





# How to Increase Adoptions with Petfinder™

→ Navigating the right approach to posting adoptable animals online can seem intimidating. Feel confident in your ability to increase adoption success with the tips from Petfinder Pro (plus some handy links for more information).

No. **1** 


**UPDATE YOUR PET LIST REGULARLY**

- > This is a great task to assign to volunteers! Petfinder offers many tools that make it easy to share your pets via your website or social media. Check out the Shelter Software Finder for automatic upload compatibility.
- > Remove pets that have been adopted so potential adopters can focus attention on pets that are available. Seven million visitors come to Petfinder each month on average, and we want them to see your most up-to-date list of available pets to increase chances for adoption.

No. **2** 


**DON'T BE CAMERA SHY!**

- > A great photo can make a huge difference in how the pet is portrayed online.
- > Set up the photo in natural light, with limited floor and background views to show pets in the best light and allow them to be the main focus of the shot.
- > Consider the perspective of the photo. Place the camera at eye level to help the pet “connect” with potential adopters.
- > Take lots of pictures! When ready to post, make sure the first photo is an attention grabber.
- > Visit [Pro.petfinder.com](http://Pro.petfinder.com) for more useful (and easy!) photography tips.

No. **3** 

**THE POWER OF VIDEO**

What better way to show off a pet’s personality than a video? Videos can often turn interest into adoption. Keep videos short (30-90 seconds) and focused on the pet. Be sure to show off tricks and positive behavior. Video can be a great way to tell their story.

No. **4** 

**WRITE COMPELLING PET DESCRIPTIONS**

- > Adopters rely on you to provide honest and useful information about pets for adoption. Lead with the positives.
- > Why recreate the wheel every time? Feel free to recycle descriptions as pets get adopted.
- > Have fun and write from the pet’s point of view!

more →

HOW TO INCREASE ADOPTIONS WITH PETFINDER

No. **5 TAKE ADVANTAGE OF SOCIAL MEDIA**

- > Social media is a great way to promote pets from Petfinder! It's also a great way to interact and continue the conversation with potential adopters. Simply use the social media sharing options on each pet's profile.
- > Pace the number of posts and include variety to keep followers engaged and interested.
- > Have a written social media policy in place and be aware of who is controlling and accessing your accounts.

No. **6 PROMOTE YOUR PETS OFFLINE**

Petfinder Pro offers the ability to print kennel cards, full page flyers and much more, using the photos and descriptions that you have already uploaded to create the pet profiles. These are ideal for shelter cages/kennels or offsite adoption events. Find detailed instructions under 'Marketing Pets for Adoption' on Petfinder Pro.

No. **7 MAKE YOUR HOME PAGE USER-FRIENDLY**

Make sure your Petfinder homepage is complete! It's frustrating for potential adopters to find a pet they like, but not find where they can adopt him. Be sure to include who you are, what you do, and contact/location information. Petfinder offers flexible home page design options—use simple 'fill-in-the-blank' templates or customize your own.

No. **8 SHARE YOUR SUCCESS**

- > Ask adopters to submit their adoption stories to our Happy Tails at [www.petfinder.com/adoption-stories](http://www.petfinder.com/adoption-stories)
- > As Petfinder members, you can share your success by marking pets as 'Adopted' in your account, so those pets appear in your organization's Happy Tails list.
- > Once your pets are on Petfinder, we want to promote them as much as possible. Reach out to our team at [outreach@petfinder.com](mailto:outreach@petfinder.com) if you would like help writing a press release, need media contacts or any other press-related help.

No. **9 TAKE ADVANTAGE OF ALL WE OFFER**

- > Petfinder has several great opportunities for you and your adopters. Pet insurance, liability insurance and more are available in our Special Offers on Petfinder Pro.
- > Join the Petfinder outreach team and connect with other Petfinder members on [f/PetfinderPro](https://www.facebook.com/PetfinderPro) and [@PetfinderPro](https://twitter.com/PetfinderPro). There is a dedicated Facebook thread for each Adoption Options location for you to continue networking!

No. **10 WAIT, THERE'S MORE!**

- Everything we do at Petfinder centers around finding homes for adoptable pets. We also offer many other tools and resources to help our members elevate their organization to the next level.
- > Calendar of animal welfare educational events
  - > Promotion of your adoptable pets on a wide variety of sites
  - > Discounted Kuranda dog beds
  - > And more!

THE POWER OF  
**Petfinder**

**7 million** unique visitors on average each month come to Petfinder to find their best friend.

**More than half of Petfinder** visitors are viewing pets on a mobile device or tablet.

**Approximately half of Petfinder** visitors are actively looking to adopt a pet in the near future.

**The other half of Petfinder** visitors are browsing, viewing and sharing your adoptable pets.