How to Run a SUCCESSFUL Foster-Based Rescue Organization

presented by MUTTVILLE senior dog rescue

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WE ARE....

SENIOR DOG LOVERS

WE ARE NOT...

"BREEDISTS"

"SIZE-ISTS"

MUTTVILLE
OUR FIRST SEVEN YEARS

OVER 2500 SENIOR DOGS SAVED

OVER 65 ACTIVE FOSTER HOMES

OVER 30 HOMES HAVE FOSTERED 40 DOGS OR MORE!

THE JOYS OF FOSTERING
save lives
great for folks who are not ready for a commitment
get love, give love
"matchmaking"
help dogs become more "adoptable"
good karma
you create happy, new beginnings!
HOW TO RUN A SUCCESSFUL FOSTER-BASED RESCUE ORGANIZATION
www.MUTTVILLE.org
senior dog rescue

THE JOYS OF FOSTERING
the story of "Rhett"
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THE JOYS OF FOSTERING
Applying to Become a Muttville Foster Parent
SAFE + HAPPY
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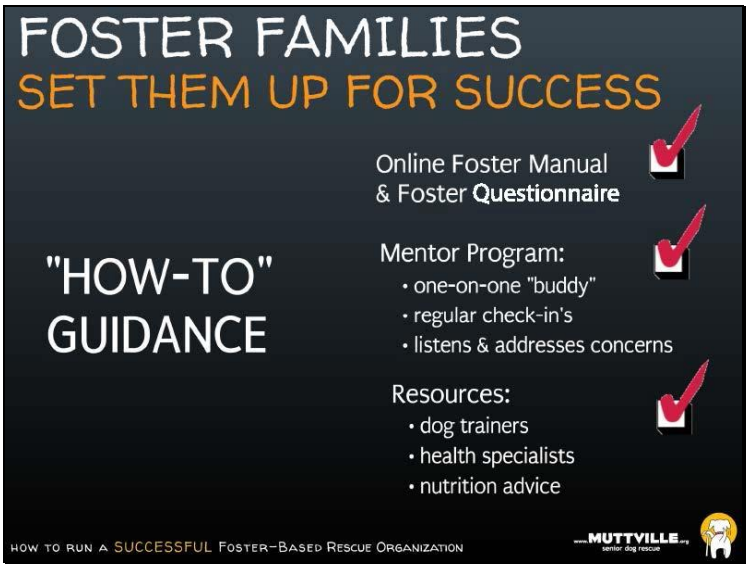
FOSTER FAMILIES
SET THEM UP FOR SUCCESS
"HOW-TO" GUIDANCE
Online Foster Manual & Foster Questionnaire
Mentor Program:
• one-on-one "buddy"
• regular check-in's
• listens & addresses concerns
Resources:
• dog trainers
• health specialists
• nutrition advice
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MUTTVILLE

FOSTER FAMILIES
SET THEM UP FOR SUCCESS
UNLIMITED SUPPLIES
Leashes, collars, harnesses, dog tags, clothes, beds, toys, blankets, crates, shoes, hip helpers, baby gates
Food, treats, bowls, vitamins, supplements, kongs/food dispensers.
Shampoo, brushes, grooming supplies, nail clippers, flea/tick treatment, toothbrush, eye care
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FOSTER FAMILIES
SET THEM UP FOR SUCCESS
TRUST & VALUE THEIR INPUT
Direct communicaton with adoption applicants
Implicit role in adoption process
Accountable for success of dog's adoption
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FOSTER FAMILIES
SET THEM UP FOR SUCCESS
TIPS/TOOLS TO PROMOTE YOUR DOG
ADOPT ME vests!
Advice on how to write great bios, take great pictures & videos
Muttville promotional materials - palm cards, flyers, stickers, brochures
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FOSTER FAMILIES
SET THEM UP FOR SUCCESS
SUPPORT THEIR EFFORTS
In-house professional photo shoots for dogs
Regular adoption events in variety of convenient locations
Spotlight foster dogs in feature stories, ads, or Facebook
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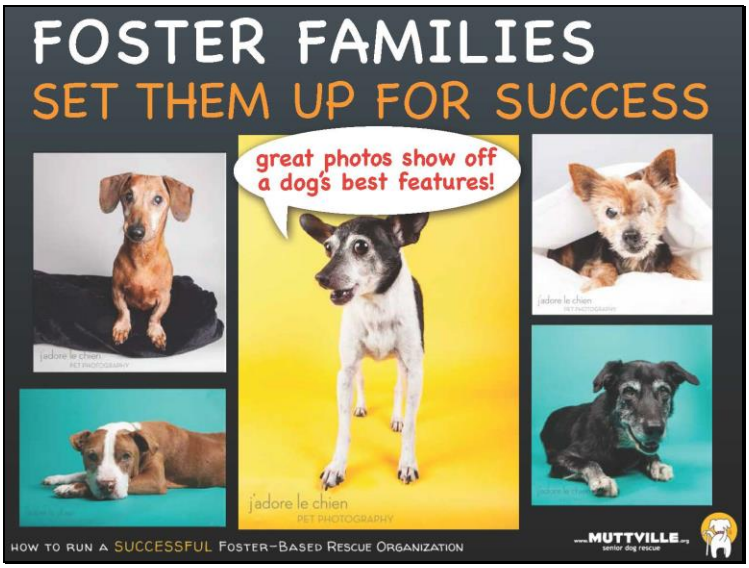
FOSTER FAMILIES
SET THEM UP FOR SUCCESS
great photos show off a dog's best features!
j'adore le chien
PET PHOTOGRAPHY
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FOSTER FAMILIES
SET THEM UP FOR SUCCESS
promotional cards and flyers
adopt. foster. volunteer. donate.
www.MUTTVILLE.org
senior dog rescue
Looking for a great dog!
Somebody who...
knows how to say please and thank you
shows more interest in you than your shoes
knows when a joke isn't funny anymore
wants to bike or go to coffee houses or just hang out
How old are Muttville dogs?
7 years and older.
Where do the dogs come from?
animal shelters and people who can no longer care for them.
How can I help?
adopt.
foster.
volunteer.
donate.
Learn more:
www.muttville.org
Email us:
info@muttville.org
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FOSTER FAMILIES
SET THEM UP FOR SUCCESS
Muttville Senior Dog Rescue
Posted by Marie Rochelle Macaspac
Liked · August 17
Muttville's Hamilton, the Lhasa Apso mix, is feeling just ducky about the thought of being adopted! It hasn't happened yet, but with this smile, how could anyone resist! Read more about him! www.muttville.org/mutt/hamilton-2503 — with Marnie Spencer and at Muttville Senior Dog Rescue.
Tag Photo
Edit
Unlike · Comment · Share
Muttville Senior Dog Rescue, Annie Ngo, Aracely Olivar, Patty Stanton and 2,252 others like this.
Top Comments
448 shares
Hamilton's foster family was VERY proud!
2200+ Likes & 448 shares!
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FOSTER FAMILIES
KEEPING THEM HAPPY.....
say THANK YOU often!
make sure they know they are the lifeblood of your organization
"Without YOU, dogs would not be saved."
RESPONSIVE to concerns
Respect and trust their opinions
Give them everything they need to SUCCEED
Spotlight them in stories for newsletters, your website, social media
Reward with goodies! t-shirts, parties, discounts, etc.
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FOSTER FAMILIES
WHAT IF....
"My foster dog and I are not a good match?"
It's OK! But remember...
"I might want to adopt my foster dog."
We love Foster Failures! BUT....
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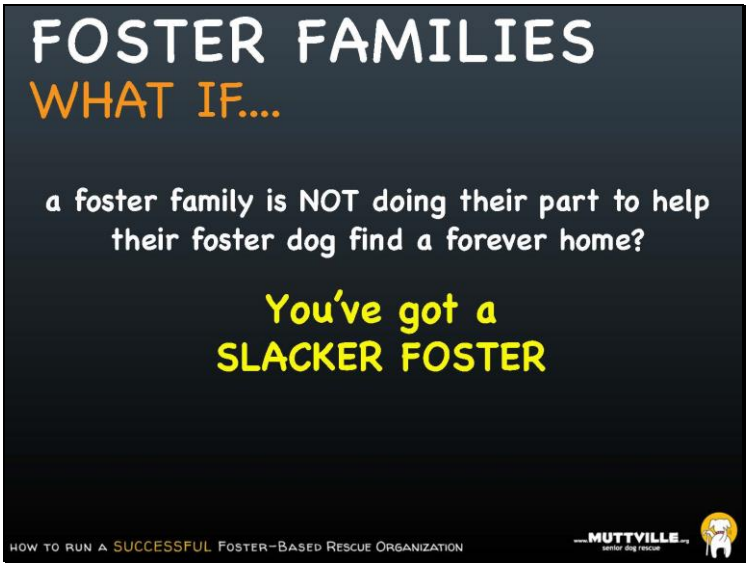
FOSTER FAMILIES
WHAT IF....
a foster family is NOT doing their part to help their foster dog find a forever home?
You've got a
SLACKER FOSTER
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FOSTER FAMILIES
WHAT IF....
a foster family finds that there are no applicants who are "good enough"?
You've got an
OVERPROTECTIVE FOSTER
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FOSTER FAMILIES
HOW DO YOU FIND THEM?

Word of Mouth
your volunteers, staff, donors, supporters, existing foster families

Marketing
"Adopt Me" vests also attract new fosters!
handouts, cards, flyers, brochures

Community
pet friendly businesses, co-workers, neighbors, vets, dog parks

Social Media
PHOTO/VIDEO apps, like Facebook, Pinterest, Instagram, Vine

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FOSTER FAMILIES
HOW DO YOU FIND THEM?

Tiger asked... was his plea answered?

YES!

Thanks to our fans, he got 864 Shares and 1500+ Likes

HOW TO RUN A SUCCESSFUL FOSTER-BASED RESCUE ORGANIZATION

FOSTER FAMILIES
PROOF OF SUCCESS

Muttville receives
6 APPS A WEEK!

Over 30 foster homes have fostered
OVER 40 DOGS!

...and they continue to come back. WHY?

HOW TO RUN A SUCCESSFUL FOSTER-BASED RESCUE ORGANIZATION

'cause Muttville LOVES foster families!
you foster?
I knew I licked you...
er, liked you for a reason!
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THANK YOU!
Watch this presentation at
Muttville.org / About
select "Senior Dog Resources"
Download our Foster Manual & Application at
Muttville.org / Foster
info@muttville.org
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