**Develop an Adoption Marketing Action Plan**

Adorable pictures, meaningful descriptions, creative advertising and special promotions get people’s attention and help them get past worries about shelter and rescue pets.

If you need to jump start your adoption marketing, start by checking out what other adoption agencies are doing by visiting their websites and Facebook pages. Find additional ideas at *animalsheltering.org/adoption-marketing*. Assemble a list of ideas—even big ideas that aren’t realistic for all animals should be included.

To make sure you don't miss a step, develop a marketing action plan. The sample provided is part timeline and part checklist for your individual strategies (outreach events and agency-wide specials won’t be included). Some basics should be in place early for all adoption-track animals. New strategies should kick in as time passes. This is just one example. The strategies and timeline will vary by agency, but the goal is to help every animal find a good match as soon as possible.

**Tips for Customizing the Sample**

The sample was created using *Table Tools* in Microsoft Word. You can click in each row to change the wording. Right-click in the cells for shortcuts to add or subtract rows. Don’t let the formatting slow you down! Your action plan doesn’t have to look fancy to work.

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| C:\Users\ndigiacomo\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\DAW3UQLO\MC900441510[1].png | **Code Green = Ready for adoption** |
|  | **Take an upbeat picture that shows off good looks and personality** |
|  | **Write a profile description that is positive, creative and highlights best features** |
|  | **Post pictures and profiles to national adoption websites and to your local online pages** |
|  | **Set reasonable adoption rates that are competitive** |
| C:\Users\ndigiacomo\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\DAW3UQLO\MC900441510[1].png | **Code Blue = Available for adoption more than two weeks** |
|  | **Identify behaviors that may be driving adopters away- Move to a foster home for behavior modification** |
|  | **Relocate housing to a different location within the shelter, main lobby or off-site location** |
|  | **Highlight as “Pet of the Week” through local newspaper, television and radio stations** |
|  | **Take a new picture that captures personality - Upgrade with silly props and colorful backdrops** |
|  | **Write a new profile description illustrating unique and special qualities - Stay positive and use humor** |
|  | **Add a short video featuring play and other fun activities to online profiles** |
|  | **Create a personalized cage signby using just a few words to say something extra special** |
| C:\Users\ndigiacomo\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\DAW3UQLO\MC900441510[1].png | **Code Orange = Available for adoption more than four weeks** |
|  | **Evaluate for mental health - If showing signs of deterioration, move immediately to foster** |
|  | **Identify new behaviors that are driving adopters away - Move to a foster home for behavior modification** |
|  | **Take a set of fresh new picturesusing better backgrounds, outfits, accessories and popular themes** |
|  | **Add or subtract from the profile and alter the pet’s name - Use puns, rhymes, and play off current events** |
|  | **Promote socially by adding photos on Facebook, Twitter, blogs, etc. as a pet of the week** |
|  | **Spotlight the pet on your website and ask your local businesses to do the same** |
|  | **Find volunteers to take dogs to training classes or clicker train cats and promote as a special feature** |
|  | **Bring to special events, popular parks, and other high-traffic locations to maximize exposure** |
| C:\Users\ndigiacomo\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\DAW3UQLO\MC900441510[1].png | **Code Red = Top five animals with highest number of days available for adoption** |
|  | **Drop the adoption pricebywaiving or cutting the adoption fee** |
|  | **Encourage staff and volunteers to add the pet's picture and tagline to email signatures** |
|  | **Decorate housing by using popular themes and match colors or patterns throughout bedding and toys** |
|  | **Createand share flyers on social media asking followers to print and post at work/coffee shops/etc.** |
|  | **Run senior bloodwork, perform dentals and have the pet groomed to add value and peace of mind** |
|  | **Find sponsors for adoption fees and any additional medical needs** |
|  | **Send out on regular field trips into the community to meet adopters where they are** |