

GREATER GOOD CHARITIES

Foster Program in a Box

Recruiting Fosters



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5 Tips to Increase Your Foster Pool

1. Make it Easy

Take a moment to walk through the steps it takes for someone to foster for your organization, ask a friend who doesn't foster or work in animal welfare to do the process, or survey your recent foster recruits about their experience. This will help you identify assumptions, challenges, jargon, bottlenecks, and frustrations. Organizations all over the country have eliminated barriers such as reference and vet checks, waiting periods and home ownership, and have found no negative effects on the care, adoption rates, or love that pets receive. Create a process where someone can foster the same day they apply. Offer online training. Make sure you don't have process blockages that delay placement. If you require home checks or other verifications, recruit volunteers to help you get them done within 24-48 hours of application.

2. Talk About It

This doesn't just mean posting once a week on social media that you need foster homes. Organizations that have large successful foster programs share stories about foster an average of three times every day. How can you work foster talk into your messaging? Tell success stories of pets adopted from or recovered in foster care. Share pets available for adoption in foster care. Show videos and pictures of pets that need foster care.

3. Create a Marketing Budget

What if you could double your foster applicants for \$100. Would it be worth it? At GreaterGood.org, we found that with targeted foster recruitment Facebook posts, we could recruit a new foster parent for about a dollar. Consider spending \$20 and specifically targeting people within your zip code or county that are likely to meet the needs of your organization. Pet owners usually look at pet supplies online; pet lovers follow other rescue organizations; and look for members of specific Facebook groups such as *Enrichment Ideas for Pet Rabbits, Tricks and Training*, or *Cat Training and Tricks*.

4. Recruit Outside of Facebook

There is a huge population that doesn't use Facebook. How do you reach them? Here's a partial list: Craigslist, Next Door, classified ads, church message boards, school presentations, dog park message boards, libraries, Instagram, Snapchat, Discord, Twitch, TikTok, Nickel Ads, post cards, holiday candy, class Valentines, TV and radio



guest spots, and coffee shop community boards. Also consider t-shirts, yard signs, hats, bumper stickers or buttons that your current fosters can use to spread the message around town.

5. Volunteers and Adopters

Who better to foster for you than families that are already familiar with your organization? Not only are they able to speak first-hand about what you do, but they have an emotional connection to your mission and understand the benefits of foster. By asking them and encouraging them to talk about fostering and your program, they amplify your message and reach a new level of potential fosters.