

# THANK YOU FOR CHANGING A LIFE!

Fostering is a big responsibility, and every day your foster friend is in your care, you are helping them take a huge step toward adoption. Sure, some animals might require some additional steps, but with you on their team, we know they'll ultimately find the home that is just right!

## **BUT WAIT! YOU CAN DO MORE!**

Statistics show that *the more visible an adoptable animal is, the more quickly they will find a family*, but that visibility can be tricky when the animal cannot be seen in the shelter environment. **That's where we can use your help!** **You** are in the same home as your foster animal, spending hours with them each day, and **you** are in the best position to know — and share — their story. You see all the leaps forward, the adorable sleeping habits and the goofy faces your foster makes. When they're not here with us at the shelter, we miss so much, but you're in a prime position to see them at their best and share all the progress they are making.

## **WHAT CAN I DO?**

Capture their story. Imagine you're documenting a toddler's life for distant grandparents...we want to see it all. Let's start with the small steps...



## **Taking photos and videos...of everything. And then share them with us!**

We can use the content you said as-is, build it into a longer video, make a graphic — the sky's the limit. The more you send, the more we can promote. Please email us at [foster@alexandriaanimals.org](mailto:foster@alexandriaanimals.org).

## **WHAT MAKES A GOOD PHOTO?**



Brightly lit and easy to see



Looking at the camera



Show the full body



With a person/people and/or outside (for dogs)

Good photography can sometimes be a case of "Try, Try Again" — we know our adoptables don't always stay still at the crucial moment. And just because a photo or video isn't perfect doesn't mean it's not great. If your foster is making a funny face or has a hilarious trick fail, that kind of crazy content can go viral. **Goofy gets attention!** If you have a fun idea for a less than ideal photo or video, let us know. We're amazed by the creativity of our awesome fosters.

**LOOKING TO DO MORE FOR YOUR FOSTER? THEN TAKE THE NEXT STEP... ➔**



**You're already providing us with great content to promote your foster friend, but you'd like to do more, and we'd love your help! Here are some ideas of other ways to share your foster story:**

**TRY YOUR HAND AT BIO-WRITING**

Be creative and talk about your pup's ideal day or what your shy kitty dreams of in a purr-fect home. Share their likes and dislikes...you know it all, and your expertise could help connect your foster with their new best friend. Check out some sample bios on page 4.

**HAVE FUN WITH YOUR FOSTER**

Like we said on page 1, don't be afraid to get goofy, because **goofy gets attention!** Here are some suggestions.

- **Make your foster go viral** by making a meme with your favorite photos. Not sure what we meme...er, mean? Check it out!

*What's in a Meme?*

Set-up line along the top of image

Funny or eye-catching photo

Pay-off joke line along the bottom of image



Impact is the classic meme font

Even with no additional text, this meme can stand alone and make people laugh

Popular meme-making sites include MemeGenerator.net, Imgur, LOL Builder and Make a Meme, or you can make your own meme using simple layout software like PowerPoint and taking a screenshot of the final image.

- **Show your silly side!** Things go viral for a reason, and that's because they haven't been seen before. Does your foster dog have a special dance? Host a Dog Dance Party and get it on video. Is your mouse digging her own labyrinth? Maybe she's building out a Dungeons and Dragons scenario that you can put to paper. You never know what will take off, but that's half the fun!
- **Try something new!** It's not all pictures and videos. Write a fairy tale with your foster as the heroine. Build a resume for his dream job of family pet. Maybe your foster rewrote a popular song to be about himself and needs your help performing it; won't you help with that special solo?

*And we know we don't need to tell you this, but whatever you're thinking, make sure both you and your foster are being safe. Fido might love to dance, but that doesn't mean he is ready to put on a tux and waltz. Use your amazing judgement to create equally amazing content.*



## SHARE SHARE SHARE!

**Be your foster's biggest fan!** You can provide content to use at the shelter (and we certainly ask that you do!), but you can also widen that reach even further, and connect with people who might not follow us at the AWLA. Promote your foster on your social media accounts and local neighborhood boards, bring them to events (as appropriate), and even talk them up on walks. People are more likely to listen to an individual than an organization, and the more people you tell about your foster, the more likely they will connect with their future family.

### ***EVEN IF YOU'D PREFER TO STAY PRIVATE, YOU CAN STILL HELP!***

Some people would prefer not to post about their fosters on their own social media accounts (or maybe even have accounts at all), and we get that! You can still give us amazing content about your foster to share with our 27,000+ followers and promote your Awesome Foster.

- Send photos
- Send videos
- Send stories
- Send ideas

You can even be a "social star" by agreeing to appear in AWLA-produced videos about your foster friend. Just send ideas, content or questions to [foster@alexandriaanimals.org](mailto:foster@alexandriaanimals.org).



## FOSTERS CHANGE LIVES!

Your attention, your care and your love make such a huge difference in the life of a foster animal. And if you'd like to do a little more, we welcome your help! With your support, we can find more homes for more animals, each and every day!

### ***YOUR DEDICATION HELPS THIS...***



***...BECOME THIS!***



# TRY A BIO!

## Here are some helpful hints to keep in mind when making your foster famous:

### 1. *Don't focus on the negative.*

Maybe your pup isn't potty-trained or your feline friend doesn't like to be picked up. These are things that can be discussed in detail during an animal visit or adoption counseling. Instead, focus on the unique things that make your foster amazing.

### 2. *Let their light shine.*

Something about your foster is going to capture their adopters attention. Share the funny and adorable things that make them special to you, because someone else will probably find them to be equally special.

### 3. *Above all, be creative.*

Bios don't need to all be the same. Your foster might need a little extra detail to share their story, so make it a fun read.

## *Which animal would you rather meet?*

Hugo is staying with us in foster care while he learn recovers from surgery after a car accident. He will probably have a limp as a result, which means he may need assistance with stairs or getting on furniture as he gets older, and it seems like his hearing might be going too. Hugo's been great with me and my husband but he doesn't really seem to like our niece, who is three years old. He's a good eater and seems fairly house-trained, though we've had a few accidents. Hugo is looking for a home where he can nap the day away in the company of his favorite people.



OR



From this day forth, our foster Hugo has decreed that he shall only be known as Admiral Handsome of the Couch, and when you look at his stately visage, we know you'll agree. Admiral Handsome is recovering from a surgery after a car accident and has claimed the Couch as his own, but once he is on his feet again, he plans to expand his reach to other kingdoms, including the Armchair, the Bed, and in the spring, the Sunny Spot on the West Side of the Porch.

Admiral Handsome is a benevolent ruler, bestowing his subjects with the appropriate amount of kisses and handshakes. Not one to stand on convention, he is also perfecting his bow, but he wouldn't complain if you bowed back in response.

Admiral Handsome would prefer a mature, adults-only kingdom, where he can discourse about important topics of the realm, such as "Should there be a Second Breakfast?" and "The Case Against Cats." After a long day of supervising his kingdom, he is happy to settle down with his favorite subjects to watch his stories on television, including *The Three Dogsketeers*, *Master and Cat-Mander* and *The Voice*. What, everyone is entitled to a guilty pleasure, and because Admiral Handsome has some hearing limitations, he promises not to judge when you sing along! What more could you ask for in a pet...I mean, leader?

