

4 Guidelines for Effective Foster Marketing (via [Maddie's Fund](#))

1. Don't use "STOP language."

"Stop language" is essentially a disclaimer (e.g., "not potty trained", "chews furniture", etc.). This type of information is for adoption counseling, not marketing. Even – and especially! – if your dog has some medical or behavioral challenges, you'll need to cast the widest net possible then whittle away at inquiries until you find the right match! Full disclosure will be provided in the adoption counseling process at BARC.

2. Be accessible.

The more accessible you are, the more likely a potential adopter is to remain engaged. Ease when scheduling meetings and quick responses keep people engaged with your foster pet. As a general rule, the faster you connect the potential adopter with the foster pet (via zoom or in-person). (Please reach out within 48 hours)

3. Be creative. Don't be afraid to try new things!

Think about the cute quirks your foster has, stories about things they did, or the skills they have learned. Think about the ways your foster pet reveals who they really are.

And those things they do that you find adorable? Chances are, potential adopters will, too!

4. Be everywhere. Post every place that will let you.

The more sites, digital and physical, that display your foster's face, the closer you are to the right match. The content does need to be engaging, but the phrase "out of sight, out of mind" applies here.

Example of a great bio: Keep asking yourself, what sets your foster pet apart from the hundreds of other pets looking for homes?

- **After some time with Harley in foster he has made it abundantly clear that he is a gentleman, and as such, will henceforth be known as Sir Harley.** HOW WE KNOW SIR HARLEY IS A GENTLEMAN: Sir Harley has manners. We were worried he had an infection when he didn't pee his first 24 hours with us. As it turns out, he simply prefers not to urinate in the presence of a lady. We also learned he has a bladder of steel. Sir Harley is grateful. He is so expressive in his gratitude; in fact, he has an injury called "happy tail." Breakfast? GRATEFUL. Pets? GRATEFUL. Walkies? GRATEFUL. Nap time? GRATEFUL. Eye contact? GRATEFUL. (In Harley's everlasting gratitude, his happy tail was unable to heal so Shadow's Fund addressed it. Harley now displays his gratitude with a happy wiggle butt.) Sir Harley makes everyone feel welcome. As a one-dog welcoming committee, there is no door greeter as wiggly as Sir Harley.