homes that find adopters
- Foster parents also network their fosters
- foster pets for adoption at the various vet clinics
- Foster to forever program where adopter promotes & adopts
- From foster homes
- Hound on the Town, where volunteers put "adopt me" vests on shelter pets and take them with them during errands, hikes, lunches, beach walks, etc., to gain exposure for our pets. They are also trained adoption counselors so can do "on the spot" adoptions
- I bring foster dogs with me everywhere I go to meet as many potential adopters as possible
- I would microchip check, find owner then surrender.
- internet notices, word of mouth
- Involvement in animal events where dogs where 'adopt me' bandanas.
- Mobile adoption unit
- monthly beach hikes; Santa's Slumber Pawty (short foster)
- Network
- newspaper ads
- obtain grants to lower adoption fees
- occasional off-site adoption events, plan to do more in the future
- Occasional special events, adoptathon once a year at a shopping mall.
- off site events
- off site with foster family facilitating adoption
- On our website
- One-on-One Appointments
- Online application. We attend events but do not place dogs at events
- Online listings
- Online resources (Facebook, Petfinder, etc.)
- Other then animal related events, i.e. American Foundation for Suicide Prevention walk, autism walks, cancer walks, etc.
- Our website with specific info on each dog; online promotions on web site and social media; themed or free adoption promotions
- our website, newsletter
- outfitted trailer to take off-site with animals in it
- Personal networking & asking rescue friends to help network
- pet pods placed in shopping centres, facebook, national pet adoption website. media, window pets(photos of shelter pets in real estate windows)
- Petco adoptions

- photos/emails/word of mouth
- Placement with Operation Pets Alive, Adds in local newspaper, online community websites, facebook pages of foster societies and facebook pages of individuals
- PR, social media push, TV
- Private visits with pet
- publicity for events
- RASKC partners with Barn Cats R Us, which rehomes feral cats
- Restaurants or other venues where dogs are allowed socially
- Scheduled Meet-n-greets
- see stage events with proceeds going to Cats Cradle see www.chasingforcharity.com
- Since I am 1 of a few, we have foster--find the home, word of mouth and there's a vet we know who has found homes for us as well.
- Small town networking and walking dogs around town
- Small town networking. Outreach to community via calls and word of mouth
- Social Media and Fosters (Adoption Ambassadors)
- social media then do private meet/greets in the foster home with animals and qualified adopters for a most natural, comfortable experience
- social media, tv, radio
- Social media, word of mouth
- Special Pet Store (I Think)
- Tractor supply stores
- Transport
- Transportation to the North East
- Very imaginative Facebook posts prior to transport.
- vet, friends who foster and take to events
- We also meet people to do interviews and adoptions during the week.
- We have been involved with a pop up that is called the Sydney Cat Cafe
- we mention foster to adopt with anyone looking at cats 6 mos and older
- We used to hold monthly adoption events off-site but in recent years have not had to due to applications coming in from our postings on petfinder/facebook..
- website with animals listed & then in home visits of potential adopters. those seeking to adopt have to fill out an application & then someone goes to their home & meets & screens them, foster home applicants also are screened like this.
- website, facebook
- website, facebook and other online outlets
- website/facebook pages/crossposting

Q11: Please rank the following locations in terms of effectiveness in finding homes for pets. (Rating of 1 denotes most effective).

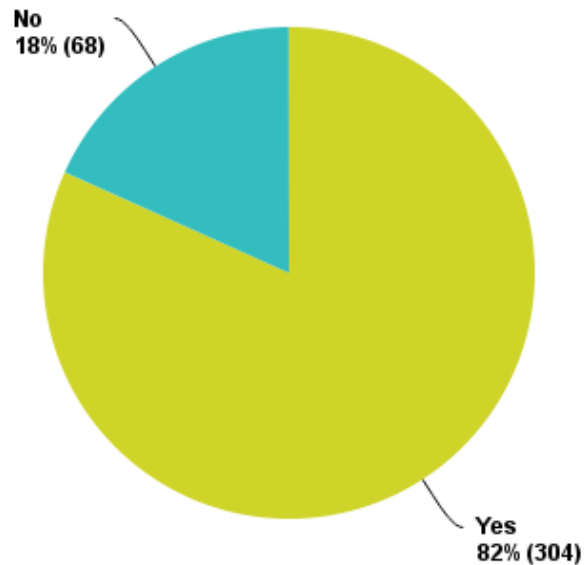
Answered: 444 Skipped: 155



	1	2	3	4	5	6	7	8	9	Total	Score													
Physical location - shelter	75.00% 219	17.47% 51	2.74% 8	2.05% 6	1.03% 3	1.03% 3	0.00% 0	0.68% 2	0.00% 0	292	8.57	Adoption events- off-site and regularly scheduled (e.g., weekend event at outdoor location)	20.74% 45	23.96% 52	19.35% 42	15.67% 34	10.60% 23	5.99% 13	2.76% 6	0.92% 2	0.00% 0	217	6.95	
[Insert text from Other]	46.53% 47	16.83% 17	16.83% 17	6.93% 7	4.95% 5	3.96% 4	1.98% 2	1.98% 2	0.00% 0	101	7.63													
Physical location - adoption location that we do not own/manage (e.g., pet store)	27.98% 54	34.72% 67	18.65% 36	7.77% 15	5.70% 11	3.11% 6	2.07% 4	0.00% 0	0.00% 0	193	7.54	Adoption event(s) - off-site, special events (e.g., adoptions associated with a promotion or seasonal event)	7.72% 20	16.99% 44	24.32% 63	25.10% 65	12.74% 33	8.11% 21	3.09% 8	1.93% 5	0.00% 0	259	6.36	
Adoption event(s) - at our physical location; special events for our organization (e.g., adoptions associated with a promotion or seasonal event)	13.04% 33	32.41% 82	27.27% 69	14.62% 37	9.09% 23	3.56% 9	0.00% 0	0.00% 0	0.00% 0	253	7.15	Adoption event(s) - off-site, special event(s) for multiple organizations (e.g., adoption fair sponsored by a community)	5.64% 11	20.00% 39	22.56% 44	16.41% 32	15.38% 30	11.28% 22	6.67% 13	1.03% 2	1.03% 2	195	6.12	
Physical location - adoption location that we own/manage (e.g., retail location at a mall)	21.74% 10	32.61% 15	13.04% 6	10.87% 5	13.04% 6	2.17% 1	4.35% 2	2.17% 1	0.00% 0	46	7.04	Adoption event(s) - at our physical location; special event for multiple organizations (e.g., adoption fair sponsored by a community)	4.20% 5	11.76% 14	18.49% 22	24.37% 29	15.97% 19	16.81% 20	8.40% 10	0.00% 0	0.00% 0	119	5.80	

Q12: Does your organization (or do you) track the location where a pet was adopted?

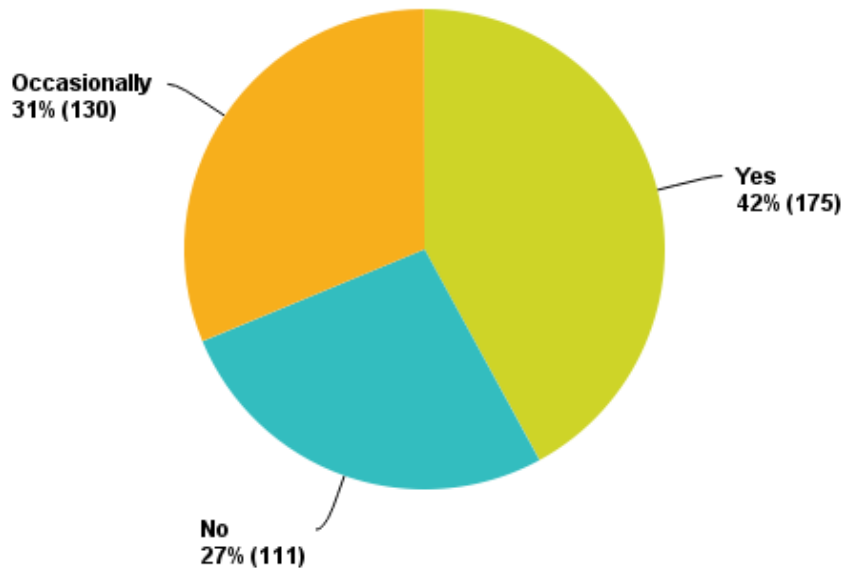
Answered: 444 Skipped: 155



Answer Choices	Responses	
Yes	82%	304
No	18%	68
Total		372

Q13: Does your organization (or do you) allow pets to be adopted directly from foster homes or caregivers?

Answered: 441 Skipped: 158



Answer Choices	Responses	
Yes	42%	175
No	27%	111
Occasionally	31%	130
Total		416

Q14: What methods have you found to be most effective in finding homes for pets in foster care?



Answered: 282

Showing 28 words and phrases

Skipped: 317

Community Newspaper Advertising Contact Shelter
Attention Petfinder Promoting Their Foster
Photos Internet Foster Home
Applications Social Media Volunteers
Face Book Exposure Pet Public
Foster Parents Adoption Ambassador Program
Word of Mouth Petco Adoption Adoption
Events Allowing People Family Interact with Potential
Adopters Cats Kittens

Response Text

- "Sleepovers" for our dogs - they get to go try out their new home for a night or two; For cats, photos online are important.
- Adopt from foster and move to the Feed Barn Country Store
- Adoption ambassador program
- Adoption by appointment w foster
- Adoption databases and Face Book
- Adoption days and posting on multiple internet adoption sites
- Adoption events
- Adoption events
- Adoption events and home visits to foster home by potential adopters
- Adoptions via Petco kiosks, Petco adoption events, and in-home adoptions after being presented on Facebook
- advertise in magazine , website
- Advertise through social media and meet potential adopter at the foster home
- Advertising
- Advertising on facebook
- Advertising on multiple sites and Face Book. Word of mouth and when we were open on Saturdays adoptions increased
- Advertising on petfinder.com
- Advertising on social media, website and adoption sites
- advertising online, foster homes taking advantage of personal social media avenues
- advertising them, having them come to events
- Advertising via social media and online sites such as gumtree
- allowing the interested adopter to visit the animals at the foster home and with our web-site.
- Animals meet potential adopters out in the community.
- Because of the quality of the writing and photos of the dogs, Facebook page has about 680 000 followers. Volunteer adoption coordinators field and select from the apps, arrange meetings or long distance adoptions.
- Bringing the foster pets into the facility on weekends for showcasing for adoption
- Bringing them back to the shelter on high traffic adoption days
- Bringing them to adoption events, social media, person fostering spreading the word.
- Community outreach, taking pets to the people at local retailera
- Consistent posting via social media and promotion of web site ... catchy promotions and visuals help
- Craigslist
- Creating a Facebook page that fan can follow. Posting to multiple other adoption sites!
- Creating effective web bio's, Facebook pages
- Creative bios and good photos on our website and in our stores. Participating in adoption week-end events in our affiliated pet stores.
- Diligent and consistent marketing through social media and adoption events.
- Discounted/Fee-waived adoption promotions (most effective when they get media attention)
- Effective screening process & personal contact
- Exposure around the community. We request that fosters take their dogs out and about in the community to gain exposure and teach how to be well behaved in public places. We've also just recently updated our website so that it is more professional looking
- exposure....placing an "Adopt Me" vest on Fosters & taking them out & about on daily walks, around town, dog parks, etc.

- FACEBOOK
- Facebook adoption page
- Facebook advertising by the foster home.
- Facebook and petfinder
- FaceBook and Petfinder
- facebook and pets.com
- Facebook and the foster parents also doing their own networking
- Facebook or word of mouth
- Facebook promotions
- Facebook
- Foster referrals
- Facebook, events, and word of mouth. We also keep lists of what people that call us are looking for in a pet and actively look for possible matches.
- Facebook, Nextdoor
- Facebook, taking pet to pet friendly venues & allowing people to meet
- Facebook, Website.
- Family and friends of fosters. Social media (Facebook)
- For me personally having people come to my house to see the pets.
- Foster families network
- Foster family spreading the word
- foster family's friends
- Foster fiesta adoption events (kitten specific) and showcasing returned fosters in communal rooms.
- foster home showcasing the animal on Facebook
- Foster homes
- FOSTER HOMES FIND ADOPTERS, FACEBOOK
- foster parent markets animal
- foster parent networks
- foster parent pictures and postings about animal
- foster parents
- Foster parents adopts or solicits adoption to friends/family
- Foster parents bring pets back to shelter to get adopted
- Foster parents bring pets to events and interact with potential adopters, share photos and updates on Group Facebook Page as well as their own, do phone interview with prospects, have ability to approve/disapprove of adoptions, have prospects come to foster home to meet foster dog.
- Foster parents network foster pets on to friends, family, co-workers. Also, our social media channels have proved very effective for finding home for puppies in foster.
- Foster parents networking
- Foster Parents showcase animals in their community
- Foster parents using social media
- Foster to adopt
- Foster to Adopt program, posting Petfinder flyers at Vets and Pet Stores, Posting photos and bios on Petfinder
- Fosters (either adopt or know someone who sees the baby) and Adoption Events
- Fosters are good at networking their kitties looking for homes, but Fosters are not allowed to do the actual adoptions unless they are trained and qualified Adoption Counselors.

- Fosters promote on social media, and always have foster dogs wearing "adopt me" vests when walking them.
- Fosters sharing on social media and with friends that they are fostering kittens and allowing people to come and meet them.
- fosters taking animals out in public with adopt me vests, word of mouth and a good profile on the animal when brought back to the shelter
- Fosters walking the animal at the shelter when in for a check up
- Getting as much exposure as possible by having the fosters take them on walks, bring the to the stores, gas stations, etc, Also dogs in foster care give us the ability to describe the dogs personality in their description.
- Getting fosters to events. Ads on various websites.
- getting the fosters involved. they know the cat the best and can make great human connections to the adopters
- getting them into the store so they can be see by public.
- good pictures and bio on website
- Good quality photos listed in a number of places online. No adoption fee. Dogs being sociable with other animals and people.
- Having great information on our web site with lots of photos and if possible videos. Also, repeated social media posts about specific dogs.
- Having the foster creative an informative and fun bio, have professional photos and marketing in person at events
- Having the foster empowered to find homes for the animals in their care.
- Having the foster parent talk to the adopter and answer any questions, then scheduling a meet and greet at their home for the pet and the potential adopter.
- having the foster parents take the dog out into the community and network among their friends and family
- I am the one who fosters who I find.word of mouth, sign on my car, Craig's list, newspaper ads.
- I have developed strong friendships with previous adopters, volunteers, supporters and breed rescue friends. We have online networking friendships that share info when we have an animal needing adoption. I post info, pupdates, pics, and videos frequently on our website and Facebook pages so our followers feel like they are part of the dog's life and can watch him/her as they recover and become an adoptable, healthy, pack member that is ready for a family of their own.
- individual promos for those particular animals
- Information gather from the foster parents about the cat and its behavior in a home. Seems to differ from behavior in the shelter for some animals
- In-house flyers, word of mouth and website.
- internet
- Internet
- Internet and social media promotion.
- Internet, word of mouth, networking
- Just started so we are learning...
- Keeping listings current. Multiple web location postings. Having approved applicants talk to foster homes directly.
- Let the people know about the work of foster parents by talking straight to them, just to understand our efforts outside the sanctuary
- Letting the foster have control over promotion and picking the right home for his/her pet
- lots of phone follow-ups to inquires to our response line and online application management website
- Loving fosters who give lots of positive attention and care with exposure to other animals and loving family members. Bringing kitties to events. Advertising with fabulous pictures and stories about kitties on social media and store locations
- Media
- Meet and Greet, where Foster dog and parent visit home of potential adopters together, after initial paper application is processed
- Meet and greets on neutral territory!
- Meet at the foster home
- Meeting interested adopters face to face with the pet.
- meeting the potential adopter at the shelter a long with foster.

- Most adoptions from foster care are pre-adoption of underage kittens. Kittens in foster are listed on a "Kitten List" on our website when they are six weeks of age (assuming they are also healthy and socialized). At that time, interested adopters can contact the foster home directly and arrange to visit kittens. If they meet and want to adopt a kitten (or two), they can "pre-adopt" the kitten by going through the bulk of our adoption process with the foster parent (if the foster parent is trained in adoption counseling) or at the shelter. When the kitten healthy and two pounds, they are scheduled for spay/neuter surgery. Their adopter is notified of the date they can pick their kitten up at the shelter after their surgery (same day). Adopters do not legally take possession of the kitten until they pick them up from the shelter. Pre-adoptions of kittens from foster homes are especially popular when we don't have a lot of kittens in the shelter. Early in kitten season, nearly all kittens that go into foster care are adopted without ever being housed in the shelter.
- Most pets are slated to come back to the shelter after the foster period. I think that if more Fosters knew that they could solicit adopters for their fosters more could be adopted out directly.
- Networking
- Not many
- Nothing special is done for animals in foster care. Kittens/puppies are adopted quickly when returned to the shelter. Sometimes special write ups for older animals.
- Off-site adoption events are most effective; we aren't quite ready yet for the foster ambassador-type program where fosters find their own adopters, but we'll get there
- On line sites (e.g. Petfinders), sometimes Facebook.
- Online adoption sites/listings; It's not common, but if foster parents are comfortable being adoption ambassadors--this is very effective!
- online advertising via facebook, craigslist, or our own website, also weekly free newspaper ads
- online and weekly foster showcase events, asking the foster to promote their own foster dog/cat
- Online exposure and offsite adoption events
- Online listings, word of mouth, matching pre-approved adopters with fostered pets.
- Online postings with great photos and excellent descriptions are most effective.
- Online presence
- online publicity, vetted volunteers willing to do home visits for credible organizations
- Online site and out store in the mall. We just open our shelter working out a routine there in future hope to be doing more adoption from the shelter
- Our Fosters finding homes for the ones they are taking care of.
- Our Internet site
- Personal connections with foster parent
- Personal relationships
- Personally, I'd like to see the pets adopted directly from foster care (if possible for the foster). This way the animal is in a home situation, and is relaxed and happy
- Pet finder or online website
- Pet of the week articles; Adoption hours weekly
- Pet stores
- Petco adoption event, Petfinder.com Shelterexchange
- petfinder
- PetFinder - good photos/ videos/ bio
- Petfinder and adopt a pet. Good pics and story are a must
- Petfinder and Facebook posts.
- Petfinder and our website and also they do bring them to events.
- Petfinder and our website with ability for potential adoptors to contact us about what they are specifically looking for.
- Petfinder and Web Site
- petfinder online

- PetFinder or other similar online sites
- PetFinder or our Facebook page
- PetFinder, Adopt-A-Pet, Facebook
- Petfinder, Facebook
- Petfinder, facebook, Adopt a Pet, RescueMe. Lastly, word of mouth.
- petfinder/website/fb
- Pets bio and photo is on our website and facebook. anyone interested can make arrangements to talk to the foster family and meet the pet at our shelter or at the foster home.
- Petsmart's adoption program
- Phoning potential adoptors and making a verbal connection for screening. Our foster homes provide us with vital information about our dogs so we can matc the personality and behavior of the dog to potential home. Being honest and clear about the needs of the dog and making sure the potential home is ready for the commitment. We offer a trial foster-to-adopt which allows the potential adopter to see if this is the right dog for them and their family.
- Photograpy, video, foster parents' personal FB page, compelling biographies crafted by foster parents
- Photos/bios
- Physical showings at Petstores. Fundraisers. Fosters promoting their foster pets.
- pictures & bios on our website, linked to Petfinders website, weekly showing of adoptable cats at Petco
- Pictures and videos on Petfinder. Works especially well for cats.
- Pictures posted on social media and pictures on pet finder and adopt a pet
- post on website
- Posting adorable videos/pictures on Facebook with descriptions of the dog/pups personality, likes/dislikes, training and letting the fosters tell adopters about the dogs.
- Posting on Facebook/other social media at least 3 or 4 times a week. We just started our foster program about 2 months ago and missed many community events
- Posting on multiple adoption sites. Getting great pictures. Re-writing bio information if dog doesn't get any attention. Talking to people who fill out applications about the dog that best fits their home.
- Posting on social media
- promoting in the foster persons social media, personal emails and within their own group of friends and family members.
- Promoting online and attending adoption events
- Promoting online with pictures and stories
- Promoting Pets on our Facebook Page (inquiries forwarded to foster from page), offsite adoption events. Foster brings fosters up to shelter weekends and sits out front with foster.
- Promotion on our website and vetting penitential adopters.
- Providing forms for those interested to fill out at shelter and home website
- public adoption events and Facebook
- Public showings
- Put them on Petfinder, run a Craigslist ad, post notices at work and in community venues
- Regular off-site adoption events, Promotion on local radio station website, Newspaper promotion, Facebook, Petfinder, Networking by volunteers, Word of mouth
- Regular off-site events held every weekend on both Sat and Sun. Giving copies of Pet information any interested person/family that meets adoption criteria and then personally following up by calling or texting the interested person. Also home visits are made to determine if the interested person and pet are a good match. Finally, a week long trial period is given by the fosters to make sure a "good fit" is made. If not a good fit then the pet goes back to the foster.
- Return to shelter adoption floor
- self promotion, adopt me vests, on line, FB, foster family promoting their foster dog, foster fail,
- Sending adopters pics and stories of prospective pets
- Setting appointments for potential adoptors to meet fostered animal, or foster parent transporting foster to adoption events.
- Setting up a time for the potential adopter to meet with the foster parents.

- Shelter's facebook page & website & showcasing foster animals in the shelter lobby
- showing at events or networking
- Since we have started letting the fosters interact with potential adopters, giving them first hand knowledge on the boxers our adoptions have increased
- social exposure and social media exposure
- social media
- social media
- social media
- Social Media (Adoptapet and Petfinder) and regularly scheduled events at a pet store.
- Social media and adoption events.
- Social media and listing on pet adoption sites including Petfinder, Adopt-a-pet, etc. DCR lists the dogs and tracks applications and oversees adoptions
- Social Media and mega adoption events
- Social Media and Special Events
- Social media and word of mouth
- social media outlets
- Social media photos, photos inside of our Adoption Center in a pet store, word of mouth
- Social media posts.
- Social media promotion and adoption events
- Social media, encouraging fosters to take their animals out into the community, reaching out to family and friends
- Social Media, website, newsletter blasts, meet and greets, regular attendance at non-dog events that will allow us to bring dogs.
- Social Media: sharing their rescue story, with pics/videos; Then have only qualified adopters meet with pet in the foster home for the most natural, comfortable, quiet, least stressful experience. So adopter and pet can interact naturally, comfortably, easily.
- Spending time with a pet.
- Sponsoring posts on Facebook, great photographs, promotional adoption fees, innovative outreach and really awesome bios
- Taking pets with you wherever you go
- Taking them to adoptions, post on websites
- the best one: foster to adopt; allows people to better know their future companion
- The foster families themselves.
- the foster family can get the animals seen by their family and friends and it gets the word out that the animas are available.
- The foster is the best advocate for their charge
- The foster knowing someone who wants a cat/kitten
- The Foster Parent getting them out into the community and showcasing that animal
- The foster parent is the best possible advocate utilizing word of mouth and social media.
- THE FOSTER PARENTS ARE VERY INVOLVED AND ASK POTENTIAL ADOPTERS QUESTIONS AND SOMETIMES DO HOME CHECKS
- the foster parents typically end up adopting the animal
- The foster promoting the cat/dog through petfinder and facebook
- the organization doesn't foster many dogs or cats except for sick or special needs animals.
- Their personally networking with friends and family who are interested in adopting.
- Training the fosters so they feel comfortable having the adoption/commitment/animal's needs conversation. Providing the equipment to help animals go out into the public: adoption vests, harnesses, etc.
- Training them to walk with you and walking around the store. Dressing them up to attract attention.
- Utilizing space at partner stores (i.e. Petsmart) & Online (website/Petfinder)

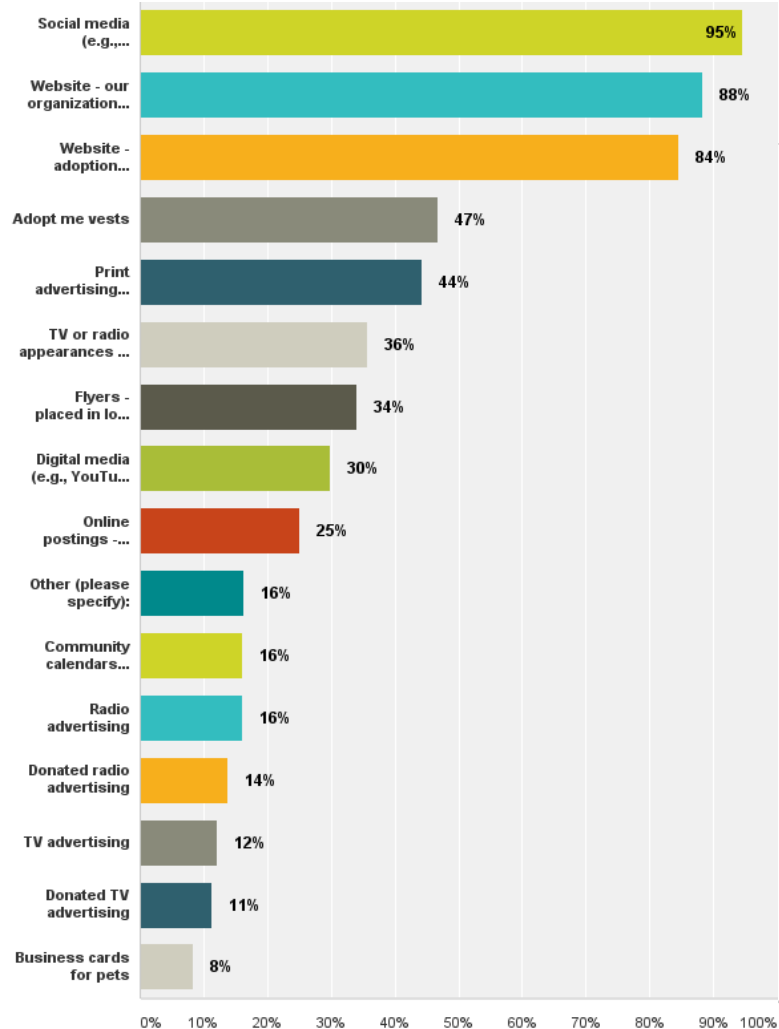
- Vests
- Volunteer recruitment & retention
- volunteers
- Waiving adoption fees with a sponsor covering them was probably our most successful event. It was astounding how many applications we received from that partnership with Best Friends and Zappos. I'd love to waive fees all the time, but how would we cover our vet bills?
- Walking around shopping areas w adopt me vests on, special events at breweries and vinyards
- We actually find out foster carers feel empowered to make good decisions when they can meet the prospective new owner of their foster ward. We have a very low return rate and we do have a clause in the agreement asking that the animal is returned to us if needed at any point in the animal's lifetime. This is rarely used and we also have an assisted rehome option where we advertise on behalf of owners needing to rehome. Our priority is that animals do not enter the pound system but are able to move to new homes where people are able to network to ensure the animal is cared for, it works well. We also refer to our animals as Maggie's Alumni and try to remove judgement when people need to surrender or rehome so we are approachable. Keeping this in mind, we do find people surrendering to often be the hardest to deal with, they often do not understand the need of correct transfer of ownership laws, feel the need to provide proof of desex or vaccination and often leave it late in the day to surrender. In 2016 we are hoping to generate funds to create a respite program for people in crisis needing care for pets too. We do this on an ad hoc basis but want to get moving with this.
- we adopt directly from foster homes on approved adoptions
- We advise our foster parents to show off their foster and try to find a home for them through their friends and family. With this method, the animal never needs to return to our facility. We also advise them to go to our local PetSmart each Saturday to meet with one of our staff members and try to find their fosters a home through that route.
- we are kicking off the ASPCA Adoption Ambassador program in 2016. There has not been a viable foster to adopt program in place for a couple of years.
- We encourage our foster homes to share photos on social media and to introduce their fosters to friends and family. We are established and have had many people return to adopt from us multiple times. We post through AdoptAPet and use Facebook. We are known to be at Petco most Saturdays and that is also effective.
- We foster primarily kittens. In 2015 our shelter built a community cat room. Since June, it has been filled with our foster kittens that are ready to be adopted. Kitty Corner is a great place to meet our kittens. Their "cat-sonalities" shine in an open space with other kitties.
- We have a very low success rate. Probably the best way is if the fosters are very active advertising their foster animal and also seeking a home through friends and acquaintances. Adult dogs do get people calling about, but not many people call to ask about an adult cat in foster care. Fosters sometimes adopt adult animals and frequently adopt their foster kittens, but this isn't a goal so much as an incidental consequence.
- We have an open Cat Room & enclosed outdoor "catio" cats have open space, shelves on walls, cat towers, and a lot of socialization. There are no cages. Visitors are encouraged to pet & play with the cats. Classical music is played on a portable CD player. Whoops, I answered the wrong question. This pertains to cats in the shelter. Foster cats are listed on our adoption website with their photos arrangements are made with foster parent to have the animal shown to prospective adopters.
- We implemented an "Adoption Ambassador" program which allows fosters to find homes for the animals. Generally, this is for our more experienced fosters. We allow them to complete the adoption, take payment for us and handover the animal. That way, the animal or the adopter does not need to come to the shelter.
- We let the foster parent show case that pet on facebook or with friends and family in person.
- We showcase the pets on Facebook, our website, and sites like Petfinder. We then conduct the application process and once approved, we schedule a Meet to take place at a neutral spot like a park or vet office.
- We use iFoster, by which a volunteer or staff member represents an adoptable animal through social media; we promote animals in foster in our enewsletters; and we ask that the foster parents bring their foster animals to offsite adoption events and also to the shelter on expected high-traffic days, such as Saturdays.
- We use the same app and the same procedures. All animals are featured in the same way
- web
- Web page advertising and special adoption events at pet supply stores
- Web site but all approvals go through the Board. They are allowed to visit and take the dog from foster AFTER approval
- Website and facebook
- website and facebook posts
- Website postings, i.e.Petfinder, Adoptapet. Take applications, do home visits, meet with dogs.
- Website, adoption location (adopt a pet shop in Plymouth)

- Website, Face book
- website, good photos, good bios
- website, social media
- Website/Facebook
- WEBSITES EVENTS
- websites like PetFinder; adoptions though other organizations
- websites with pictures of the cats
- Weekly advertising in our local paper and on petfinder.com
- We've just started the Adoption Ambassador program through the ASPCA. Those foster families are a great resource for finding new adopters. We only do kittens in our foster program so they are tough to take around unlike dogs. The fosters put pictures of the kittens on their facebook page and share with friends and family.
- When fosters decide to adopt (we have a program where finders can foster young kittens and they often adopt)
- when the foster home finds the adoptor
- When they return from foster I create a kennel card sign for them that says "I lived in a foster home" with photos of them in the home and facts about how they did there, It is HUGELY effective adopters say.
- While walking dogs, Social Media
- word of mouth
- word of mouth
- Word of mouth
- word of mouth
- Word of mouth
- word of mouth
- Word of mouth and personal contacts.
- Word of mouth and posted on pet adoption webpage a (petfinder.com, etc) and most last year we really got lots of adoptions from Facebook
- Word of mouth at events and other fosters.
- Word of mouth from foster parent
- word of mouth from volunteers and adopters
- word of mouth, online sites
- word of mouth, our reputation in the community and social media
- word of mouth, our website, facebook, petfinder
- Word of mouth, posting on Facebook, posting flyers w/pics @ pet-stores, vets offices,
- Word of mouth/ on our website
- Word of mouth/attempts from foster to find home.
- Writing a good bio for the animal and posting it to the website, having high quality photos, and off site adoption events

Q15: Check all that apply.

What promotional tools does your organization (or do you) use to find homes for available pets?

Answered: 438 Skipped: 161



Answer Choices	Responses	
Social media (e.g., Facebook, Instagram, Twitter)	95%	414
Website - our organization's website	88%	387
Website - adoption website (e.g., Adopt-a-Pet, Petfinder)	84%	370
Adopt me vests	47%	205
Print advertising (e.g., newspaper or magazine ad)	44%	194
TV or radio appearances or interviews (PR)	36%	156
Flyers - placed in local businesses	34%	149
Digital media (e.g., YouTube, Google AdWords, online advertising, video)	30%	131
Online postings - classified advertising website (e.g., Craigslist)	25%	110
Other (please specify):	16%	71
Community calendars (digital)	16%	70
Radio advertising	16%	70
Donated radio advertising	14%	60
TV advertising	12%	53
Donated TV advertising	11%	49
Business cards for pets	8%	37
Total Respondents: 438		



Maddie's Institute
A program of Maddie's Fund®

Other:

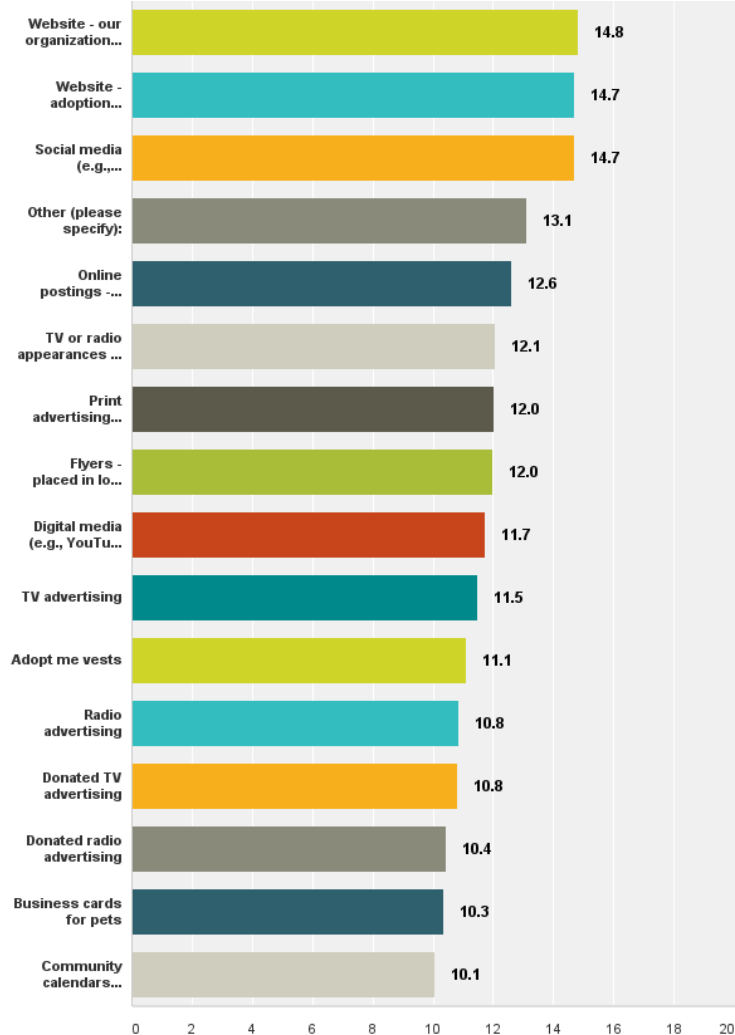
- A lot of referrals from various biz, shelters, vets, adopters
- Adopt Me App, Craigslist used for reuniting pet owners
- Adopt Me Collars on Cats
- Adopt me neck scarves
- Adoption board at local restaurant
- Adoption Events
- Adoption events - go to where the people already are.
- ads at local vet clinics
- All our animals wear Adopt Me scarves at all events
- Anything We can do to help them get adopted
- Attending assorted events with the dogs, walking down streets at festivities
- Billboards
- Binders of available animals at all local vet waiting rooms.
- Cannot afford advertising
- Chamber of Commerce e-newsletters
- clients and friends word of mouth
- Community Adoption Events
- donated newspaper space
- e-blasts
- emails/word of mouth
- Field trips
- flyers at fairs, business cards handed out at events
- Free standing signs in front of events, donated billboard
- I will love them and take them in if needed. My four pets were provided by by my sister and two excellent no-kill shelters.
- Information on every pet made available upon request to any interested person
- Meetup groups
- Mutt mobs!
- Network
- Networking and word of mouth
- Newsletter
- Newsletters to alumni and volunteers
- Next door
- Our local community market on the site where our facility is.
- Past barn cat adopters, referals from barn cat adopters
- Personal referral
- Pet Walk at Special Events, "Paws around town" in summer, "Hikin Buddies" in summer

- Petsmart Kennels for Cats
- quarterly 'Mewsletter"
- Recently tried cardboard cutouts at county shelter in empty adoption cages (idea from ASPCA sheltering magazine)
- Repeat adopters
- Seasonal reduced price promotions and specific animal promotions- black, senior, etc.
- Service type training
- Shelter's Facebook page mostly. Others not sure.
- Sign on car
- Some pet stores allow us to make flyers for public to pick up in-store
- Subaru. Share the love
- taking dogs to public events (farmers' market, blessing of the animals, walking in nearby town)
- Town TV Station, Community Bulletin Board Posting
- Trial sleep overs with pets and potential new families
- volunteer posting
- Veterinarians
- visit local assisted living facilities for possible placement of our senior cats
- Volunteer and Staff Community Outreach
- volunteers take our dog "to lunch". Several dog friendly restaurants in our town and our volunteers take them with them to lunch and then walk them around town.
- Volunteers wear t-shirts with our logo
- volunteers!
- Volunteers, Adoption Ambassadors
- we have adoption space for cats at our local Petsmart
- We have an annual telethon showing adoptable pets
- Weekly emailed list to local businesses of our featured pets.
- word of mouth

Q16: Please rank the following promotional tools in terms of effectiveness in finding homes for pets.

(Rating of 1 denotes most effective)

Answered: 398 Skipped: 201



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Website - our organization's website	40.74% 143	25.07% 88	21.65% 76	7.12% 25	3.42% 12	0.28% 1	0.28% 1	0.85% 3	0.57% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Website - adoption website (e.g., Adopt-a-Pet, Petfinder)	34.51% 117	30.38% 103	19.76% 67	8.85% 30	2.65% 9	1.18% 4	1.18% 4	0.29% 1	0.59% 2	0.29% 1	0.29% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Social media (e.g., Facebook, Instagram, Twitter)	25.46% 96	36.60% 138	25.99% 98	7.69% 29	2.65% 10	1.06% 4	0.00% 0	0.27% 1	0.27% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Other (please specify):	22.39% 15	8.96% 6	11.94% 8	17.91% 12	17.91% 12	7.46% 5	8.96% 6	1.49% 1	1.49% 1	0.00% 0	0.00% 0	1.49% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Online postings - classified advertising website (e.g., Craigslist)	8.42% 8	16.84% 16	16.84% 16	23.16% 22	8.42% 8	10.53% 10	3.16% 3	3.16% 3	2.11% 2	3.16% 3	2.11% 2	1.05% 1	1.05% 1	0.00% 0	0.00% 0	0.00% 0
TV or radio appearances or interviews (PR)	3.62% 5	5.80% 8	16.67% 23	24.64% 34	15.22% 21	7.97% 11	10.87% 15	10.14% 14	3.62% 5	1.45% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Print advertising (e.g., newspaper or magazine ad)	1.73% 3	2.31% 4	18.50% 32	26.01% 45	20.81% 36	10.98% 19	7.51% 13	5.20% 9	4.05% 7	1.73% 3	1.16% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0

Flyers - placed in local businesses	0.75% 1	8.21% 11	8.21% 11	17.16% 23	26.12% 35	24.63% 33	10.45% 14	2.24% 3	1.49% 2	0.75% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Digital media (e.g., YouTube, Google AdWords, online advertising, video)	0.00% 0	5.04% 6	7.56% 9	22.69% 27	26.89% 32	15.97% 19	10.92% 13	4.20% 5	5.04% 6	1.68% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
TV advertising	4.26% 2	4.26% 2	12.77% 6	19.15% 9	17.02% 8	12.77% 6	12.77% 6	6.38% 3	0.00% 0	4.26% 2	2.13% 1	0.00% 0	2.13% 1	2.13% 1	0.00% 0	0.00% 0
Adopt me vests	2.69% 5	0.54% 1	6.99% 13	19.89% 37	18.82% 35	18.28% 34	11.29% 21	7.53% 14	6.45% 12	2.69% 5	2.69% 5	1.61% 3	0.54% 1	0.00% 0	0.00% 0	0.00% 0
Radio advertising	3.23% 2	3.23% 2	1.61% 1	14.52% 9	20.97% 13	20.97% 13	8.06% 5	12.90% 8	8.06% 5	1.61% 1	0.00% 0	1.61% 1	1.61% 1	0.00% 0	1.61% 1	0.00% 0
Donated TV advertising	2.27% 1	0.00% 0	6.82% 3	15.91% 7	18.18% 8	18.18% 8	11.36% 5	9.09% 4	9.09% 4	4.55% 2	2.27% 1	2.27% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Donated radio advertising	0.00% 0	3.77% 2	1.89% 1	11.32% 6	9.43% 5	22.64% 12	18.87% 10	18.87% 10	3.77% 2	3.77% 2	5.66% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Business cards for pets	0.00% 0	3.13% 1	12.50% 4	3.13% 1	6.25% 2	18.75% 6	18.75% 6	15.63% 5	12.50% 4	6.25% 2	3.13% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Community calendars (digital)	0.00% 0	1.59% 1	6.35% 4	9.52% 6	15.87% 10	14.29% 9	15.87% 10	9.52% 6	11.11% 7	7.94% 5	1.59% 1	3.17% 2	0.00% 0	3.17% 2	0.00% 0	0.00% 0

Q19: Do you have any innovative adoption idea(s) that you would like to try, or suggest that others try? Please describe.

Answered: 195

Skipped: 404



Showing 27 words and phrases

Adoption Counselors Veterinary Learn Stores
Clear Participation Adoption Fee Support
PICS Foster-to-adopt Cat Virtual Adoption
Animal New Ideas Pets Hold Dogs Wish
Events Commitment Social Media Photography
School Unsure Organizations Visitors Exposure

- "Foster to Adopt" program. Letting people who are unsure of an adoption, foster first. We provide, food, litter and medical . Cat stays with them for 4 to 6 weeks and see how it works out.
- \$5 events have been incredibly successful for us
- 1. Blind date... quick questionnaire about lifestyle (active/couch potato), family (children/spouse...), type of pet considering (dog/cat) size pref and personality then people who work with the animals can introduce them to a dog/cat they think would be a match they can spend 45min-1 hour together in a park or a special room getting to know each other to see if they click. 2. Speed "dating" where people get 10-15 mins with dog in a room then switch to next room to meet next dog/cat they can stop if they have met their match or keep going til they meet them all and decide.
- a short day out of the shelter, for exposure
- Actually putting info with the posting, deleting breed labels
- Adding slo-mo and elapsed time video clips from iphones to what you already use.
- Adoption events and times of emergency
- Adoption events at Petco is our best advantage to find homes for our pets.
- Adoption events hosted by businesses and theme parks
- Advertise & bring animals to community events.
- All foster pets (especially dogs) should wear vests stating they are looking for a family, so everywhere they walk, they are clearly advertising for their shelter and for themselves.
- Any prior adopter can adopt another senior dog from us for free. We also sometimes offer special packages, i.e. the dog will come with supplies, or with X amount of medical care paid for over X amount of time.
- Attend community events. Our small town has something almost every month, ArtsFest, 4th of July Parade, etc.
- Best friends adoption helps adopt hard to place dogs and cats
- Better Kennel cards! We just converted to a new software & I'm astounded at how primitive the formatting and presentation is. I did an online search for an app to make these more presentable, and there is nothing out there. We now spend a lot of volunteer and staff time manually printing adoption binders and kennel cards that we feel are presentable. I also think some Shelters do a much better job about getting adoptable animals - and more importantly - bio's up on Facebook which can be such a viral and effective way to share a pet.
- Black furdary event on Black Friday
- Cat Cafe
- Cat cafe to create open environment adoption center
- Challenges. "Cellfees" Visit Shelters & take selfies with animals(best smiles, saddest eyes etc) & post on social media!
- Clear the shelter day (community event)
- Community events like, school fairs, business fairs, and farmers market events.
- Cross posting with other organizations.
- Design a questionnaire based on the potential adopter's lifestyle (family members, activity level, housing restrictions, special requirements eg service dogs) that can show suggestions of pets that match those results and set an appointment with specialised staff to meet them.
- Discounted adoptions and adoptions through our veterinary hospital
- Display in stores.
- Don;t forget the ones that are in foster care.
- EACH STAFF MEMBER PICKS A PET TO FOCUS ON--THEY TAKE PICS, WRITE STORY AND POST
- Education seminar to the public, putting them in the shoes of shelter workers/volunteers if more people were aware of what we deal with on a day to day basis I believe they would be more likely to adopt their next pet rather than go to a breeder
- Enabling our fosters to facilitate adoptions off-site by giving them the tools to do so (adoption agreements, etc)
- Facebook and other social media has been helpful for support and adoption of special needs cats.
- Find newly-married. They're committed as were/are we and may want to take a test drive before having kids and having a kid-friendly dog or cat.
- Foster to adopt
- Foster to Adopt- Dogs that have been in the shelter are available to be fostered for a 5 day period by a potential adopter to see if the dog would fit with the family. Jog With A Dog - Dogs are allowed to be signed out for jogging or hiking on the local bike path or area nature trails for the day.

- Fostering senior pets
- Free Adoptions
- Free Labor Day Love - We do free adoptions on Labor Day Certified Pre-Owned Pets - local car dealer sponsored free adoptions for one Saturday Free adoptions always work the best
- Get a phenomenal photographer!!!
- Get local vets to Foster (sponsor) a litter of kittens or puppies that they can adopted out to their clients. Allow fosters to solicit adopters and link that animal to the new owner. When the animal is altered they pick them up from the shelter. If possible wave the adoption fee since it was adopted directly from the foster. Give awards and recognition to those fosters who excel at adopting out their animals.
- GOOD PHOTOGRAPHY!!!
- Great pictures on a solid colored background. I use seasonal props somewhere in the background so as not to interfere with solid dark colored backdrop. VIDEOS VIDEOS VIDEOS especially for felines!
- 'hard core' adoption; almost like a 'mud race'; people who will go further than regular adoption, they will join feeder for weeks, maybe months to find or allowed the cat to find them; the most rewarding way to get a true friend on a street; have this idea for a long time, implemented it myself! have the most lovable, perfect cat that was born feral and lived on the street for 8 years; it is doable, but not for everybody; will need plenty of screening and references from potential candidates, but it is worth it!
- have a café keep adoptable cats for the public to adopt
- Have high school kids post on their Facebook
- Having a "Black Friday" event in November to promote the adoption of black animals.
- Having a Facebook page and getting as many people to like our page and follow us has really helped us boost adoptions!
- Having binders at the vet office is a big help, because you know it's a pet owner that takes care of their animals if they're in the office! The trick is finding time to keep them updated, and that means enlisting the help of the receptionists who you can email new flyers, and ask to remove old ones. Also, make it easy for adopters. We created little cards for in the binder that say "I'm interested in learning more about _____ from Charm City Animal Rescue." Then it includes our website/facebook and contact email. They can fill in the space with whatever animal that catches their eye, throw the card in their purse, and contact us when they have a moment.
- Having catchy phrases or events helps. Free Cat Fridays was a huge success because it was catchy and of course free helps too. We look at ways of being fun and creative in getting attention. We also put up url codes on the front of dog's kennels that direct people walking through to video of the dog outside of the kennel doing something fun. We are always doing videos and fun things to make people see us as a fun place to come. We have a nice new shelter so part of getting people to adopt is getting them into our center. We have been very creative with special events to get people in the building. Like Speed Dating with pets being included in the process, Art gallery showings with beer and wine being sold, movie night. And so many more.
- Help lines for first time pet owner that need advice instead of returning pets or owner surrendering
- Holographic billboards of adoptive pets
- How non the town: Allowing volunteers to put "adopt me" vests on pets and take them around the community.
- I adopted out a cat to SummerWinds nurseru and want to approach that particular manager who is cat friendly to show cats that want inside outside homes or who are semi-feral but will work (rat catching) for food and some kind of shelter.
- I always wanted to try an "expanded ambassador" program for harder to adopt pets. It would work as a "daycare" where animal's foster takes them home for the night (work on behaviors, establishes a sense of normalcy, and advocates on behalf of the animal) The foster then brings the animal back in the AM(as if to daycare.) It would be double exposure (+ priceless intel on home-based behaviors, walkies twice a day taken care of!;)) all the while animal will remain visible in kennel for walk through public- which is where we get most interest. My hope is with a little training the stress levels would go down for our high strung, stir crazy kids who just don't kennel well. Animal would get used to the routine and make the length of stay in the system more humane. I think it would be immensely beneficial to have the first hand foster testimony for adoption counselling purposes and it would help with frequent post adoption issues our "institutionalized" kids have (housebreaking, fence reactivity etc). Also, I always wanted to do a little scandalous awareness event/ fundraiser- open the kennels to public to spend the evening(night). If a few "celebrities" decided to do it, it could turn into a major "slumber party" adoption event- an all nighter in pajamas and sleeping bags, with hot tea, cookies, conversations and keeping pooches company. It could be a good xmas event even. I think it would be very valuable for people to experience what it is like in a kennel and it would be a spectacle that might raise interest and open wallets, not to mention the adoption potential of keeping the doors open overnight for a happy community adoption "vigil". It could be a "home for xmas" kind of night, or midsummer nights' dream.
- I am a firm believer in keeping a list of special breeds or specific wants of potential adopters.
- I didn't do adoptions at the shelter. I would occasionally help visitors who were looking to adopt. I was underutilized in that regard (one of many failings at the shelter).

- I do. Firstly, I do place ads in local newspapers. NEVER on Craigs list as some cultures in Hawaii eat pets and that's where they find them. In each ad I always describe the pet EXACTLY, including what some may consider negatives. Once placed a huge Siamese cat with only 3 legs, no testicles, and who was beating up the 3 little dogs in the household. Took only 3 days. There's someone for every pet in my opinion. Secondly, and most importantly, when a potential adoptive human comes to see the pet, along with screening them, I always tell them that if it doesn't work out I'll take the pet back. Their relief is often palpable. Since they're not marrying the pet, they can more clearly assess the situation once they get home. These adoptions are generally successful. Thanks for asking.
- I love the idea of foster home adoption counselors but only some of our foster homes are able to adopt without one of the Foster committee being at the adoption interview.
- I stop people all the time to talk to them. If they are walking or running without a dog, I suggest they get a dog to make the experience more enjoyable. If they have a dog, I stop and ask if they would be interested in fostering/adopting
- I think a great pic and story are big sellers.. I use humor in my ads and I use bandanas and hats if tolerated by cat I always try to get a cat to smile unless I want him sad so that people will see how much he needs a great home I besiege followers to share and help us in our quest It takes a village to adopt a cat...lol
- I will let larger dogs sit on my lap, showing them as lap dogs
- I would like to learn more about what adoption promotions really work! We have tried many different types of promotions - none that have been terribly successful. Would love to learn the formula if others have one!
- I would like to see a website that catered to Rescue Support: Supplies, training and transition techniques, contract templates, screening tips, protocol, 501 3C applications etc. I know Maddies site does a lot of this, but for those starting out it would be cool to have a one stop for complete rescue set up.
- I would like to see Kiosks with internet capable computers setup at vet clinics, pet shop facilities, ER clinics, Pet Smarts, etc that have immediate access to available pets in that specific target area available for adoption.
- I would like to start posting to Craigs list but have gotten a lot of fear/concern from staff and volunteers about doing it, collaborative adoption events have been huge for us (more PR, ads etc) like Clear the Shelters
- I would love to have an electronic messaging center on the highway in front of our shelter where we could post pictures of all the pets we have available for adoption.
- I would love to make sure the dogs that have been there for over a couple of years get more advertising than the ones that just came in. They all are such great dogs/cats
- I would love to try mobile adoption vans, but unsure of their effectiveness and they are very expensive and require more staff hours.
- I wrote this last week on my FB pg after visiting a high volume(kill) shelter. I would like to share it with you: I believe that EVERY animal in need, be it in a shelter or rescue, DESERVES at least a 20 sec video to be posted along with their info. Pics are great, but VIDEOS get animals adopted so much FASTER! I have been practicing and preaching this for years. Let me say it again: VIDEOS=Adoptions and rescues! Most everybody(ok-but me) has a phone that will shoot and post a video. Most everybody has technically evolved where they can do this. If your local shelter is not taking videos and POSTING them online, of ALL their animals in need, then it is time that some one asked WHY not? Maybe they are short handed and need volunteers to do this. Maybe they need a camera or a computer. If so, maybe someone could volunteer to raise funds to get these. Or some one might donate one they are not using. I walked in to Greenville AC 2 days ago with my camera in my bag. I shot a few secs of vids of the dogs(I did not see the cats) that seemed to be needing the most help(heartworm positive, depressed, etc) I came home, typed out the card info from the video(I had video taped the cage card), then posted the video with all the info:Name, ID#, breed, m/f, location and contact number or email. The response surprised even me.(rescues and adopters were there in less than 2 days!) And I am rather used to seeing rescue miracles! That got me to thinking that EVERY animal in the shelter deserved the same chance. Then I thought not just the animals in that that shelter, but ALL animals in EVERY shelter - all over! My sisters and I had a program a few years ago called the Snowball Program where we went in to shelters and took pics, & vids of the most needy dogs and then posted and networked the info. It worked so well that the employees had to work so much harder to keep up with us. Honestly, it IS much harder to take an animal to the vet for spay/neuter, pick them back up and then make rescue arrangements. It is just plain easier to stick a needle in them and bag them. But isn't that what the word SHELTER implies? But then that is another subject for another day. What I would like to see is a nationwide movement towards VIRTUAL ADOPTION FLOORS(not doing away with the physical adoption floors but in addition to) with EVERY animal getting a fair shake at LIFE over death. So potential adopters and rescue could see videos of every animal in need. Will you share this to see if we can shake some trees and make some noise? As some one wrote to me in a post yesterday, 'You are their voice'. I would like to be more than that. I would like to shine the light on the forsaken and unseen.....We owe them that.
- I'd like to try more adoptions at Art Venues. We have an art auction at our annual FurBall, a fancy ball but we invite a few pets. We also use the ball to educate the public on certain subjects. This year we will be featuring therapy animals (including mini horses) and last year we hosted the K9 corps and had an excellent response. Our venue is fancy but astonishingly animal friendly.
- If an animal is here long enough we do promotion in newspaper and social media.
- Involvement with groups like boys and girls club, local schools, radio auction/tv auctions participation, recruiting volunteers in high schools and colleges for credit to socialize animals and create advertising strategies for adoptions, and many more!!

- I've found that businesses and their employees find when we visit the highlight of their week/month/year. I would love to be able to partner with corporate partners who would allow us to "rent out dogs for the day" to worker's offices and let them see how much they have a connection!
- I've heard of shelters utilizing foster-to-adopt programs, particularly during the holidays "home for the holidays"
- Kitten shower special, Mother's Day specials for Mom cats, Father's Day specials for male cats, Black Cat Friday, Home for the Holidays,
- Large family oriented event days with animals in mind. Lots of promotions, discounts, specials.
- Let noted people "foster" a pet and its organization publicize it. For example, a pro football player (not Michael Vick), famous actor, local elected official, etc. "foster" an animal and a campaign be built around it. Then foster another one. Then encourage other "notables" to meet and foster a pet. They can afford to have people care for the pet btw in their homes if they are too busy. A number of known people already do this. What if the mayor of a city was a "foster" parent for a pet on behalf of the local shelter?
- Letting people foster for a weekend.
- Lots of good pictures! Not being held, if possible. Sitting in lap or next to you is much better than holding, if you need help. No cage bars ever! Surrounded by toys and area draped with a color that makes their color stand out. Face shots are important but also top and side shots are just as important.
- Love Meow will write up articles for hard to place or interesting cases
- Many! All in the works!
- Market barn cats as effective, organic rodent control that doesn't depend on the use of poisons that can harm children, other pets, livestock and wildlife. We have discussed our barn cat program with environmental health staff of the Seattle-King County Health Department. Though they don't officially acknowledge RASKC's barn cat program on their website and educational materials, we feel there is potential to market barn, shed and garage cats for as public health protection against rodent-borne diseases including bubonic plague and hanta virus. Climate change could cause these diseases to become more widespread in the United States.
- More in house adoption events
- More large all rescue events . More people come to see adoptable pets and maybe sign up to help in rescues.
- nationwide Clear The Shelters event was very successful
- No, but I think focus should be on fewer kittens and puppies being born so we need more spay/neuter programs with raffle prizes - an entry is proof you got a pet fixed. Also, need to place ferals at fire stations - need gov't to okay this.
- Not innovative but would love to do more print advertising but the budget is very slim for that.
- Not really, other than the importance of a story. Each animal should have one, and that should be shared.
- Nothing overly innovative. Just need to keep the pictures and stories fresh and creative.
- Now the the crazy Xmass kitten season is over I've thought of making a fun poster to promote our adult cats extolling their superior qualities to crazy kittens
- One promo - "Brown is the new Black" to try and help get our 'Brown Dogs' some attention.
- Our no-fee adoption events at Best Friends are very successful!
- Our Pit Crew, a group of volunteers who have taken more extensive training in our dog handling methods, puts Adopt Me vests on dogs they take on hikes every other week. Hikes typically are on a well-used walking path in our city or sometimes through various neighborhoods. Pit Crew members report that they frequently encounter people who express interest in the dogs. PC members carry shelter brochures and/or business cards promoting the dogs they've brought.
- Our Priceless cats events have been effective. Cats that have waited to be adopted are discounted and promoted.
- Our trailer is pretty cool and is eye-catching and modern, but it hasn't resulted in a lot of adoptions directly from the shelter. It gets people to come to the shelter to see more though.
- Our volunteers work with the dogs training them and crate training them. So the dogs have some basic manners and crate training when they go to a new home. It impresses some potential adopters and keeps many dogs from being returned to the shelter.
- Owner-Pet photo events with celebrities/pro sports team mascots/cheerleaders
- Pairing with a vet is good. They get our business and they also know people who are ready for a pet either through comments they make or because of the loss of a pet and now they are ready for a new companion. This vet has called friends and reached out to customers and homed two kittens last summer.
- Participation in local holiday [arades
- Partnered with Tails on the Trails (501c3 out of Nashville that thought meet-up organizes walks for shelter dogs), Car dealership for dog adoptions,

- Pet of the week in the news paper weekly
- placing flyers at vet offices and engaging veterinarians/dogwalkers/daycares
- Please see our website to better understand what we do in rescuing and placement of Senior Cats
- Post videos and stories from fosters that highlight what the dogs' good behaviors
- Posting on Facebook other social media. We have one foster that travels with her dog and a foster and sends posts (photos and text) of her travels with the dogs.
- Promote adoption via foster from day 1 thru adoption. Using any and all social media sites
- Reach out to other non-profit, non-animal related organizations for exposure.
- reduced fee events/promotions really help to increase adoption rates
- Same day adoptions rather than lengthy, invasive home-checks which may turn off potential adopters (not because they are bad owners, but because of all the red tape), host birthday parties/kids' volunteer days/humane education at the shelter to get children under 18 involved with animal welfare and encourage compassion, host monthly low-cost vaccine clinics to the public to increase community bond, allow for animal sponsorship where the pet's adoption fee is covered especially for "difficult to adopt" animals.
- Seasonal promotions seem to get attention. Don't overdo it with too many. We try to follow what's trending on social media platforms and tie in as needed with something catchy also.
- Seniors for Seniors -- pets 5+ adopted to people 55+ for \$5. Free adoptions 24-7 of any pet to US Military Veterans. Free adoptions 24-7 of any pet with a disability to people with the same disability. Sponsored flights to major airports for extraordinarily hard-to-place pets. Pets in rescue 30 days or longer \$30 adoption fee. Pets in rescue 90 days or longer \$9 adoption fee. Certain senior pets have \$250 of reimbursement available within 6 months of adoption for food or vet care. \$50 refund of adoption fee for completion of any positive-reinforcement training class and an additional \$50 refund if completion of CGC title (with 500 colored business cards a year with the dog's picture and title Rescue Ambassador Dog - contact for samples). Pretty much any volunteer in our organization is empowered to come up with ideas to place animals
- several.....would like to discuss w/someone.
- Solicit a store, small business like mine to set aside space for shelter cats
- Staff/Volunteer favourites/picks on social media,
- Stop vaccinating the shit out of dogs. Vaccines cause a lifetime of dis-ease, heartache and money for the owners.
- Stories about struggles adoptable pets have gone through prior to being available for adoption.
- Suggest, always screen well to adopt dog or cat as a true forever family member. Take back returns. Break the cycle of abandoned animals. Value them as precious lives vs toys. Empathy for their well being, safety and life long happiness.
- Summer weekend fairs, food truck events
- Taking the dogs out in public, dog parks, dog events, street fairs and striking up conversations. You get to know possible adopter in very non threatening way.
- That local community small newsprint papers allocate some free advertising w/ being able to post pic's of the animal. There is a paper like that that I receive, but they post people's pets, not rescues in need of finding homes. This is just ridiculous to me, since they could allocate that same space at no additional cost to them, but instead, help save a life w/ free advertising for rescue people/groups.
- The new cat cafés are wonderful. Many cats are taken out of the shelter environment and can interact with cafe visitors...a shelter environment is very stressful for the animals and temperament testing is often wrong and can lead to the shelter killing the animal. Far too many healthy and treatable animals are killed...Michigan Humane Society is a prime example. Shelters need free range areas for the animals to interact with one another and be free from a cage.
- Themed events
- Think of the future. Massive focus on school programming----volunteers who bring kids to shelters on school trips and teach them the horrible plight of millions of animal who won't get adopted because people buy from breeders, and people don't spay. CHANGE THE NEXT GENERATION!!!!!!
- Throw in a bit of Humane Education -- also make sure the person knows the commitment they are taking on as well.
- Trial Adoptions Me and My Shadow(Adopt a feline and get 50% off adoption of a black feline)
- Trial basis adoption...kind of a temporary foster with the possibility to own....like rent to own. Many people think they want a puppy then realize its too much work. Many people think they want a specific breed then realize its not compatible with their lifestyle. A kind on temporary home for the holidays. Gets the animal out of the shelter in a home and the family can see if its a good match.
- Two for one sales (on cats or kittens, especially when we are full) Senior (animal) for a senior (human) discounts
- Unfortunately not, but we are always looking for some!
- use everyone in the organization to promote pets - development team works with donors to keep a running list of desired pets that can be sought through rescue from public shelters, engage donors in fostering (requires some special handling, but really helps with relationship building and advocacy), drive fostering for kittens (which helps find homes for them because of foster-failures)

- videos / commercials
- Videos are wonderful, especially of the pet with other pets and with children. Show your fosters how to train basic commands. Folks love to see a sit/stay/watch me command.
- Videos of the dogs Find ways to help shelters do more to adopt out animals, rather than just warehouse.
- videotape the cat playing, eating, sleeping
- virtual adoption for fundraising, senior to senior programs prisoners training fosters for mutual benefit.
- We (the volunteers) create 1 to 1 1/2 minute videos of adoptable dogs. In the video, we show the dog interacting with volunteers and provide basic info about the dog Feedback from adopters and rescue is the videos go a long in helping show the dog as an individual versus just a number. Generally speaking, we focus on harder to adopt dogs (age, breed, size) or special rescue circumstances due to time constraints of our volunteer team. We also have a once a month Photo Blitz. We invite community and shelter (volunteer) photographers in on a Saturday morning before the shelter is open to the public for a 2 hour "Photo Blitz". The goal of the event is for every adoptable dog and cat at the to have a "glamour photo" and short 3-5 sentence bio that we can use in social media to help promote the homeless pets.
- We also combine fundraiser events with adoption events...if we have a pilots n' paws flight news crews are contacted to film the story.
- We always encourage trial to adopt so people can take the pet for a "spin" to make sure it's a right match before processing the adoption which even then is never permanent if something changes. People really appreciate knowing they can comfortably bring an animal back and we believe it encourages people to take a chance rather than walk away from an animal. It's not good for the adopter or the pet if it's not a match in the home. We receive about 20% of animals back with this method which is all good. We believe we adopt out more this way. And we ensure a better match. Also, our application process is simple with open end questions on the application to discuss concerns and look for options to assist adopting an animal they want.
- We are always looking for new ideas to help promote our adoptable pets
- We are going to pursue the Adoption Ambassadors program where people can foster short/long-term and market the animal thru their social media & other networks
- We are starting group dog walks/pet parades in our community's downtown area every month. The downtown area has outdoor dining and the shops stay open late for Third Thursdays. We are encouraging fosters to come and showcase their fosters in a large parade of pets. Costumes, music, and a big group draws attention. All adoptable pets have "Adopt Me" leashes and vests.
- We do an application process if all is good on application then we let them do foster to adopt. Trial basis.... it is very successful for adult animals.
- We do home visits after an application is submitted, the family meets the animal and allow a sleepover period of 10-14 days. This allows the family to take their time to get used to the animal and especially allows the animal to settle in. We all know that the first few days of being in new surroundings is not the same animal after 10 days or so when they are comfortable. This is especially helpful when there is a resident animal in the home. Sometimes the first few days they do not get along but time allows them to get to know each other. The opposite is true as well; sometimes they love each other at first but then issues arise. If, after the 10 days or so they feel it will work we complete the adoption. This also saves us doing a ton of paperwork at first. In addition we always take our animals back if the adoptive parent cannot keep the animal two weeks, a month or three years later. It is part of our adoption contract. This eliminates the adoptive parent to find a home, it is our commitment to the animal. Once a Dusty Paws Rescue dog-cat - always a Dusty Paws Rescue animal.
- we get very creative and think out of the box for our social media adoption campaigns. We also do not charge adoption fees; we ask for a small donation to cover food & cleaning supplies. We LISTEN to potential adopters.
- We have a Foster to adopt program (we have select a cat, have them fill out forms and provide a deposit, and then deliver the cat to their home. We emphasize that we will take the cat back if it doesn't work out. We contact them frequently to make sure things are going well.)
- We have a program for hard to place animals called Helping Hands. For medical needs we will reimburse adopter 50% of medical expenses and for behavioral issues we will pay for training lessons.
- We have a Spirit Cat Program. This program was developed to help cats who may not be very social with people find homes with adopters who are looking for companions for their current cats.
- we have a very successful foster-to-adopt program (2 weeks) that lets people step in with less pressure
- We have considered advertising in school newsletters etc and hosting an open adoption day on our site. We are on a big community centre which was an army barracks but it is in the inner city of Sydney.
- We have done presentations to schools about dog rescue and why it is important. And because of that we have also gotten invitations to present to other groups. This has spread the word about our group and therefore our dogs.
- We have had great success with placing cards with "I have been here xxx # of days" with the cat and the cats story. We post these on our Facebook page and they are widely shared and commented on. In just the last few months we have adopted 4 cats that had been at our no kill shelter for over 2 years.
- We have implemented a foster to adopt program for those animals who have a medical or behavioral issue. We also allow animals to go in to a foster to adopt home if their future home may have a factor.
- We have noticed a lot of success with well written adoption bios, professional pet photography, and online promotion. We also recently tried our second fee-reduced adoption promotion, which went fairly well. Although not extremely innovative, our Facebook following is growing. We would love to hear of innovative ways to adopt out pets through foster care!
- We have open houses & adoption fairs on holiday weekends which brings in a good amount of adopters. Also we have been staying open later which seems to get more people in after work

- We have very few adoptable dogs so we network with other shelters
- We hold a huge kitten adoption event the last Saturday of every June. It is widely promoted and our biggest adoption day of the year. The appeal is the number of kittens we have available--we do not discount adoption fees at all. We typically have up to or even over 100 kittens on site the day of the event. One of our offsite adoption locations is a cat lounge that opened in Portland in January of this year. They have been a great new adoption partner. We are big fans of offering pre-adoption for kittens (described in more detail in the question about adoptions from foster care). It prevents many of our kittens from ever needing to spend more than a few hours in the shelter the day they arrive and again the day they leave.
- We joined with different independent rescuers to do a big event and everyone was allowed to bring their available animals for adoption, the common ground was that all needed to be sterilized and dewormed, we did a concert along and got over 15 animals adopted.
- We make a big deal out of every adoption and post the pictures on Facebook - the sharing of these posts seems to have increased interest in our animals.
- We offer regular discounts on bonded pairs (two for 1 for most animals, two for 1 1/2 for dogs), "momma cats" (1/2 price), and two cats adopted at the same time (two for 1 1/2). In addition, we usually have another month-long promotion running which reduces cat adoption fees by half (for example, in December we did "Frosty Felines" where all cats with any white on them had half price adoption fees). We also offer free nail trims for the lifetime of all adopted cats (in an effort to dissuade people from declawing).
- We often pick a "cat of the week" and create a special flyer to be displayed throughout the shelter. We ask the adoption counselors to learn as much as possible about that cat and spend some time to become familiar with that cat so they can help promote the cat of the week to the appropriate adopters. Doesn't always work, but people get really excited when it does. The morning staff enjoys getting to select the cat of the week.
- We recently went away from one set adoption fee for our animals and went to reducing the ones that are in our care for a long period of time. The more adoptable ones will be set at higher prices to help off set some of the cost on the long timers. At first I thought we would get a lot of negativity from the community but that has not been the case at all. We display the prices on the cage and it has been a great success for us. We have been able to move alot of long timers out this way.
- We run multiple promotions throughout the year, typically every month is a new adoption promotion and we drastically reduce the adoption fees and promote this on social media as well as traditional media.
- We see a bump in adoptions during Free Adoption events that we highly promote on social media, TV, and our website. We put out an online video called "The Wilco Kitty Man" to promote one event. We ran out of kittens very early in that event.
- We took a long term dog (almost 3 years) and had her visit popular businesses in town and local town celebrities (Mayor, fire chief, etc) and had her picture taken with those folks. Each day for a over a month before her third anniversary, we posted "Cinnamon looking for her new home" We posted the pic, tagged the business gathering additional new likes and views and built a cult following. (Please don't let Cinnamon mark three years in a cage!) On Sundays, we even had her pose with different religious figures, praying for her new home. It was a huge success and she was adopted the day before what would have been her third anniversary.
- we try to hold theme adoptions. For example, we hold kitten showers where people can come see all our available kittens in a party theme with goodie bags, cake and drinks. We hold fifty bowls during the fall and winter with a football field setting with popcorn and other treats.
- We utilize a lot of signage at our adoption events to promote our pets. It's all about the foster pets' faces! Colorful flyers for folks to take long. Colorful signs w/photos of each pet on crates, including personality information, age, veterinary status, etc.
- We waive the adoption Fee for any current military individual or US military veteran. Other components of the application process remain the same.
- We want to identify, train and place service dogs (sight hounds) while continuing to do hound intake. Since all hounds are not service dog material, we want to establish a network with other sight hound rescues to trade our "pets" for potential service dogs on a regular basis. A "scorecard" would be kept to track the groups we traded with so \$ would not change hands... only the dog, which will be adoption-ready or training-ready.
- We want to try community ambassador program. We would set up an iPad or other device that scrolls through photos and descriptions of our available pets at places where there are captive audiences: beauty salons, nail salons, waiting rooms (doctor, dentist, hair salons, massage salons), small boutique pet stores, small businesses where we can place the iPad on the counter where people write checks, scan their credit cards. The business owner would be trained and enabled to do an online adoption right there and then we could deliver the animal (all based upon our final approval).
- We were tossing around a senior program. This would allow a senior to take home a senior pet and the shelter to know that if something happens to the senior before the pet passes it would still have a home with us.
- We will be implementing the Adoption Ambassador Program through the ASPCA to help promote our animals in foster care.
- We'd like to get table tents at local restaurants to feature our adoptable cats. People waiting for their food to come often are looking for things to read or look at, and we think this would be a good idea, but because of the cost, we haven't pursued it. Additionally, we'd like to have local businesses "sponsor" one of our cats and have a picture frame up in their office/front desk area to show off that cat so that customers can see the cat and inquire about it. Also haven't pursued the option yet though because we don't have anyone to headstart the project.

- Well photographed pets on crate cards
- We've adopted a lot more dogs ever since we started listing adoptable dogs on our Facebook page. I also recommend petfinder.com as I used that when adopting my two cats. Maybe try a featured dog/cat of the month and that month is dedicated to trying to get that pet adopted.
- Would be interested to know if anyone has ever tried using Skype or face time for adopter to meet adoptive pets.
- Writing cute pet profiles for shelter pets who have been in the shelter for a long time and posting them on social media is good. We have had a lot of success posting videos of these pets as well. Promotions are always a good way to bring people to the shelter and I have found they are most effective when tied into popular culture (e.g. movie releases, internet memes, etc.)



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