**Finding Homes for Behavioral-Needs Dogs**

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This presentation explores data collection as a means of directing marketing efforts and discusses the building blocks of a successful behavior dog marketing approach.

**Resources:**

SBCAS Volunteer Linktree: [www.linktr.ee/sbcasvolunteer](http://www.linktr.ee/sbcasvolunteer)

Google Forms: <https://www.google.com/forms>

AdoptMeApp: [adoptmeapp.org](http://adoptmeapp.org/)

HeartSpeak: [heartsspeak.org](http://heartsspeak.org/)

Canva: [canva.com](http://canva.com/)

Chat GPT: [https://chat.openai.com](https://chat.openai.com/)

TikTok 101: <https://drive.google.com/file/d/1fwwKkWEZaft-OmIEEMq78jYCv_IxD4DL/view?usp=sharing>

Adoption Counseling 101: [https://drive.google.com/file/d/1UI8C8WeaFfUwUkCI1VjotDlMN96vxQTC/view?usp=sharing](https://drive.google.com/file/d/1UI8C8WeaFfUwUkCI1VjotDlMN96vxQTC/view?usp=sharing" \t "_blank)