

# SHELTER PROMOTIONS



Shelter promotions have a two-fold effect on the dogs in your care. In the short term, they help your current dogs find homes. In the long-term, promotions increase awareness and help the community build a positive association with your shelter. This leads to larger volunteer and foster programs - not to mention increased adoption rates overall.

Promotions don't have to be difficult. You can easily recycle and adapt them based on holidays and current events.

## SPECIAL EVENT DISCOUNTS

Discounts usually happen around holidays. They include things like \$4 adoptions on the Fourth of July or free adoptions for veterans on Veterans' Day.

But, you can get creative and offer a discount on the anniversary of your shelter's opening, or any other special day.

## IN-HOUSE EVENTS

Invite community members to your shelter for a pizza night, game night, or craft night. Let

your dogs mingle with the guests and offer adoption discounts during the event.

## INVITE A DOG TO DINNER

You can tailor your temporary foster program for any current event. On Thanksgiving, you can ask people to invite a dog over for dinner. On Valentine's Day, tell people that a date with a dog is better than a blind date with a human.

## TAKE A DOG ON A DATE

Whether it's shelter staff, volunteers, or temporary fosters, getting your dogs out on the town is the perfect marketing tool.

Take dogs to pet friendly events, stores, and restaurants.

This gives the public a chance to meet shelter dogs in a new and comfortable environment. It also lets a dog's individual personality shine through.

You may want to work with a local business to set up a visit every week at the same time so that potential adopters know when to expect you.

Make sure the dogs you take are well-behaved and are wearing an "adopt me" vest, scarf, or leash.

## DON'T FORGET

Advertise the promotions on social media with great photos and/or videos.

Consider stepping things up by doing a livestream during in house events.

