

Utilizing Marketing for Overlooked Pets

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Atlanta Humane Society



**Harder-to-adopt
animals don't
need months in
your shelter to
find homes, they
just need good
visibility.**





Setting them up for success

Are missed
opportunities
hurting your
adoptable animals?

Be strategic.

Be creative.

A marketing animal timeline is made up of multiple tactics laid out in a strategic way to help ensure animals aren't being forgotten.

Plan what works for you
Manage your resources
Be engaging

Creating Your Timeline

Things to Consider

What's your goal for length of stay of harder-to-adopts?

Use this to set your time frame, and be realistic!

What resources do you have to implement your timeline? Utilize volunteers and teams from across your organization to implement the various items at each touchpoint.

Think about how it will work in your organization. Be sure your basics are solid before adding new tactics to your timeline- you can always add later!

Touchpoints

Intake

Name

Photo

Input notes on animals

Ready for Adoption

Update Biography

Retake Photo

Place on Adoption Floor Appropriately

Touchpoint 1

Update Biography

Create Video

Touchpoint 2

Update Adoption Photo

Move Animal

Highlight on Your Website

Get the Animal Out!

Touchpoint 2

Update Biography

Create Kennel Poster/Calling Cards

Evaluate for Foster Care

Consider Enrolling in Training/Medical Care

Animal Biography

Set up basic templates for each type of animal who comes into your care that can be drag and drop and easily fillable by staff or volunteers.

Keep focused on answering the basic questions that adopters ask.

Include any owner surrender or behavior/medical evaluation information you took at time of intake or have learned about the animal from spending time with them.

Animal Biography

Create templates

Puppy

Hi, I'm _____. I am very excited to meet you, and I just know we are going to be best friends. My hobbies include sleeping (a lot!), exploring the world (there's so much to see!), and getting into a little trouble (I'm a puppy after all!). I don't have much life experience yet, but I'm willing to learn if you have the time to teach me. If you have other pets in your home already, I would love to meet them! Do you think I might be the perfect match for you? I sure hope so. Love, _____

Animal Biography

Answer the questions your adopters ask

Cat

Good with cats? I have lived with cats before, and we got along great!/ I've never lived with other cats before. / I would prefer to be the only cat in your home.

Good with dogs? I have lived with dogs before, and we got along just fine!/ I don't have much experience around dogs, but I'd be willing to meet your current dog!/ I would prefer not to live with a dog.

House trained? I am housebroken and always use my litter box!/ I am mostly housebroken but might require a little bit more litter-box training./ I am working on litter-box training, and I need a smart person like you to show me the ropes!

Activity Level? I am a high-energy cat, so I'd love to romp and play with you all day!/ I am a medium-energy cat, so I'm playful but also love a good nap!/ I'm a low-energy cat, so I would love to have a comfy spot to call my own!

Preferences? I like to be petted, but on my own terms./ I think going to the vet is really scary./ Being left along makes me anxious.

Animal Biography

Update the biography when you know more

Dog/Cat:

Why hello! I'm _____. I love _____. I have _____. I get along with _____. I would rather not _____. I need _____. Visit me at the _____ Campus today! Love, _____

Example:

Why hello! I'm Bradford. **I love** rolling on my back and staring at you upside down—sometimes it makes me sneeze! **I have** a bad habit of taking all the toys out of the toy bin because I just can't decide which one to play with, and I would love your help with that. Which one do you like best? The red fire hydrant? Me too! **I get along with** other canine friends, and I love cats too! **I would rather not** be approached too quickly by men as I'm a little scared of them, but I am a loyal protector once I trust the folks around me. **I need** a forever home where I will feel safe and secure and have tons of toys to take out of the bin. I'll even help you clean them up, pinky promise. **Visit me at the** Mansell Campus **today!**
Love, Bradford

Animal Biography

Be honest



Animal Biography

Be honest

Mr Biggles the utter bastard of a cat

www.utterbastardcat.com

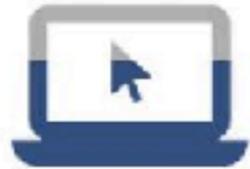
Male Domestic Short Hair Cat

Mr Biggles (also known as Lord Bigglesworth) is an utter utter utter bastard. He looks gorgeous with his slinky shiny black fur and big yellow eyes... but beware. If he doesn't like what you're doing he will give you a nip! Sometimes he likes to swipe at your feet too. It just depends on what he can reach at the time.

Mr Biggles does not like to be thwarted. He throws a catty tantrum if he can't go outside when he wants to be let out (and he wasn't allowed outside for the first couple of weeks at his carers house so there was a few tantrums!). Not being fed on time, or allowed to strut across the kitchen benches helping himself to whatever is there is also a tantrum inducing exercise.

Photography

How do online photos impact dog adoption?



65% of adopters viewed photos of dogs online before adopting



Dogs that appear **happy** in photos are **most likely to be considered for adoption**.

Dogs that appear **neutral** or **sad** are not likely to sway someone toward or against adoption.



9 out of 10 adopters use online photos to compare several dogs

Participants rated the **most important types of photos** when deciding to adopt:

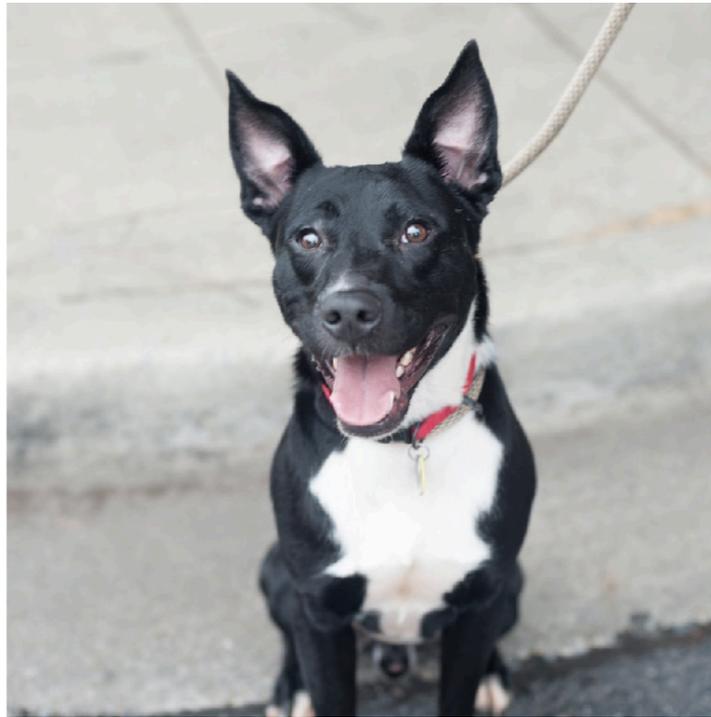
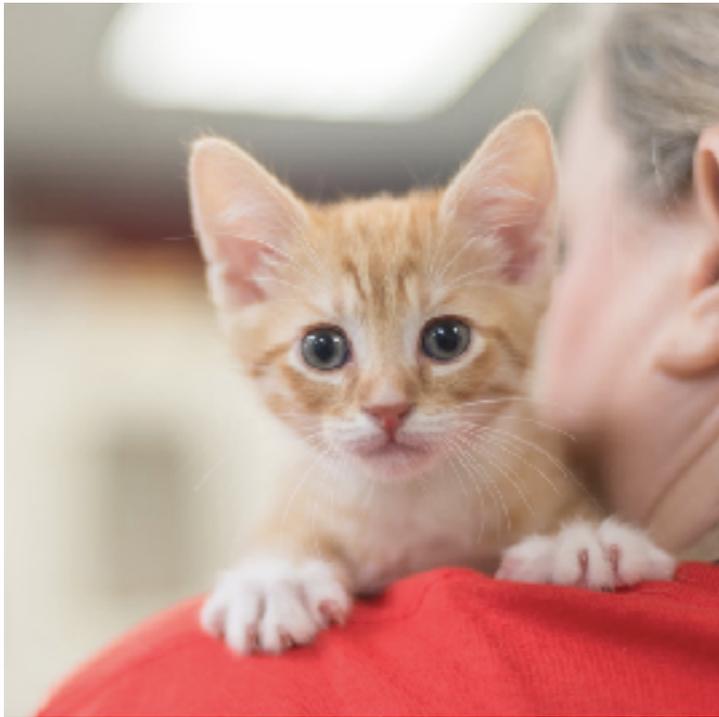
- 1 Photo clearly showing a dog's face
- 2 Photo of a dog's full body
- 3 Photo showing a dog's personality



64% of adopters said online photos were **extremely or very important** in their decision to adopt a dog

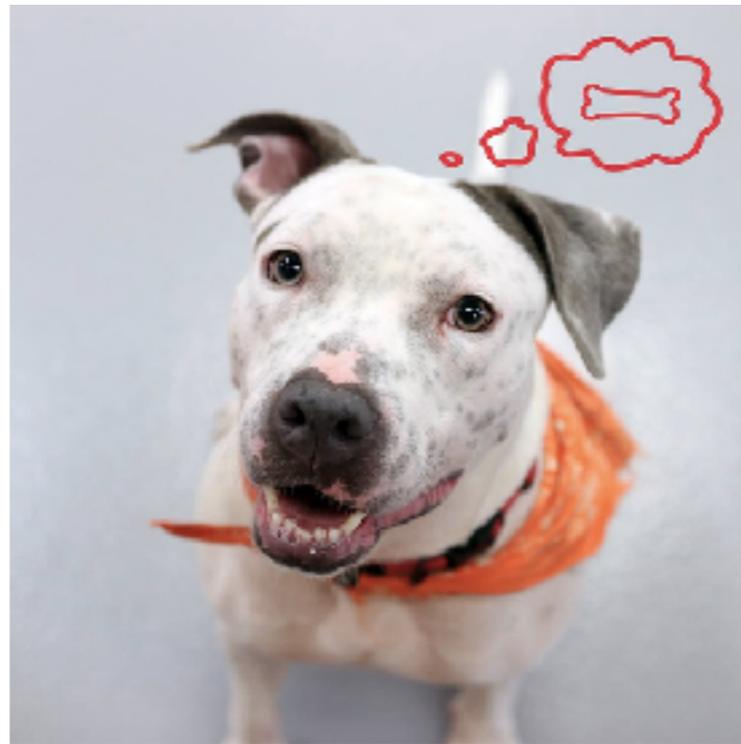
Photography

Put their best photo forward



Photography

Set your longtermers apart



Lap Lover

Photography

Resources and learning



Shelter Stock Photography List



Guide: Tips for a Stress-Free Photo Session



DIY Photography Tip Cards



Shelter Photography Field Guide Cards



Shelter Photography Basics, Part 3: Getting Great Photos Anywhere



Shelter Photography Basics, Part 2: The A Team



Shelter Photography Basics, Part 1: The Exposure Triangle



Tips for Photographing Black Animals

Petfinder Pro: Photographing Adoptable Dogs



Videography



Utilize Volunteers



Utilize Volunteers

Make it easy for your community to donate their time and talent.

Train volunteers face-to-face so they understand the standards and processes.

Be sure they have access to where data on your animals is kept and know how to access what they need.

Set up social group to keep them feeling included.

**Build in Creative Tactics
Along the Way**

Kennel Posters

hi. MY NAME IS **lily**

PITBULL/LAB

35% BULLY PLAY TIME

25% MAKING YOU SMILE

7 MONTHS OLD

Medium size

15% FUN WALKS

DREAM JOB: Laughter therapist

BEAUTIFUL coffee eyes

15% WASH MADE

10% DRUGGLES & CLOULES

SEAL-GREY FUR

Lily is a sweet, loving inspiration of a puppy. She has nothing but kindness and play in her heart. One moment she'll have you laughing and the next she'll snuggle in your arms. She'll be your best friend for life and would do great as an only dog or with other dogs, but she's a puppy and doesn't yet know her size.

WARM GRASS

CUTE QUIRK: Loves to lie with her head in the water bowl after drinking.



ADOPT ME!

PET RESCUE NETWORK
314.995.9260
petrescuectmorcall@gmail.com
petrescuenetworkstl.com

brought to you by



FURMINATORPROFESSIONAL.COM

Adopt Duffy

Duffy is a wonderful cat who has gone through a lot in her life! Found as a stray starving, blind and with a broken leg, she has overcome much. She is sweet, friendly, curious and adoring of all things food related. While she may not be able to see with her eyes, she has no trouble getting around, finding food and making it to the litter box when it is time to use the bathroom. Life is on the upswing for Duffy, all she needs is a loving home to call her own. Maybe you can help?

Duffy is vaccinated, spayed, negative for feline leukemia and FIV, and has already been treated for parasites.

emptycages
COLLECTIVE

Kennel Posters



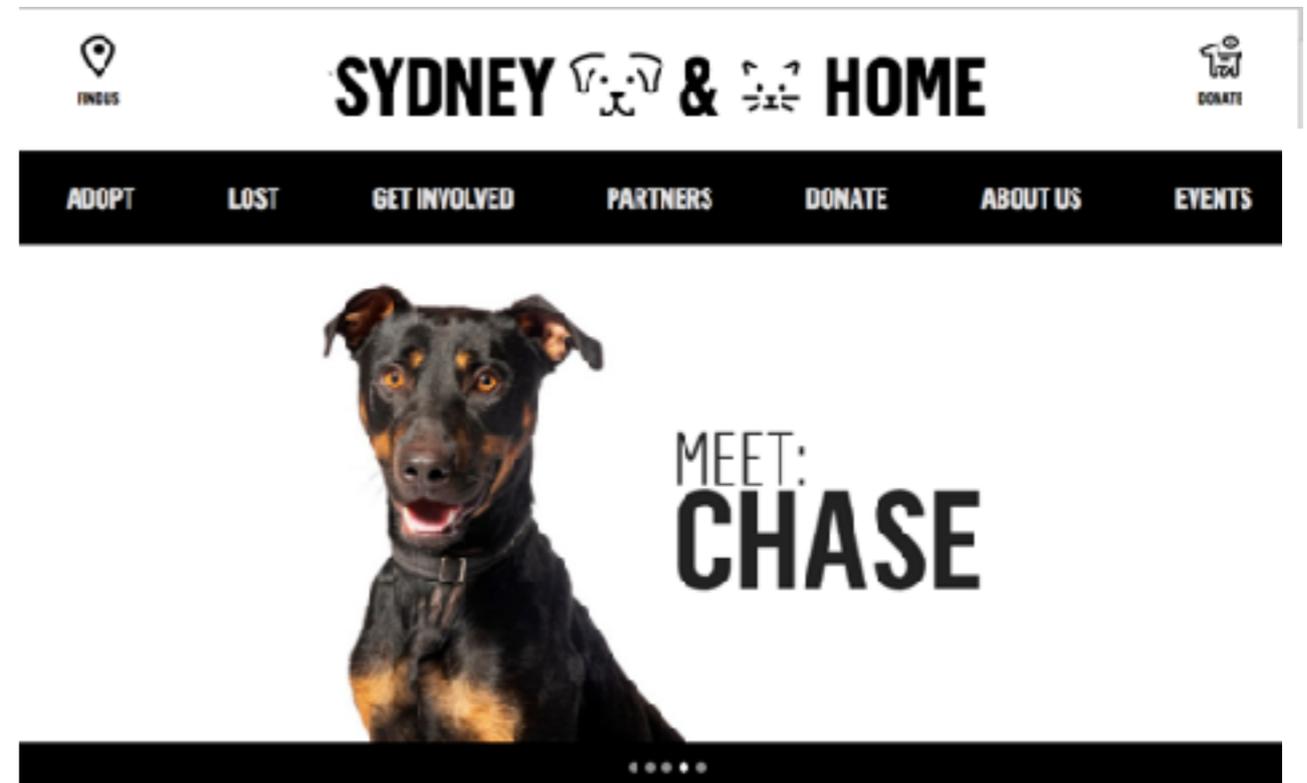
Website Highlights

Overlooked Pets



We need your help! These adorable adoptable dogs and cats have been in our care the longest, and we want nothing more than to find them a home. Their adoption fees have all been either drastically reduced or waived.

[SPONSOR A PET TO FIND THEM A HOME](#)



Before and Afters



Like Comment



Trio Animal Foundation

Well... if this doesn't give you a reason to smile today, nothing will.

Emmy and Oscar, the two starved pups left to die in an abandon building, are well on their road to recovery!

Emmy (left) should be about five pounds heavier than she already is and Oscar has about 10-15 pounds to go.

They are both independently social and have no problem when it comes to going on walks without the other one. They are just happy as could be when given the love and attention that they have always deserved.

Again, thank you to the Chicago Police Department for going above and beyond to save these two! We will continue to keep you updated on their progress!

Like Comment Share July 22

Album, Timeline Photos

Shared with: Public

Open Photo Viewer

Download

Embed Post

Report Photo

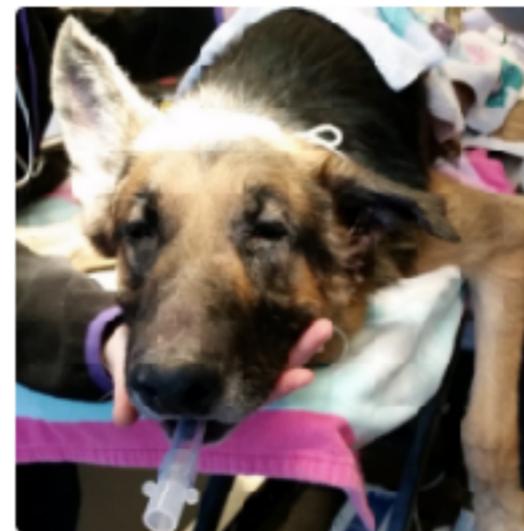


Atlanta Humane

@atlantahumane

Following

It's amazing what a difference a lot of love can make. Read more about Chase's story at atlantahumane.org/chase

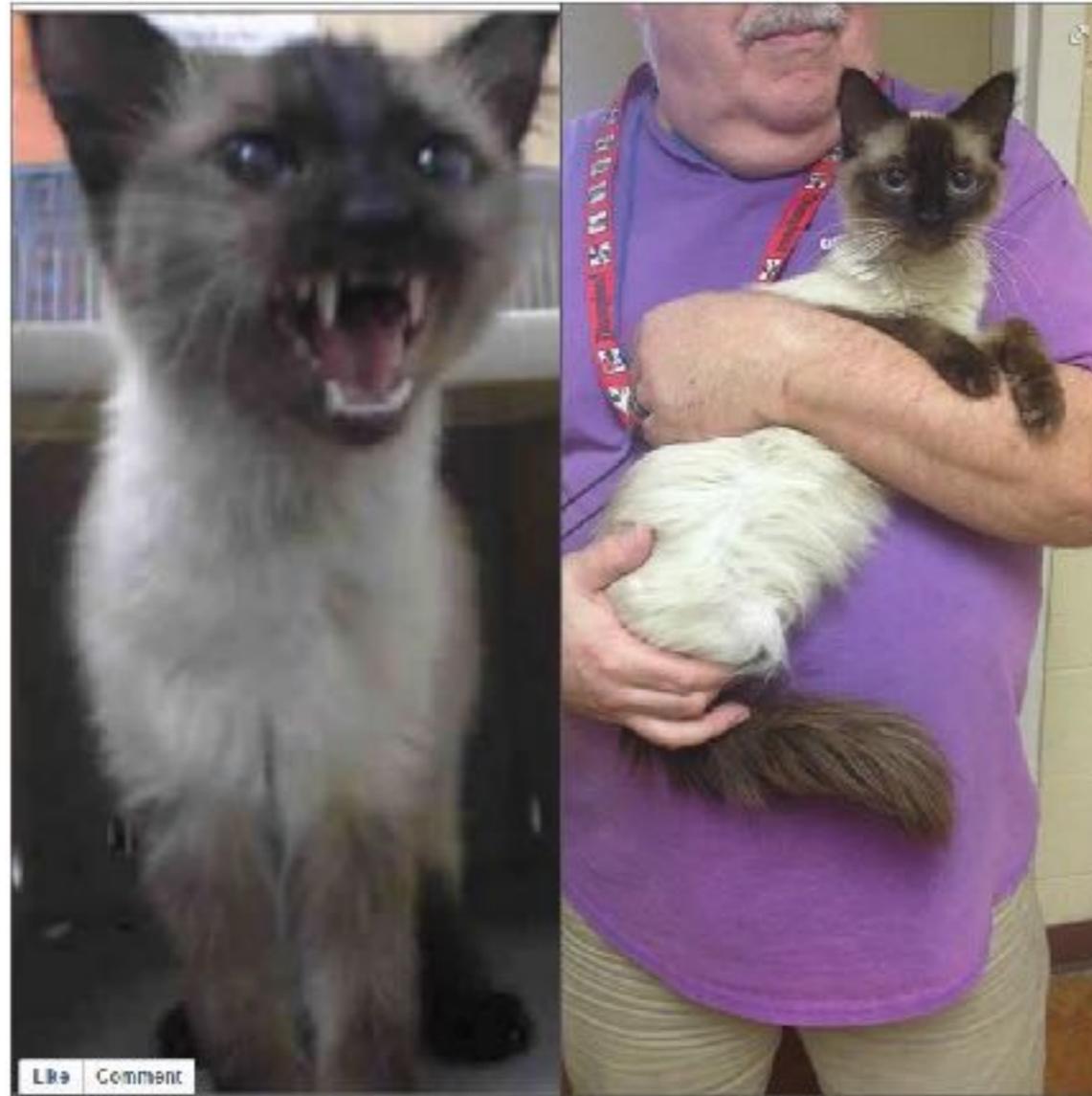


11:00 AM - 25 Apr 2018

3 Likes



Show Them the Funny



Like Comment

Front Street Animal Shelter - City of Sacramento
WHEN PICTURE DAY GOES HORRIDLY WRONG

Pool Shasta tried to give an alternate look for her intake picture, but the camera had other plans. This sweet 6 year old Glamee is far from feral and is up for adoption. Please comment with embarrassing pictures of your pets to help her feel better.

This post is brought to you by Inland Publications, a life saving Gold Sponsor for this year's "Paws & Party."

Like Comment Share August 12

Album Timeline Photos
Shared with: Public

Open Photo Viewer

Download

Embed Post

Report Photo

Show Them the Funny



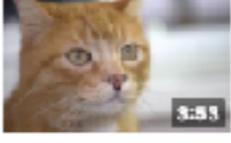
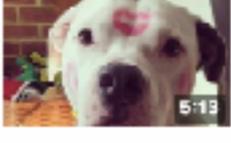
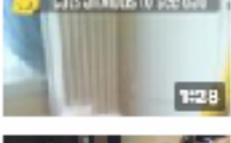
Dekalb County Animal Services
about 11 months ago · 🌐

How to Strike a Pose.
...
[See More](#)

👍❤️👍 724 16K Shares 70343

👍 Like 💬 Comment ➦ Share

Comments Up Next

-  Couple Rescued From Breeding 'Ligans' Hoards
Cali Cookies 🍪
10M Views
-  Buddy the cat:
Second Chance
460K Views
-  These Pit Bulls Are Survivors
Pitc Nation 🌐
3.8M Views
-  Handsome Pitc Gets A Second Chance
Pitc Nation 🌐
5.0M Views
-  Cat Grets Returning Soldier
The Happiness Heroes
18M Views
-  Family Brings Baby Cow Into Their House During Comback Kids
Animal I
50M Views
-  Tag a friend who loves animals
Dry Bar Comedy
20M Views

Social Media Advertising

Boost Post

ThruPlay is now the default optimization for campaigns using the video views objective. [Learn More](#)

POST BUTTON (Optional)

Add a button to your post

No Button

AUDIENCE

People you choose through targeting [Edit](#)

Location - Living In United States: Vinings (+10 mi) Georgia; North Buckhead Georgia
Age 35 - 65+
Gender Female
[Less](#)

People who like your Page

People in your local area

Custom Audiences

Duluth

Preview: Desktop News Feed

Atlanta Humane Society
Sponsored ·

Sweet and spunky Keely has been working hard with her staff champion and has learned some pretty cool tricks- check them out!
Meet Keely at our Howell Mill location!



115 12 Comments 15 Shares

Like Comment Share

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Adoption Events



Fannele Lahti | adogphotographer.com

\$25
off your adoption

Adopt from the Atlanta Humane Society
before August 31, 2019, and you'll receive
\$25 off your adoption with this coupon!

So, love there Scooby?
848 Marshall Road - Atlanta, GA 30309
2045 Ash Highway - Atlanta, GA 30318
2145 Ash Highway - Lake City - Atlanta, GA 30307

atlanta humane society
404.871.5311 - atlantahumane.org

Coupon for use only on adoptions that are finalized and occur by August 31, 2019. Coupon is not valid for adoptions that are not finalized by August 31, 2019. Coupon is not valid for adoptions that are not finalized by August 31, 2019. Coupon is not valid for adoptions that are not finalized by August 31, 2019. Coupon is not valid for adoptions that are not finalized by August 31, 2019.

Adoption Trials

30 First Dates

Free 30-Day Adoption Trial

Specially-selected cats are eligible for a free 30-day adoption trial, including food and supplies. Take the leap and meet a featured feline. **All you need is love – we'll supply the rest!**

Still a purrfect match after 30 days? The adoption fee is only \$25.



13212 SE Eastgate Way, Bellevue, WA 98005 | 425.641.0080 | seattlehumane.org



Doggie Day Adventure



Emma Guinnesssey

Conversation Starter · May 4 at 3:44 PM

Lifeline Dog for a Day Hike was a success!! Thank you to those who came and to those that expressed interest. I will organize another soon to help get more people exposed to this program! Enjoy the weekend



Share their adventures



Calling Cards

Basic information about the animal

Business-card sized

Can print in house

Hand out at events



Ask Your Community for Help



**BENTLEY'S
ALMOST
BIRTHDAY**

.....

HELP US FIND BENTLEY
A HOME BEFORE HIS
THIRD BIRTHDAY.

.....

RESCUE VILLAGE

A blue rectangular graphic with a white border. At the top is a white party hat icon with radiating lines. Below it, the text "BENTLEY'S ALMOST BIRTHDAY" is written in white, bold, uppercase letters. A horizontal line of white dots separates this from the text "HELP US FIND BENTLEY A HOME BEFORE HIS THIRD BIRTHDAY." in white, uppercase letters. Another horizontal line of white dots follows, and at the bottom, "RESCUE VILLAGE" is written in white, bold, uppercase letters.

Ask Your Community for Help



Atlanta Humane Society is with Sara tamara Cooper and 17 others.

Published by Christina Hill [?] · December 14, 2016 · 🌐

Can we get Boss here a few "shares" to help him find a home before the holidays?

UPDATE: Boss's adoption fee has been covered by a generous donor!

NOTICE: If you'd like to meet Boss, come by our Howell Mill Campus at 981 Howell Mill Road in Atlanta. We'll be open at noon!



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,100 people

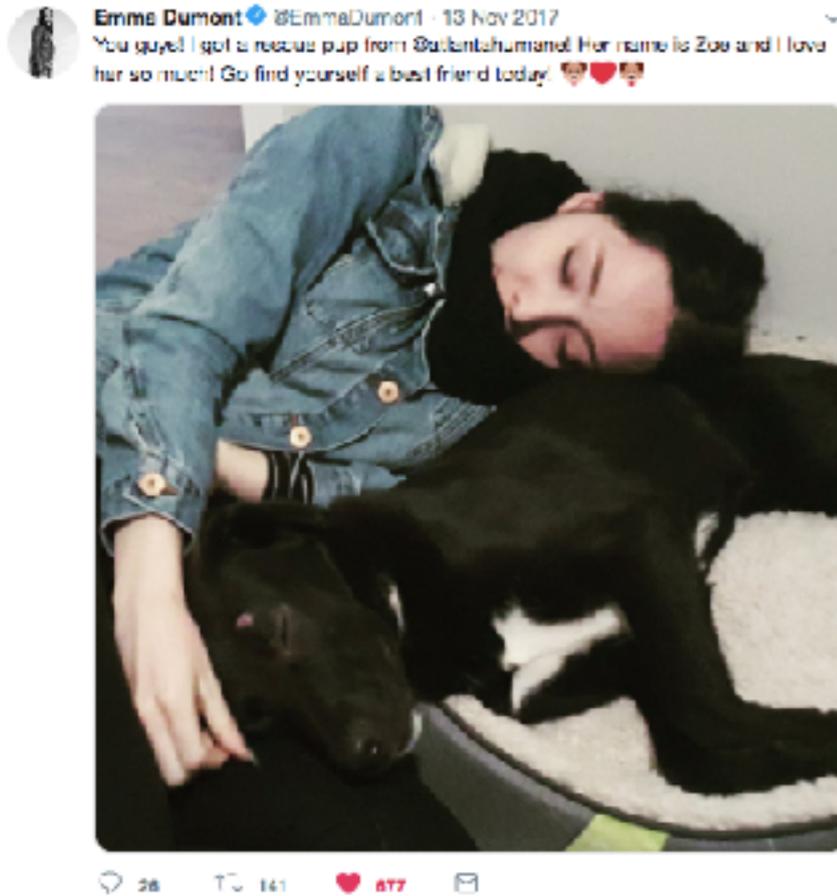
👤 4,171,511 people reached

Boost Post

👍👎🗨️ 5.8K

1K Comments 54K Shares

Use Social Influencers



Planned Promotions

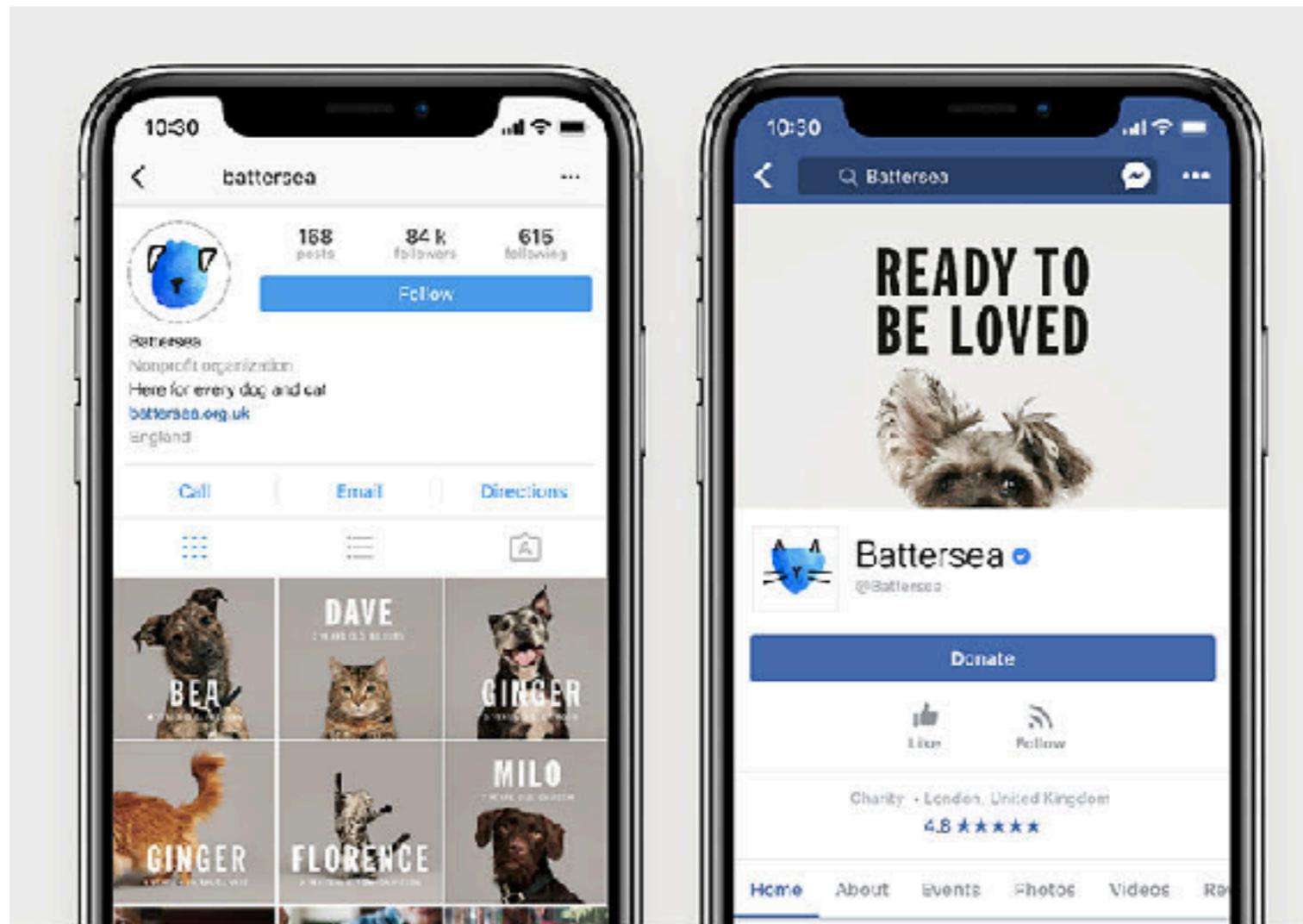
Pre-schedule out your year with planned promotions for your overlooked pets.

They aren't going to sneak up on you and having time on your side will boost your creativity!

Can be a lowered adoption fee or a simple awareness push with a fun theme.

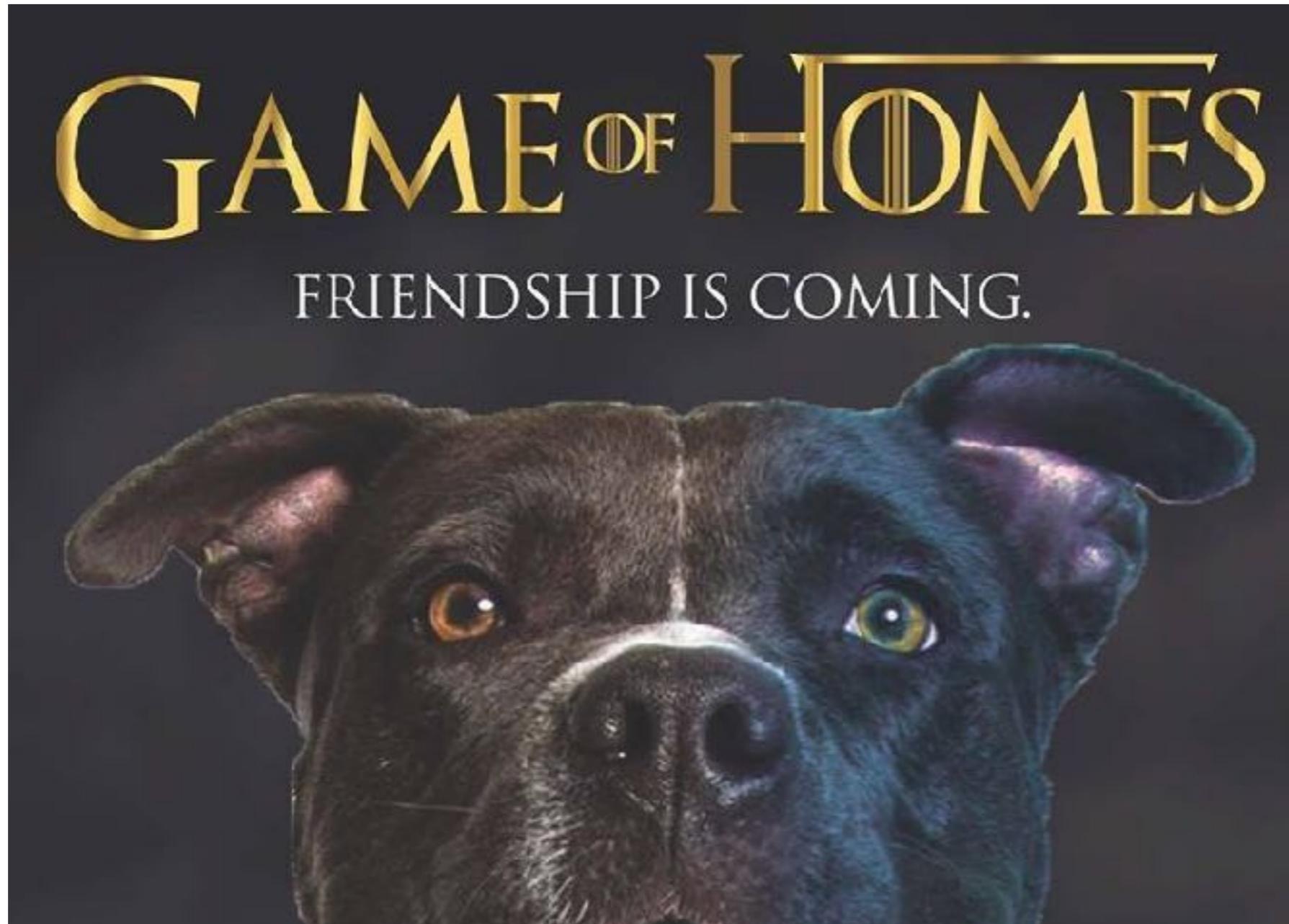
Planned Promotions

No need to be fancy!



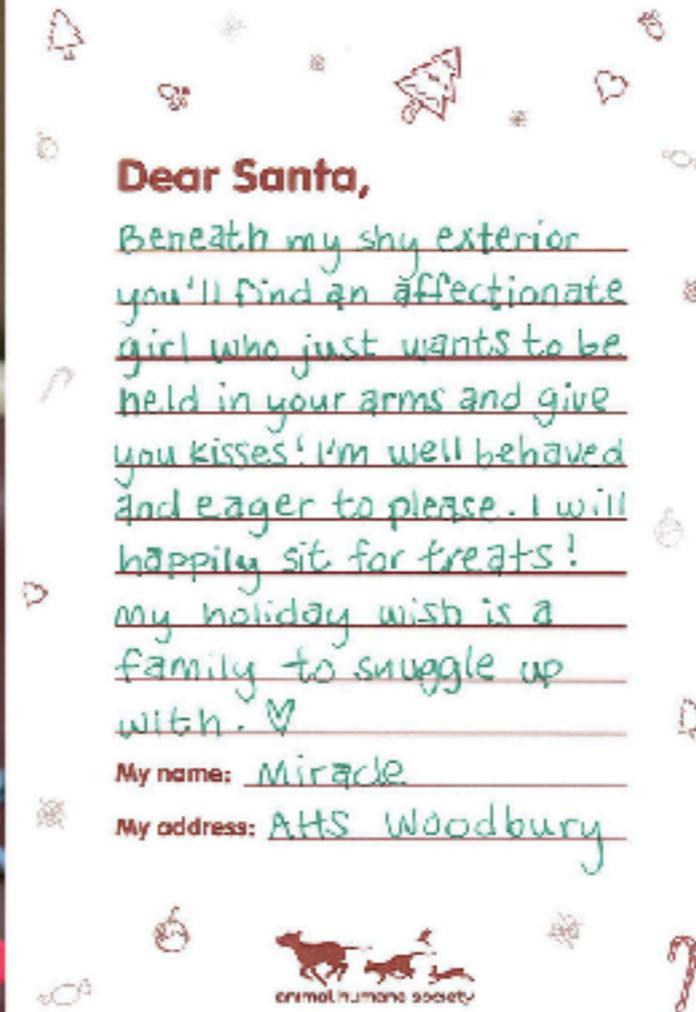
Planned Promotions

Can be based on pop culture



Planned Promotions

Use seasonal holidays to plan



Planned Promotions

Be collaborative

ATLimals presents...

Paws in PJs

Late Night

ADOPT-A-THON

Saturday, June 15
All animals over 6 months go home for FREE until 10:00 p.m.



 Atlanta Humane  @atlantahumane · Jun 15
Help us find homes for 200 animals tonight, Atlanta!

Check out some of the incredible animals available for adoption today during our Paws in PJs late-night adopt-a-thon alongside @BFAS_ATL and @lifeinanimal!

We'll be open until 10:00 p.m. so come meet these cuties 🐾



 2  37  38 

Planned Promotions

Have fun with them!



Chubby Cat
DISCOUNTS

\$1⁰⁰ per lb. OFF
all cats 1 year
& up in January

seattlehumane.org · 1312 SE Eastgate Way, Bellevue, WA

THE HUMANE SOCIETY
FOR SEATTLE/KING COUNTY

Get your
BUNS
in here.



**Adoption fees waived
for all rabbits.**
SEPTEMBER 1-30

*Regular adoption screening procedures apply. The Humane Society reserves the right to decline any adoption application.



Planned Promotions

Have fun with them!



“AT FIRST I WAS EMBARRASSED. ME, A CAT, LIVING WITH A SINGLE GUY. BUT WHEN I WATCH HIM PICK SOMETHING UP WITH HIS HANDS AND EAT IT, I CAN'T HELP BUT LOVE HIM.”

—MARU
adopted 01-10-10

A PERSON IS THE BEST THING TO HAPPEN TO A SHELTER PET

adopt
the shelterpetproject.org

Ad Council

THE HUMANE SOCIETY

AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS

Detailed description: This is a promotional poster for the adoption of Maru, an orange and white cat. The background is a close-up photograph of Maru's face. The text is overlaid on the bottom left and bottom right. At the bottom, there are logos for the Ad Council, The Humane Society, and the American Society for the Prevention of Cruelty to Animals. The 'adopt' logo is in a large, bold, orange font.



What else is working?

Talk with your peers!



Like Comment

The Humane Society of Utah
UPDATE: ADOPTED!

Did someone say they saw a Boos at The Humane Society of Utah? Meet have been big boy Boos! Lovable, playful and cuddly are just a few words used to describe this 3 year old Pitto mix. Boos is house trained, knows how to sit and laydown, gets along well with dogs his own size and adores children. He however doesn't like kitties, small dogs or squirrels... he thinks they are all yucky and needs to be far away from them. He would also benefit from a diet and daily walks to help him shed a few pounds. If you're looking for a cuddle monster to join you in bed come meet Boos today! Need to know more, just head over to utahhumane.org to find out.

Album: Timeline Photos
Shared with: [Public](#)

[Open Photo Viewer](#)
[Download](#)
[Embed Post](#)
[Report Photo](#)

Foothills Animal Rescue
June 2, 2018

They're at it again! Rufus and Spodette are so eager to be adopted, we caught them trying to pass themselves off as cats for Adopt a Shelter Cat Month. Please, someone come adopt these two troublemakers! 😊

FOOTHILLS ANIMAL RESCUE // ISSUE 12 // VOLUME 27

BREAKING NEWS!



QUOTES FROM NEIGHBORS

"THE BIG ONE TRIED TO KISS ME!"

"I WAS SCARED AT FIRST, BUT THEY KEEP WAGGING THEIR CUTE TAILS AND SMILING."

"WHAT SIZE LITTERBOX DO THEY NEED?"

"WHEN THEY MEOW IT SOUNDS AN AWFUL LOT LIKE A DOG BARKING!"

LARGEST CATS ON RECORD SPOTTED IN NORTH SCOTTSDALE

Neighbors report that they've seen people actually walking the huge cats on leash throughout the neighborhood.

The animals, which answer to the names "Rufus" and "Spodette", have been described as extremely friendly and are now available for viewing at Foothills Animal Rescue at 10197 E. Bell Road in Scottsdale.

TM RELATED TO THAT???

17 Comments 110 Shares

What else is working?

Talk with your peers!

Overview

- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content
- Events
- Videos
- Groups
- People
- Messages

Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) ■ Reactions, Comments & Shares

Page	Total Page Like	From Last Wee	Posts This Wee	Engagement This Wee
1  Best Friends Animal So...	1.3m 	▼0.1%	39	8.5K 
2  Angels Among Us Pet R...	998.3K 	▼0.1%	16	13K 
3  Battersea	650.3K 	▲0.1%	17	0.6K 
4  Michigan Humane Society	216.6K 	0%	24	8.1K 
5  San Diego Humane Soci...	147.3K 	▲0.2%	21	3.4K 
6  Animal Humane Society	114.4K 	0%	23	5.8K 
7  The Humane Society of ...	94K 	0%	21	6.7K 
8  Austin Animal Center	82.8K 	0%	21	4.7K 
9  Dumb Friends League	82.4K 	0%	6	531 
10  Arizona Humane Society	91K 	▲0.1%	14	3.9K 

Always Keep Eyes On Them

Think Out of the Box



**Don't fear
the puppy!**



Don't Fear the Puppy

Highly engaging events and marketing content drive awareness and traffic which results in higher adoption numbers!



Measure success (and failures!)

Learn what works for your community, what makes them adopt, and how they engage with the different tactics.



Questions?