



## 10 Tips For Getting Your Foster Dog Adopted

Thank you for fostering!

We have helped 100s of dogs get adopted.  
Here are our tips for the best chance of success.

If you have any questions, please check our website or contact us.

- 1. Profile** Create a captivating profile story by including interesting quirks, personality traits, and favorite activities that readers can relate to. Make clear which type of home and setting would be the ideal match, so applicants know ahead of time if they are a good fit. This will help weed out interest from adoptees that may not suit the lifestyle and needs of the dog.
- 2. Photos** Capture your dog's personality with good photos. You do not have to be a pro, but set aside time to dedicate to a proper photoshoot. Take photos outside in sunlight or slight overcast skies to get the best lighting. Put a cute collar or bowtie on the dog. Snap tons of photos and pick the best. Using a squeaky toy or treat can help capture cute head tilts, perky ears, and those big, puppy-dog eyes.
- 3. Videos** Videos can show more than photos, so make sure to take some moving footage too. Use clips that show the dog interacting with people, with other dogs, walking nicely on leash, riding in a car, or sitting calmly in a cafe... Whatever it is the dog is good at, video it to show potential adopters how the dog behaves in different situations.
- 4. Emphasize positives** Focus on what the dog is good at. People will be scanning the profile text and images quickly, and if all they see are problems and difficulties, they will be put off. So list what the dog CAN do, not what he can't. For example, instead of stating that the dog is "bad with small" dogs, say he is "good with big dogs, kids, and



people". If he nipped at someone upon first entering the shelter, but hasn't shown aggression in weeks or months, don't get stuck on that one incident as definitive of the dog's character. It is something you can discuss with a potential adopter once they show interest and if everything else seems like it could be a good fit, not something you need to state front and center in the online profile.

**5. Advertise** You need to tell the world that this dog is available. When in public, or at the dog park, attract attention by sporting an ADOPT ME leash and collar so everyone knows this dog is looking for a new home.

Use Social Media to your advantage; share cute stories and videos and tell all your friends, (and the rest of world), how wonderful (and adorable) they are. Share, share, share. Dogs can have social media too, so set up a Facebook page, Instagram or Twitter account of their own.

**6. Collaborate with a Rescue** Registered rescue organizations can post adoptable dogs on sites like Petfinder and AdoptAPet, where most people nowadays go to look for a pet. Rescues can also post on their own websites, and should have adoption application forms to help process and evaluate potential adopters. If you are fostering for a rescue, make use of their resources. If you are fostering directly from the shelter, find a rescue who is willing to post on your behalf (courtesy post), and who will let you use their networks, website, and application forms.

- a. → Blue Man Dog loves working with people who foster from the shelters. Contact us to help promote your dog, use our application forms, and we also offer free dog-training sessions for fosters, to make the dogs more adoptable.

**7. Manners** One of the biggest reasons a home does not work out with a new pet is behavioral issues, many of which stem from a lack of training. Give your foster the best chance at a successful placement by getting a head start on training. Don't spoil the dog rotten in your home (letting them sleep in your bed, or get on the furniture, or pull on leash), because an adopter may not want to allow that and it is much harder to re-train those behaviors once they are established habits.

- a. → Blue Man Dog loves offers free dog-training sessions for fosters for precisely this reason: to make the dog more adoptable and stand a greater chance to remain in his/her new home once adopted. Contact us to join our free sessions.



**8. Be Honest** No dog is perfect, but surprises are not a good thing for new owners and their new pet. So if your foster has some issues, discuss them openly with potential adopters. You need to know if the new home is prepared and capable of managing them or not. Be upfront and honest about any known history and behaviors, but don't forget to emphasize solutions and tips for how to manage the dog successfully - after all, the dog is successfully living with you, aren't they?

**9. Trust Your Gut | Get A Second Opinion** You have to be the dog's advocate. If you get a bad feeling from an adopter or you just do not feel like it is a match that will work out, speak up! You know this dog better than anyone else and genuinely want things to work out. The adopters may not be a bad home; they may simply not be a good match for *this* dog. Sometimes the first applicant is not always the right one. If you don't think it's perfect, don't be scared to say so (if the dog gets returned later on it will be worse for everyone). Discuss it with someone else who knows the dog, esp. with someone who has experience - such as a rescue group.

**10. Be Patient** Some dogs have a line up for potential applicants and other dogs sit for months waiting for interest. There is the right home out there for every dog, sometimes you just have to wait a little while. Keep working with the dog on manners and training to make their chances the best they can be, and hang in there; it's worth it.

*Inspired by Katie Shannon @Pet\_IQ for Friendly Dog Collars*

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Not yet a foster? Check out our handout on: [Fostering a Dog](#)

If you would like to foster for Blue Man Dog, fill out a Foster Home Application on our website: [bluemandog.org/foster-home-application/](http://bluemandog.org/foster-home-application/)

If you have any further questions, don't hesitate to contact us.

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