



Marketing your foster pet for Adoption

MARKETING YOUR FOSTER PET

Our marketing team will market your foster pet on our website, Facebook and other online sources, until your foster pet has been adopted. We also encourage you to market your pet by bringing them to our weekly pet adoption events, we have found taking your foster pet with you to dog parks, pet stores and other dog friendly places helps your foster pet get noticed. If you have an interested adopter, please direct them to fill out an Adoption Application on our website, or email our Adoptions team at the email below. Some fosters have even created their own unique Facebook pages for their pet! The more marketing your foster pet gets the better!

The contact email and website to direct any interested adopters to are as follows:

Email: adopt@sarocks.org Website: www.sarocks.org

WHAT WORKS

Based on past experience, we have learned that the information **BELOW** is information that is **MOST** frequently asked of your pet. If we can provide the potential adopter with the answers right away, we keep their interest in your foster pet.

TO DO: Please **COPY AND PASTE** the below into an email with your answers and send to mydogsinfo@sarocks.org.

Breed(s) your pet is mixed with:

(Some breeds get MORE online hits than others, so please list as many as you believe your pet is mixed with.)

Estimated Age:

Estimated Weight:

Temperament:

Crate or Housetrained?:

Good with other dogs or cats?:

Good with kids?:

Short Bio:

SAMPLE BIO: Below is a sample bio that has been very successful for our online marketing.

“Daisy is good with other dogs and people; she is a very happy puppy. She can be feisty and fun or calm and cuddly. She loves her toys, and is learning how to fetch. She's getting much better at crate / potty training but still has some accidents but she is learning very quickly. She does not like to be alone for too long. She loves attention. She is learning to leash walk and does not seem too phased with cats.”

PICTURES:

Pictures DO make a difference! Please include at least 2 clear pictures of your pet with at least 1 headshot. We will be making a unique flyer for your pet using these pictures.

ALL THE INFORMATION REQUESTED IN THIS DOCUMENT IS IMPORTANT TO GETTING YOUR FOSTER PET ADOPTED.

We rely on you, the foster, for this information, once we have it, we will do our best to get your pet adopted!