

Marketing For Adoption

Biographies and photos can make a huge difference when marketing your foster pet for adoption. Many times these pets are scared and timid: this can show through pictures and may be a turnoff for potential adopters. Instead try to capture the love and positive energy pets can bring to a family!

[Click here for a great article on marketing your pet!](#)

[Click here for a great article on photographing your pet!](#)

How do I market my foster pet for adoption?

Many foster parents like to post to their own social media accounts and/or create flyers for their foster animals to get exposure for them! Posting your pet publicly shows him or her off to more people and can reduce the length of time they are in foster care.

When creating a flyer or social media post, include **ONLY positive information** about your dog or cat. Highlight the things that make them unique— e.g. “he’s very goofy and likes to romp around tossing his toys in the air” or “he’s super sweet and the best cuddler”. What makes your foster different from all the other pets out there?

DON’T include the negatives! While it is important to be honest with potential adopters about certain issues (e.g. not potty-trained, not good with cats, or best without kids), it’s better to do that during adoption counseling rather than marketing.

DO use the cutest pictures you can get, especially ones that show off your dog or cat’s personality— pictures go a very long way! Taking the pictures outside often helps with lighting. Please see the link above for more tips on getting a great photo!

Where do I market my foster pet?

Good places to post a physical flyer include pet stores, veterinary offices, the break room at work, gyms, churches, coffee shops (especially Starbucks – they have been VERY successful for flyers), veterinary clinics, malls/shopping centers (if you ask many will allow you to post even if they don’t have an official bulletin board), and university campuses. PLEASE ASK PERMISSION BEFORE POSTING AND DO NOT POST AT THE LARGE CITY DOG PARKS (neighborhood dog parks are ok!).

If you are not already a member of the neighborhood networking website, Next Door, we highly recommend signing up. Many adopters come from this local connection! Posts to Facebook, Twitter, and Instagram with the same positive biography and great photos also help your foster dog or cat get more exposure to potential adopters.

Create Your Own One-Dog Adoption Events

Start taking your adoptable dog out to dog-friendly places as much as possible. You can buy “Adopt Me!” bandanas or vests on Amazon, which attract attention and make people check out the dog. Anything to draw attention to your dog works, but the “Adopt Me” bandana is a great ice breaker and a way to start talking to people.

Some dog friendly places include Cane Rosso, Empire Café, Kirby Ice House, AxelRad, Revolver Bourbon Bar, Torchy’s Tacos, and West Alabama Ice House. You will probably go out to eat anyway, so make it a dog-friendly establishment so you can show off your rescue pup!

Here are a few lists of dog-friendly establishments in Houston:

<http://www.chron.com/entertainment/article/Houston-s-dog-friendly-bars-restaurants-to-9966809.php>

https://www.bringfido.com/restaurant/city/houston_tx_us/

Link to Adopt Me Bandanas on Amazon:

https://smile.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=adopt+me+bandana

To summarize, for a fast adoption tell everyone you know you are fostering a pet. Take a lot of pictures. Share the cuteness. Get your dog out and meeting people on your own. Expose the pet to as many people as possible. It is a matter of statistics — ***if you meet enough people, you are going to meet someone looking for a pet.*** Guaranteed!

Low Cost Vet Options

Having your foster pet up to date on vaccines, microchipped, and spayed or neutered will make him or her much more attractive to potential adopters! Here are some excellent low cost clinics:

Ready Pet- low cost clinic for wellness checks, microchips, and vaccines.

www.ReadyPetHouston.com (281) 888-4610 8618 Stella Link Rd e, Houston, TX 77025

Emancipet- low cost vet clinic primarily for spay/neuter surgeries.

www.emancipet.org (713) 321-2713 910 S Wayside Dr #100, Houston, TX 77023

SNAP- low cost spay/neuter clinic also offering free services to qualified low-income patients.

www.snapus.org (713) 862-8001 1801 S Durham Dr, Houston, TX 77007
(713) 343-1700 913 Shaw Ave, Pasadena, TX 77506