

Foster Adoptions Protocol

We must now continue lifesaving together by successfully getting dogs into their forever homes. Two important principles that LifeLine follows in accordance with The Humane Society of the United States “Adopters Welcome” process are:

- We hold **open adoptions**, creating a welcoming and non-judgmental experience without assumptions to **remove barriers to adoption**.
- We have **conversation based adoptions**, relying on productive conversations with potential adopters to best match and guide adoption decisions, instead of depending on application answers that don't show a complete picture.



STEP 1: GETTING STARTED

- Fill out the **Foster Report Card**. Your dog's information will then be entered into our shelter management systems and various matchmaking tools so that we can make better matches for your foster pet.
- Join our **Adoptable Pets of LifeLine** Facebook group to share info about your foster pet with potential adopters.

STEP 2: MARKET YOUR PET

Foster Marketing Toolkit

Help your foster find their forever home with a great adoption profile, social media presence and more.

Update their online adoption profile
Send photos, videos, and a description of your foster to:
content@lifelineanimal.org

 An eye-catching photo on your foster's adoption profile is often the first impression for a potential adopter. You can take a great photo of your foster pet with just your phone!

Clarity

- Avoid foggy photos by wiping off your camera lens.
- Tap on your foster pet's face in your camera app to ensure that your phone is focusing correctly.
- Zoom with your finger instead of your phone. Zooming for a photo can degrade the photo quality.

Good Lighting

- If you're inside, take a photo of your foster pet using natural light from a window! If it's dark outside, try turning on extra lights.
- Outside, you'll find great light almost everywhere. But keep an eye out for harsh shadows on sunny days.

Clean Up

Don't distract from the star! Make sure the background of your photo is uncluttered before snapping it.



 Write a bio for your foster that highlights their personality, tells a story, and creates an emotional connection with adopters!

Use these questions to help write your foster pet's bio:

- What are your foster pet's favorite things?
- What are their best personality traits?
- Do they get along with dogs, cats or kids?
- Do they do anything silly or endearing?
- Do they know their basic commands?

GOALS:

- Show off their personality.
- Create an emotional connection.
- Market their strengths.
- Get your foster adopted!

HELPFUL TIP:

Avoid "suffers to be the only pet, scared of men" language in marketing bios. Without context, adopters may make assumptions and pass over your foster's listing even if they have the perfect home. Leave this information for the counseling portion of your interaction, not the first impression. If the adopter reaches out, be honest and up front about your foster's limitations. If it's not a good match, help them find another foster dog who is!

Instead of...

Max is a cute medium-sized dog with floppy ears. He likes to go on walks and cuddle with everyone he meets. Want to meet Max? Come to our shelter today!

Do this!

Maximilian Moneybags has heartstopping good looks, accentuated by his floppy ears. One day, after a really long walk, he told us he was ready for a change: instead of jumping up on the couch, then he pawed the remote control and turned on the TV. We're not sure it was an accident. We think he was trying to tell us he wanted to watch some Netflix! If Hilary and Game of Thrones marathons are your thing, come and spend some time with Max!

Source: Animal Care Foundation

Marketing is not Adoption Counseling
How to Share Every Endearing Quirk
HeartsSpeak.org

- Check out the **Foster Parent Marketing Tool Kit**.
- Send us pictures, video and a new bio to content@lifelineanimal.org so that the most current info about your pet appears on our websites.
- Follow our pages and post to your social media.

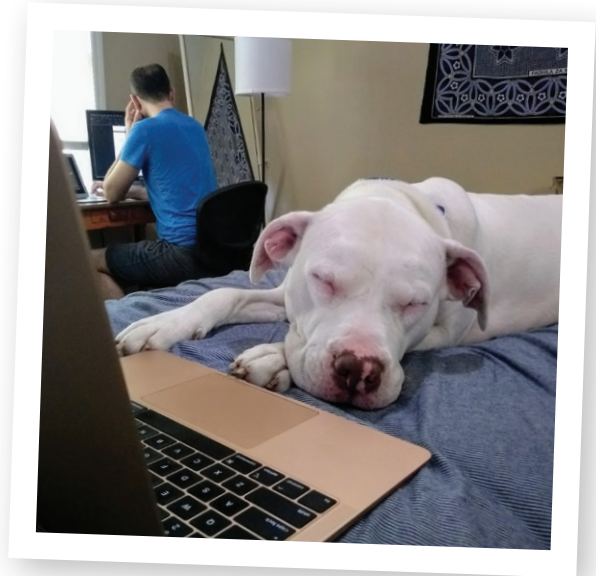
STEP 3: MEET AND GREETs (guidelines are here)

- An adopter will submit an inquiry about your pet through the Adopets platform on our websites. An Adoption Counselor will then connect you with the potential adopter via email.
- Remember that you are the best advocate for your foster pet, and you also represent LifeLine Animal Project. Please share all critical information with a potential adopter.
 - Medical and behavioral records that were provided to you
 - Let them know if there are other people interested in your foster pet
 - Personality traits about your foster pet
 - Interactions with dogs/cats/kids
 - Training and tricks in progress: Potty trained, crate trained, sit, stay...
 - Cute or funny characteristics
 - Behavioral notes that may be helpful to know

• VIRTUAL MEET & GREETs

- Phone calls help gauge the level of interest from potential adopters.
- Share photos and videos via email.
- We encourage you to host a virtual meet and greet through platforms like Zoom, FaceTime, or Skype so adopters can see if your foster pet seems like a good match before meeting in-person. Here is a [Zoom meet and greet tutorial](#).

****If the virtual meeting goes well and the potential adopter wants to meet your foster in person, arrange to do so at your own convenience/comfort level while remaining mindful of social distancing.**



Talk virtually first before scheduling an in-person meeting.

• IN PERSON MEET & GREETs

Always maintain social distancing safety tips. Meet virtually before in-person.

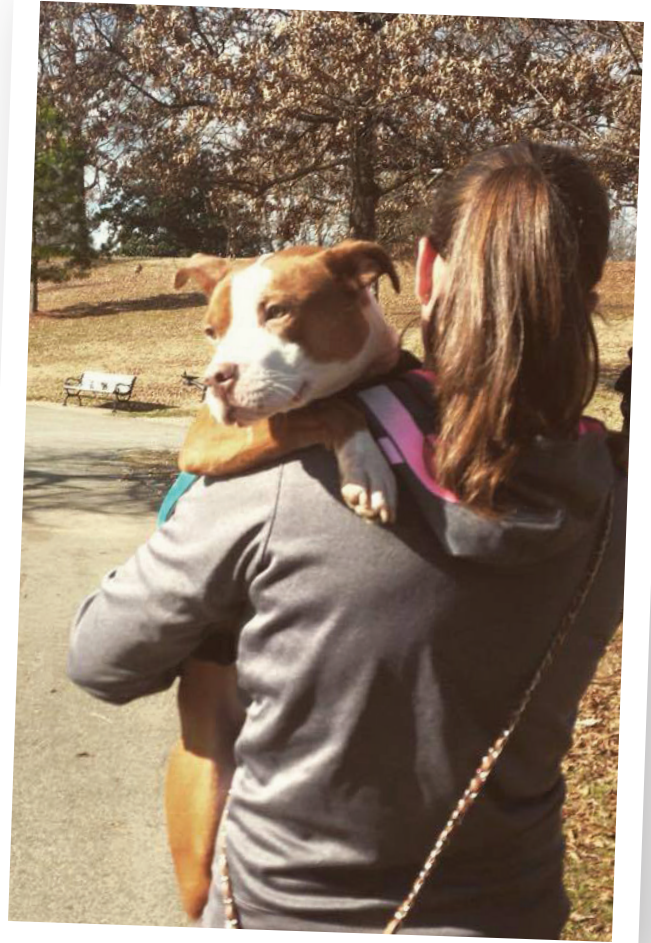
- Ask the adopter to bring ID and proof of address if their current address doesn't match their ID.
- Keep a 6-foot distance at all times.
- Wearing gloves and a mask is perfectly acceptable.
- Sanitize hands before touching your pet and encourage potential adopters to do the same.
- Hold any in-person meetings outside.
- **Here is a video about loading dogs** into cars while social distancing.
- If you prefer to meet the adopter at the shelter, please email your adoptions team (links below). They will schedule an appointment at the shelter for one hour.
- If the prospective adopter has pets, please inform your Foster Coordinator and schedule the in-person meet & greet at the shelter with your foster animal and the prospective adopter's pet. Staff will help facilitate this meeting. **Please do not schedule a meet and greet at the shelter without an appointment.**
- Please note: If you are not comfortable doing meet and greets during this time, please talk to your Foster Coordinator about options.
- If the match is NOT successful, please have the potential adopter email our Adoptions Team so they can begin searching for a new match.
 - CAC: adoptions@lifelineanimal.org
 - DCAS: adoption@dekalbanimalservices.com
 - FCAS: adoptions@fultonanimalservices.com

STEP 4: FINALIZING ADOPTION & PAYMENT

- Once you are certain that the adopter is a match for your foster pet, direct the adopter to submit an inquiry for your foster pet through Adoptpets. Then email the Adoption Team of your respective shelter and ask them to approve the application for that adopter.
- The adopter will then be instructed to pay the adoption fee and sign the Adoption Contract through Adoptpets.
- The Adoption Counselor will notify you when the payment is received and the contract is signed.
- If you are with the adopter when the application is submitted, then wait for confirmation from the Adoption Counselor that the application has been finalized before handing over the foster pet to their new adopter.
- If you are not physically present when the adopter submits the adoption inquiry and receives approval, you can schedule a second meeting once you receive confirmation from the Adoption Team.

FINAL NOTES

- Please keep the Adopt Me harness and the crate your Foster Coordinator gave you and bring those items back to our shelter so they can be reused for other fosters.
- Once the adoption is finalized, the Adoption Team will email the adoption welcome packet, medical history, and mail the microchip tag and rabies tag to the adopter.



FOSTER SUPPORT LINKS

- FOSTER COORDINATOR EMAILS:
 - DCAS: foster@dekalbanimalservices.com
 - FCAS: foster@fultonanimalservices.com
 - CAC: foster@lifelineanimal.org

- **ADOPTABLE PETS OF LIFELINE FACEBOOK GROUP**

- **FOR EMERGENCIES ONLY:**

If you are certain your foster animal is experiencing an emergency (the Best Friends Vet app vet suggests emergency care or an emergency example listed in your Foster Manual) then immediately call your Foster Emergency Phone Line listed below.

- CAC: 404.357.1809
- DCAS: 404.782.2693 (canine)
- DCAS: 404.782.0942 (feline)
- FCAS: 404.550.2919

LifeLine is so grateful for all of your support during this time. Thank you for being a foster parent and helping us save lives.

LifeLine
ANIMAL PROJECT
LifeLineAnimal.org