

FOSTER MARKETING

Positive and flattering adoption profiles decrease the amount of time an animal waits to be adopted.

Put yourself in an adopters shoes - would this animal catch your eye if you were scrolling through hundreds of pets? Does the information you provided for the bio provide enough detail for a good bio to be written that will keep their interest and attract good matches?

TIMELINE:

It is important we receive these materials within a week of arrival (preferably sooner)*

This allows ample time for bios to be written and photos to be uploaded by our volunteers, so that your foster is prepared to be listed for adoption as soon as they are ready.

*If you have very young kittens/puppies, you can wait until 6 weeks of age to provide marketing materials

NEED HELP?

Contact us!! We have volunteers willing to have animals brought to them for photos, that can come to you for photos, or who can give some mini lessons on photos!

REMINDER

You can ALWAYS send updated photos or bio information! So don't worry about it being too early!

VISIT [DEMISANIMALRESCUE.COM/FOSTERS](https://demisanimalrescue.com/fosters) FOR THE BIO FORM LINK AND EMAIL PHOTOS TO FOSTER@DEMISANIMALRESCUE.COM

FOSTER PET PHOTOS 101: TIPS and TRICKS!

CLEAN YOUR LENS

IS SOMETHING CUTE HAPPENING? GRAB A PHOTO, BUT FIRST, ALWAYS GIVE YOUR LENS A QUICK WIPE, IT MAKES A HUGE DIFFERENCE



GET CLOSER!

WHEN YOU USE DIGITAL ZOOM, THE QUALITY OF YOUR IMAGE SUFFERS. SO, GET PHYSICALLY CLOSER TO YOUR FOSTER PET! AND DON'T BE AFRAID TO FILL THE FRAME WITH THEIR CUTENESS!



LIGHTING

CHECK TO BE SURE YOUR SUBJECT IS FACING THE SOURCE OF LIGHT. THE MORE LIGHT, THE BETTER!



EYELINE

GET ON THE SAME LEVEL WITH THE PET. THEIR BACK IS NOT AS INTERESTING AS THEIR FACE.



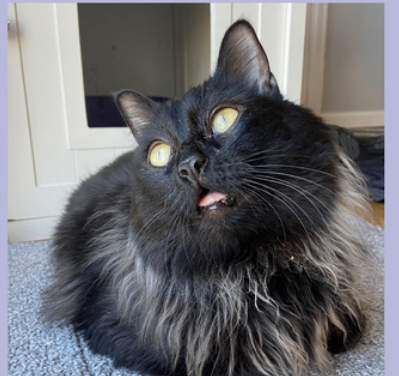
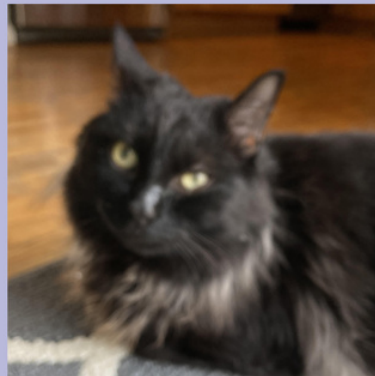
GET THEIR ATTENTION

GRAB A SUPER INTERESTING TOY, ONE ON A STICK WORKS GREAT FOR CATS AND DOGS. BE SURE IT MAKES NOISE WHEN SHAKEN! HOLD THE TOY BY YOUR CAMERA TO GET THE SUBJECT TO LOOK AT IT, BUT IF THEY DO NOT, TRY THE TRICK OF SHOWING IT TO THEM THEN QUICKLY MOVING IT TO THE CAMERA SO THEY LOOK RIGHT AT IT!



CHECK YOUR FOCUS

SO YOU'VE ALREADY CLEANED YOUR LENS, AND YOUR SHOT IS BLURRY? TAP TO FOCUS ON YOUR SUBJECT, AND MAKE SURE YOUR PHOTO IS IN FOCUS!



ALL PHOTOS TAKEN WITH AN IPHONE, WITH NO EDITING