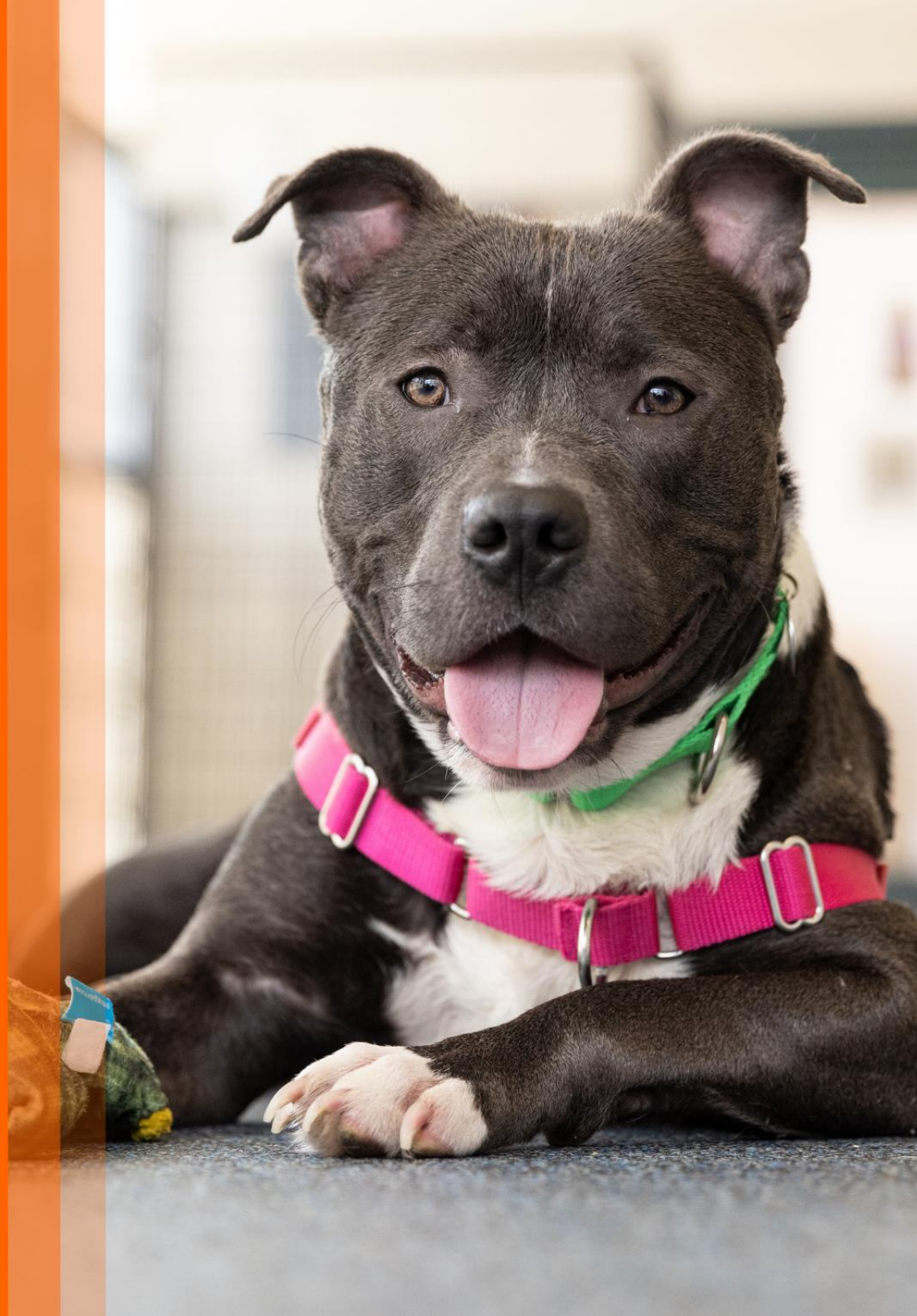




# Adoption Promotions for Harder-to-Place Dogs & Cats



# INTRODUCTION

The ASPCA Adoption Center has found these strategies and flowcharts to be helpful in placing adoptable animals, especially those who may need an extra boost to find a loving home.

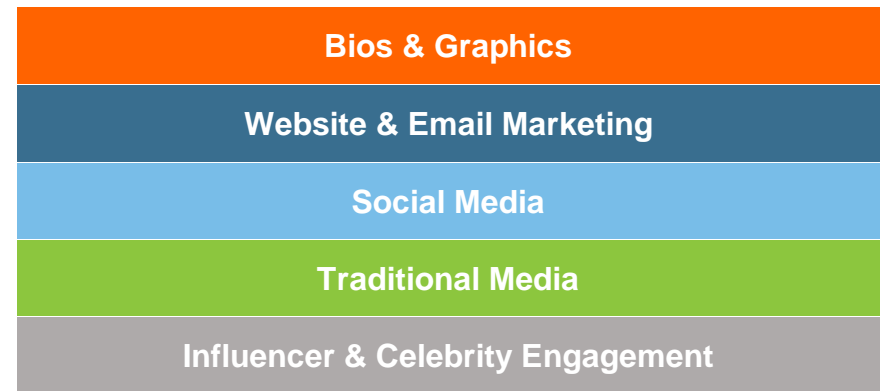
## How to use this document:

When an animal is made available for adoption, the staff member(s) or volunteer(s) in charge of adoption marketing can choose the appropriate promotional strategies and phased flowchart to follow and work with other stakeholders as necessary to implement the items listed. Decisions about the order of implementation can be modified based on the animal's specific circumstances, resources available, etc.

There is no timeline associated with these promotions. Instead, we recommend rolling out the strategies in sequential phases based on your operations, overall population, and the animal's quality of life and potential for deterioration. For some animals, you may try phase 1 for a few days before moving to phase 2, and for other animals, you may stick with phase 1 for a week or more. Do what works best for your organization and the animal you are placing.

## Promotion Strategies Legend:

Each promotion strategy is grouped by channel and color-coded to match the channel as shown below:



*If printing, feel free to print in black or grayscale to save ink. You can also customize these promotions by adding in your own strategy and flowchart ideas.*

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# PROMOTION STRATEGIES

## BIO & GRAPHICS

Promo Strategy	Description	Notes/Examples
Adoption Profile	<ul style="list-style-type: none"> <li>• Create a profile consisting of the animal's photos, videos, and bio created via shelter software and add to your organization's website.</li> <li>• Content from an animal's profile can also be cross-posted to third-party adoption websites via the RescueGroups software or other means.</li> </ul>	Download <a href="#">Shelter Animal Placement Guide</a> for ideas on writing compelling bios.
Business Cards	<ul style="list-style-type: none"> <li>• Create generic "business cards" featuring your organization's branding with an area to write the dog's name and a link/QR code directing individuals to your adoptables page.</li> <li>• Give these cards to volunteers, fosters, and staff to distribute—particularly volunteers and fosters who take the dog on daily outings and to events.</li> </ul>	<a href="#">Example</a>  <a href="#">More info on creating a QR code</a>
Adoption Flyer	<ul style="list-style-type: none"> <li>• Make a flyer for the adoptable animal that features their photo and a link/QR code directing individuals to your organization's adoptables page.</li> <li>• Give flyers to volunteers, fosters, and staff to distribute.</li> </ul>	<a href="#">Example</a>
Name Change	<ul style="list-style-type: none"> <li>• Change an animal's name to distinguish them from the pack. If the animal responds to their name, ideally the new name would be something that sounds relatively similar, but this is not required.</li> <li>• Consider using topical names and leaning into pop culture.</li> </ul>	
Shareable Graphics	<ul style="list-style-type: none"> <li>• Design special graphics with "Adopt X!" and the adoptable's webpage URL laid over a photo of the animal.</li> <li>• Share these graphics with staff, volunteers, and fosters and encourage them to help promote the animal via their own social networks.</li> </ul>	<a href="#">Image Examples</a>  <a href="#">Shareable Zoom Background Example</a>

## WEBSITE & EMAIL MARKETING

Promo Strategy	Description	Notes/Examples
Newsletter Feature	<ul style="list-style-type: none"> <li>• Write a special feature on the adoptable animal and place it in your organization’s newsletters (internal and/or external).</li> <li>• Include a call to action to adopt and/or share profile.</li> </ul>	
Lightbox/Popup	<ul style="list-style-type: none"> <li>• Use a targeted popup “lightbox” featuring the animal. Their image and promo will appear when users visit the website.</li> <li>• Users must click out of the box to navigate to the site.</li> <li>• Consult your go-to IT person or your website host’s help desk for assistance if needed.</li> </ul>	
Adoption Spotlight Blog	<ul style="list-style-type: none"> <li>• Create a special blog post on your organization’s webpage that goes in-depth on the animal, with a call to action to adopt and/or share the post on social channels.</li> <li>• Consider using new, innovative angles and formats (like dating profiles, resumes, etc.).</li> </ul>	<a href="#">Example</a>
Pet of the Week Feature	<ul style="list-style-type: none"> <li>• Use a prominent feature on your organization’s homepage and/or other pages of your website.</li> </ul>	<a href="#">Example</a>
Standalone Email	<ul style="list-style-type: none"> <li>• Send a segmented email to a targeted contact list featuring the available animal.</li> <li>• Include a link to their Adoption Spotlight.</li> </ul>	

## Social Media

Promo Strategy	Description	Notes/Examples
Organic FB, Twitter, IG Photo & Video Posts	<ul style="list-style-type: none"> <li>• Create organic posts on your social media channels.</li> <li>• Include both feed and story shares with a call to action to adopt the animal.</li> <li>• Consider using before/after photos for animals who have made a remarkable medical recovery or tying the promo to a specific pop culture event or holiday.</li> </ul>	<a href="#">Example 1</a> <a href="#">Example 2</a>
Foster Friday Social Media Series	<ul style="list-style-type: none"> <li>• Post weekly promotions featuring the animal in a foster home with a call to action to adopt.</li> </ul>	<a href="#">Example</a>
Memes	<ul style="list-style-type: none"> <li>• Turn the adoptable animal into a meme with a call to action to adopt. If there's a trendy meme that can be applicable to the animal, use it!</li> </ul>	<a href="#">Examples</a>
Organic FB Live	<ul style="list-style-type: none"> <li>• Go Live on Facebook and include a call to action to adopt the animal.</li> <li>• Try taking a creative approach such as doing a cue-card video or another "themed" video specific to the animal.</li> </ul>	<a href="#">Example</a>
Social Media Takeover	<ul style="list-style-type: none"> <li>• Have the adoptable animal "take over" a social media account for a day with a call to action to get themselves adopted.</li> </ul>	<a href="#">Example</a>
TikTok Feature	<ul style="list-style-type: none"> <li>• Feature the animal in a funny TikTok video, playing up their quirky qualities or a compelling before/after video with a call to action to adopt.</li> </ul>	<a href="#">Example 1</a> <a href="#">Example 2</a>
Paid Social Media Ads	<ul style="list-style-type: none"> <li>• Use paid promotion of the animal to increase awareness or target specific profiles of adopters.</li> <li>• If needed, ask for small donation(s) from supporters to cover the costs of the ads.</li> </ul>	

## Traditional Media

Promo Strategy	Description	Notes/Examples
Media Outreach	<ul style="list-style-type: none"> <li>• Opportunities vary, but proactive pitches/press releases with compelling narratives can be made directly to media outlets.</li> <li>• Spotlight the animal prominently with a call to action to adopt.</li> </ul>	<a href="#">Template</a>

## Influencers & Partnerships

Promo Strategy	Description	Notes/Examples
Local Business Partnerships	<ul style="list-style-type: none"> <li>• Partner with local businesses to help promote the adoptable animal.</li> <li>• Provide businesses with the animal's Business Cards and/or Flyers to share with customers.</li> </ul>	
Local Reddit Posts	<ul style="list-style-type: none"> <li>• Post to local subreddits with photos of the animal and a call to action to adopt.</li> </ul>	<a href="#">Reddit.com</a>
NextDoor Army	<ul style="list-style-type: none"> <li>• Create and utilize a group of volunteers who are willing to post adoptables on your behalf to their local Nextdoor communities and provide them with the content.</li> </ul>	<a href="#">Nextdoor.com</a>
Specialty Website/Socials	<ul style="list-style-type: none"> <li>• Feature the animal on a webpage or social page of an organization specializing in specific breeds or special needs and has a national, dedicated audience, with a call to action to adopt.</li> </ul>	<i>Examples:</i> <a href="#">Suzie's Senior Dogs</a> <a href="#">Pinups for Pitbulls</a>
Influencer Outreach	<ul style="list-style-type: none"> <li>• Utilize any connections with local celebrities or influencers and provide them with the content.</li> <li>• Consider local politicians, school leaders, law enforcement, and others who have a public platform.</li> </ul>	

# SENIOR PETS, PETS WITH SPECIAL DIETS, & PETS WITH LONG-TERM MEDS

*Rationale: Data shows that these pets have the longest length of stay, so many resources are invested early with a balance between those that utilize “personal connections” with your organization and those with larger, broader pushes to hit as many angles as possible.*

<b>Phase 1:</b>	Online Adoption Profile				
<b>Phase 2:</b>	Adoption Spotlight Blog	Pet of the Week Feature	Organic FB, Twitter, IG Photo & Video Posts	Specialty Website/ Socials	
<b>Phase 3:</b>	Shareable Graphics	Newsletter Feature	Local Reddit Posts	Nextdoor Army	
<b>Phase 4:</b>	Memes	Social Media Takeover / Foster Friday / FB Live	TikTok Feature	Media Outreach	Influencer Outreach
<b>Phase 5:</b>	Name Change				
<b>Phase 6:</b>	Standalone Email	Paid Social Media Ads			
<b>Phase 7:</b>	Business Cards	Adoption Flyer			
<b>Phase 8:</b>	Local Business Partnerships				
<b>Phase 9:</b>	Lightbox Popup				





# SHY/FEARFUL CATS

Rationale: Shy/fearful cats typically do not show well in visual media, so this campaign focuses on opportunities to use words to describe the cat rather than focusing on just visual appearance.

<b>Phase 1:</b>	Online Adoption Profile				
<b>Phase 2:</b>	Adoption Spotlight Blog	Pet of the Week Feature	Newsletter Feature		
<b>Phase 3:</b>	Name Change				
<b>Phase 4:</b>	Organic FB, Twitter, IG Photo & Video Posts				
<b>Phase 5:</b>	Shareable Graphics	Standalone Email	Social media Takeover	TikTok Feature	Memes
<b>Phase 6:</b>	Business Cards	Adoption Flyer	Local Reddit Posts	Nextdoor Army	
<b>Phase 7:</b>	Media Outreach	Influencer Outreach	Local Business Partnerships		
<b>Phase 8:</b>	Lightbox Popup	Paid Social Media Ads			

## DOGS WITH “NO MANNERS” OR ARE EASILY AROUSED

*Rationale: Because these dogs often appear “goofy,” many of these pups could make for compelling and funny visual content due to their nature. Therefore, this campaign frontloads visual mediums.*

<b>Phase 1:</b>	Online Adoption Profile				
<b>Phase 2:</b>	Organic FB, Twitter, IG Photo & Video Posts	TikTok Feature	Memes		
<b>Phase 3:</b>	Shareable Graphics	Adoption Spotlight Feature	Pet of the Week Feature	Newsletter Feature	
<b>Phase 4:</b>	Standalone Email	Social Media Takeover	Media Outreach	Influencer Outreach	Local Business Partnerships
<b>Phase 5:</b>	Lightbox Popup	Paid Social Media Ads	Local Reddit Posts		
<b>Phase 6:</b>	Business Cards	Adoption Flyer	Name Change	Nextdoor Army	

# LARGE/BULLY BREED DOGS

*Rationale: Because their breed, size, and/or appearance can be a strike against these dogs, this campaign focuses on mediums that allow your team to describe them with words while also targeting an animal-invested audience that likely would not stereotype the dog based on their breed, size, or appearance.*

<b>Phase 1:</b>	Online Adoption Profile				
<b>Phase 2:</b>	Specialty Website/ Socials				
<b>Phase 3:</b>	Name Change				
<b>Phase 4:</b>	Organic FB, Twitter, IG Photo & Video Posts				
<b>Phase 5:</b>	Adoption Spotlight Blog	Pet of the Week Feature	Newsletter Feature		
<b>Phase 6:</b>	Sharable Graphics				
<b>Phase 7:</b>	TikTok Feature	Memes	Social Media Takeover OR Foster Friday		
<b>Phase 8:</b>	Paid Social Media Ads	Media Outreach	Influencer Outreach		
<b>Phase 9</b>	Adoption Flyer	Business Cards	Nextdoor Army	Local Reddit Posts	Local Business Partnerships
<b>Phase 10</b>	Lightbox Popup				

# SINGLE-PET HOUSEHOLD

Rationale: Since the assumption can be made that most of those who follow your organization or other animal-heavy media already have pets, this campaign targets other audiences. It also uses personal networks to find people who don't already have pets.

<b>Phase 1:</b>	Online Adoption Profile				
<b>Phase 2:</b>	Shareable Graphics	Newsletter Feature			
<b>Phase 3:</b>	Name Change				
<b>Phase 4:</b>	Business Cards	Adoption Flyer	Local Reddit Post	Nextdoor Army	
<b>Phase 5:</b>	Organic FB, Twitter, IG Photo & Video Posts	Media Outreach	Influencer Outreach		
<b>Phase 6:</b>	Adoption Spotlight Blog	Pet of the Week Feature	TikTok Feature	Memes	Paid Social Media Ad
<b>Phase 7:</b>	Standalone Email	Local Business Partnerships			
<b>Phase 8:</b>	Lightbox Popup	Influencer Outreach			

# SOCIAL/CONFIDENT RESIDENT DOG REQUIREMENT

Rationale: Unlike the Single-Pet Household promotion, this targets those who follow animal-focused media, including your organization's followers, as they are more likely to already have a dog in their home.

<b>Phase 1:</b>	Online Adoption Profile			
<b>Phase 2:</b>	Adoption Spotlight Blog	Pet of the Week Feature	Organic FB, Twitter, IG Photo & Video Posts	
<b>Phase 3:</b>	Shareable Graphics	Newsletter Feature		
<b>Phase 4:</b>	Standalone Email	TikTok Feature	Memes	Social Media Takeover
<b>Phase 5:</b>	Paid Social Media Ads	Media Outreach	Influencer Outreach	
<b>Phase 6:</b>	Specialty Website/Socials			
<b>Phase 7:</b>	Adoption Flyer	Business Cards	Nextdoor Army	Local Reddit Posts
<b>Phase 8:</b>	Name Change	Lightbox Popup		
<b>Phase 9</b>	Local Business Partnerships			

## COMBINATION MEDICAL/BEHAVIORAL CASES

*Rationale: Medical/behavioral combo cases can be the most challenging to place due to the range of needs. Because there are so many different possible combinations, this promotion focuses on getting their face anywhere and to everyone ASAP. Please note the below is only a baseline suggestion. This promotion should be particularly tailored and restructured based on the specific animal's combination of needs.*

<b>Phase 1:</b>	Online Adoption Profile			
<b>Phase 2:</b>	Organic FB, Twitter, IG Photo & Video Posts	TikTok Feature	Specialty Website/Socials	
<b>Phase 3:</b>	Name Change			
<b>Phase 4:</b>	Shareable Graphics	Adoption Spotlight Blog	Pet of the Week Feature	Media Outreach
<b>Phase 5:</b>	Social Media Takeover OR Friday	Memes	Influencer Outreach	
<b>Phase 6:</b>	Standalone Email	Paid Social Media Ads		
<b>Phase 7:</b>	Adoption Flyer	Business Cards	Nextdoor Army	Local Reddit Posts
<b>Phase 8:</b>	Local Business Partnerships	Lightbox Popup		