

Foster Pet Marketing Checklist

Quick Reference for Volunteers and Foster Caregivers

Before You Start

- Gather key details about your foster pet's personality, likes, and best qualities.
- Take note of any adoption requirements to be discussed later during adoption counseling — do not include these in public marketing.

Create Your Communication Hub

- Set up a dedicated foster email account for adoption inquiries.
- Save all photos, videos, and marketing materials in one folder (Google Drive works well).

Write Compelling Copy

- Craft an engaging first sentence that hooks the reader.
- Create a unique, personality-based title (avoid generic headlines).
- Write a short, positive biography focusing on personality, habits, and endearing quirks.

Tell Their Story

- Choose a storytelling style: Paint a vivid picture, share a heartwarming moment, or use a heartfelt 'gut-punch' for harder-to-adopt pets.
- Include real-life examples that make the pet relatable.

Capture Great Visuals

- Take bright, clear, and happy photos (outdoor shots if possible).
- Include photos of the pet with people and/or other animals if safe to do so.
- Capture the pet looking into the camera for emotional connection.
- Take multiple shots to increase chances of a perfect image.

Create Videos

- Keep videos under 60 seconds.
- Film horizontally (unless live-streaming on social media).
- Show the pet in action or enjoying calm, affectionate moments.

Distribute Your Marketing

- Post on multiple platforms (social media, adoption websites, community boards).
- Create a simple flyer with 1–2 great photos, a short bio, and contact information.
- Make memes that highlight appearance, quirks, or personality.

- Use design tools (Canva, PicCollage, etc.) for creative graphics.
- Share to dedicated foster/volunteer social media pages if available.

Ongoing Promotion

- Refresh photos, videos, and posts regularly to keep interest high.
- Respond promptly to all inquiries.
- Be ready to arrange quick meet-and-greets to keep potential adopters engaged.