



**THE HUMANE SOCIETY
OF THE UNITED STATES**

Animal Care Expo Online

How stay at home orders developed
into #StayHomeAndFoster

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GreaterGood.org Guide: Making a Facebook Ad

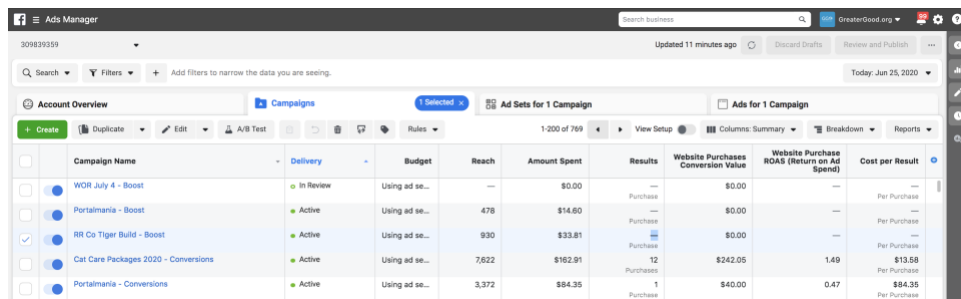
Our #StayHomeAndFoster movement got off the ground through the use of **Facebook Ads**. Some key general resources for Facebook ads (including how to build an ad from start to finish) can be found here: <https://www.facebook.com/business/ads>

Facebook also offers a free course for advertising, perfect for people without any formal training:

<https://www.facebookblueprint.com/student/path/196018-create-facebook-ads>

Summary:

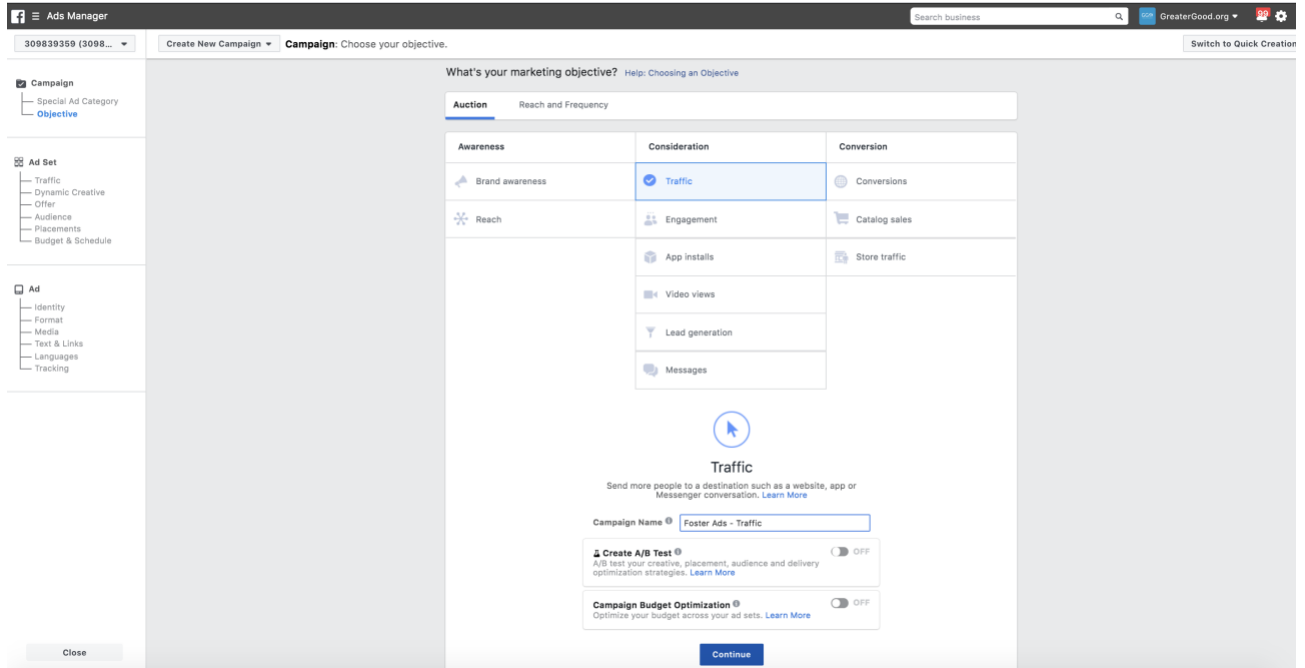
- 1) The first step is to create a **Facebook Business Manager** account. Here is a Facebook course that helps you get acquainted with the system:
 - Course Time – 15 mins: [Business Manager – Facebook Blueprint](#)
 - [Step-by-step/FAQ's](#)
- 2) **Create a Campaign** – Once you have successfully set up **Business Manager** to your account, you are ready to create a campaign.



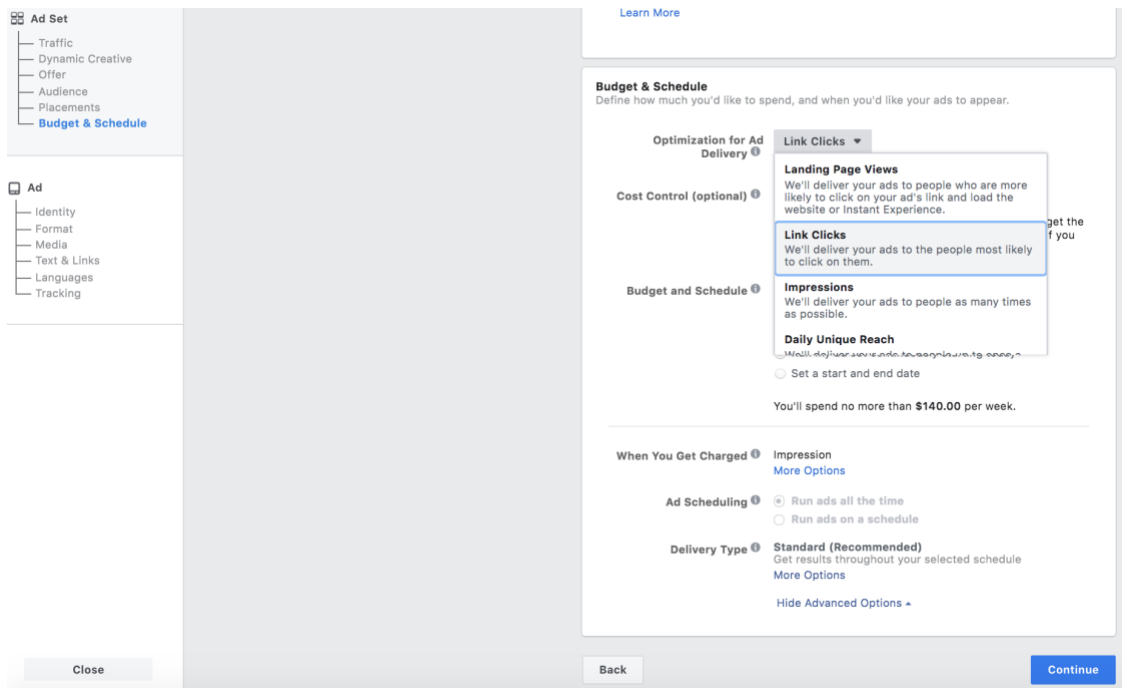
Campaign Name	Delivery	Budget	Reach	Amount Spent	Results	Website Purchases Conversion Value	Website Purchase ROAS (Return on Ad Spend)	Cost per Result
WOR July 4 - Boost	In Review	Using ad se...	---	\$0.00	---	\$0.00	---	---
Portalmania - Boost	Active	Using ad se...	478	\$14.60	Purchase	\$0.00	---	Per Purchase
RR Co Tiger Build - Boost	Active	Using ad se...	930	\$33.81	Purchase	\$0.00	---	Per Purchase
Cat Care Packages 2020 - Conversions	Active	Using ad se...	7,622	\$162.81	12 Purchases	\$242.05	1.49	\$13.58 Per Purchase
Portalmania - Conversions	Active	Using ad se...	3,372	\$84.35	1 Purchase	\$40.00	0.47	\$84.35 Per Purchase

In the top left of your screen, click the 'Create' button.

3) **Choose Your Objective** – To drive foster sign-ups, we want to drive **Traffic** to your website. This was a simple method we used which averaged \$3-\$6 per sign-up.



- Optimize for **Link Clicks**



- Alternatively, you can create a **Conversion-Based** campaign.
 - In conversion campaigns, Facebook can **better identify** the users who are signing up to foster. Since conversion campaigns require code to be added to your website, it can use data to find others more likely to sign up.
 - While a large **benefit** of conversion campaigns is a **lower cost-per-acquisition**, the major **drawback** is it requires **more expertise to set-up**. It requires installing website code to your donation pages. Since there is no 'one size fits all' method to setting-up conversion tracking, we recommend the following resources:
 - [Introduction to Facebook Pixel](#)
 - [Create and Install Facebook Pixel](#)
- 4) Once the Facebook Pixel is installed, you are ready to learn more about [Website Conversions](#)
- 5) **Know Your Audience**


- Enter your town/city for your 'location':

Locations ⓘ **People living in this location** ▼

United States

📍 Tucson, Arizona + 25mi ▼

📍 Include ▼ | Type to add more locations | Browse



Drop Pin

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ **All** Men Women

Languages ⓘ **English (All)** x

Enter a language...

- Fosters come in all shapes and sizes! In our experience, we found fosters of all ages and genders – there is no need to discriminate! However, you can ensure the right people see your ads by defining your interest:

Detailed Targeting ⓘ **Include people who match** ⓘ

Interests > Additional Interests

- Animal rescue group**
- Animal welfare**
- Pet adoption**

Add demographics, interests or behavior | **Suggestions** | **Browse**

- In reality, Facebook ad targeting takes 10 minutes to learn, but a lifetime to master. You can find several courses on this topic here: [Facebook Blueprint – Targeting Audiences Course](#)

6) **Craft Your Creative:**

- **If fostering is an emergency, give an emergency appeal:**



Spend: **\$6,958.42**

Sign-Ups: **5883**

CPA: **\$1.18**

- People respond when

immediate action is needed. If you're looking for long-term foster finds, **make it fun!**



GreaterGood.org

Written by Sean Cherry [?] · Just now · 🌐

Looking for a cuddly buddy during your self-quarantine? Why not be a hero and foster a pet!

In these uncertain times, there's nothing like a pet to keep the whole family happy. Think of all the walks and cuddles you could get without having to break social distancing protocols! Will you save a life today?



FORM.JOTFORM.COM

#StayHomeAndFoster

GreaterGood.org's #StayHomeAndFoster program is...

Sign Up

- **Test, test, and then test!** We created over 120 ad variations for #StayHomeandFoster before settling on just a select few to use long-term.
- **Facebook does the work for you** – You can create multiple ads in one 'Ad Set,' and Facebook will drive traffic to the ad performing best.

7) **Measure Your Success** – Although Facebook does a lot of the work for you in determining the best ad, there are several Key Performance Indicators (KPI's) you can use to track the success of campaigns along the way.

You can evaluate these KPI's in **Business Manager**

Ad Set Name	Delivery	Budget	Amount Spent	Reach	Link Clicks	CPC (Cost per Link Click)	Post Engagement	Post Shares
SHAF - New National Aud - Cats 4-2-20	Campaign Off	\$600.00 Daily	\$6,800.42	1,362,883	28,841	\$0.24	39,277	3,541
SHAF - New National Aud - Dogs - 4-2-20	Campaign Off	\$600.00 Daily	\$6,851.64	1,133,311	32,880	\$0.21	42,127	3,539
SHAF - New Welfare Aud - Animal Welfare - 4-10-20	Off	\$60.00 Daily	\$85.72	22,172	477	\$0.18	563	31
SHAF - New National Aud - Dogs - 4-1-20	Off	\$100.00 Daily	\$106.78	32,376	1,177	\$0.09	1,383	72
SHAF - New National Aud - Cats 4-1-20	Off	\$15.00 Daily	\$22.65	8,250	268	\$0.08	338	24
Results from 5 ad sets			\$13,867.21 Total Spent	2,069,499 People	63,643 Total	\$0.22 Per Action	83,688 Total	7,207 Total

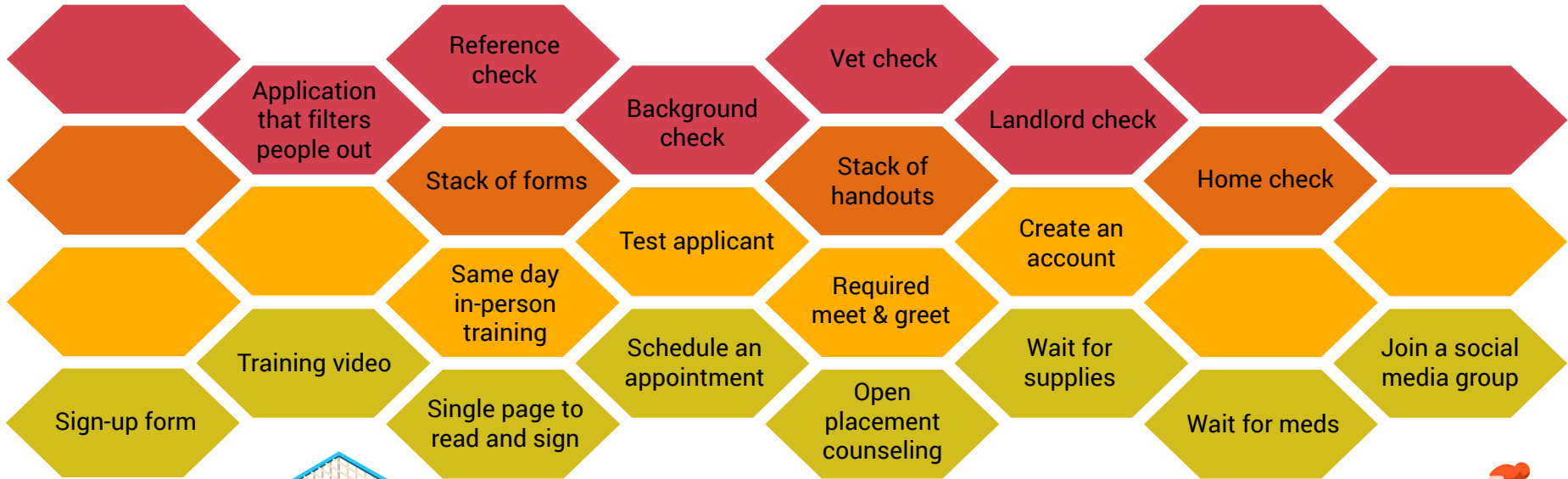
- Some **KPI's we use to measure success:**
 - Link Clicks
 - Cost per Link Click (CPC)
 - Cost per 1,000 impressions (CPM)
 - Post Engagement
 - Post Shares

8) **Track what worked!**

- Of course, it's important to continue to try out different approaches to ads, the most important thing is to **remember what worked.**
- It sounds so easy, but **measuring your success** is only effective if you implement what you learned in future ads you create.

Identifying Barriers for Potential Fosters

Draw a line through every step your organization requires in your fostering program.
Draw an X through steps you would like to eliminate.



Interested Foster



Foster Pet!





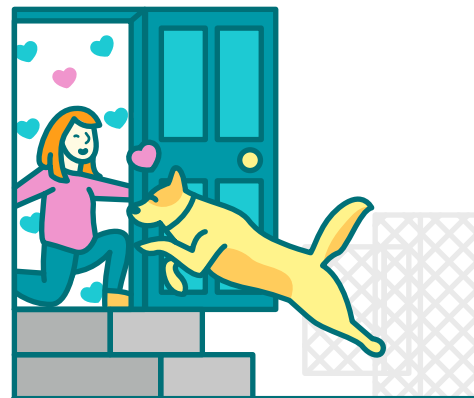
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Seven Guiding Principles for Foster Programs

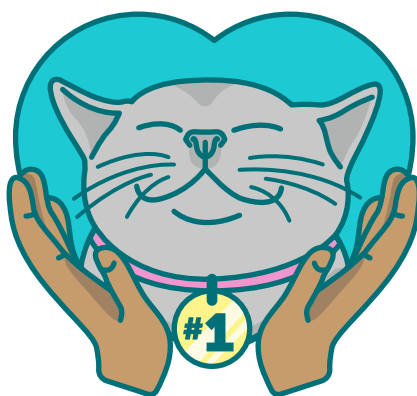
1 Foster care is a humane, cost-effective and safe alternative to the confinement and stress of kennel housing.



2 Foster care is a preferable alternative to in-shelter care for the vast majority of pets.



3 Each pet is treated as an individual with its own unique set of physical and emotional needs.



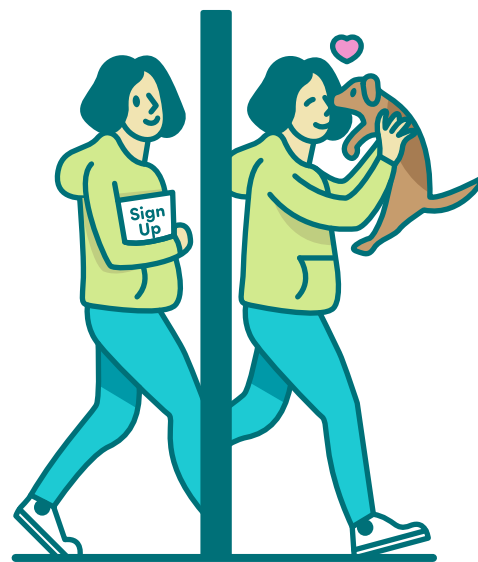
4 Foster care is a priority function of the organization.



5 Foster caregivers are celebrated and given tools they need to be successful.



6 Fostering a pet is simple, easy and accessible.



7 Shelter/Rescue leadership sets measurable goals for the foster program and tracks data associated with those goals.

