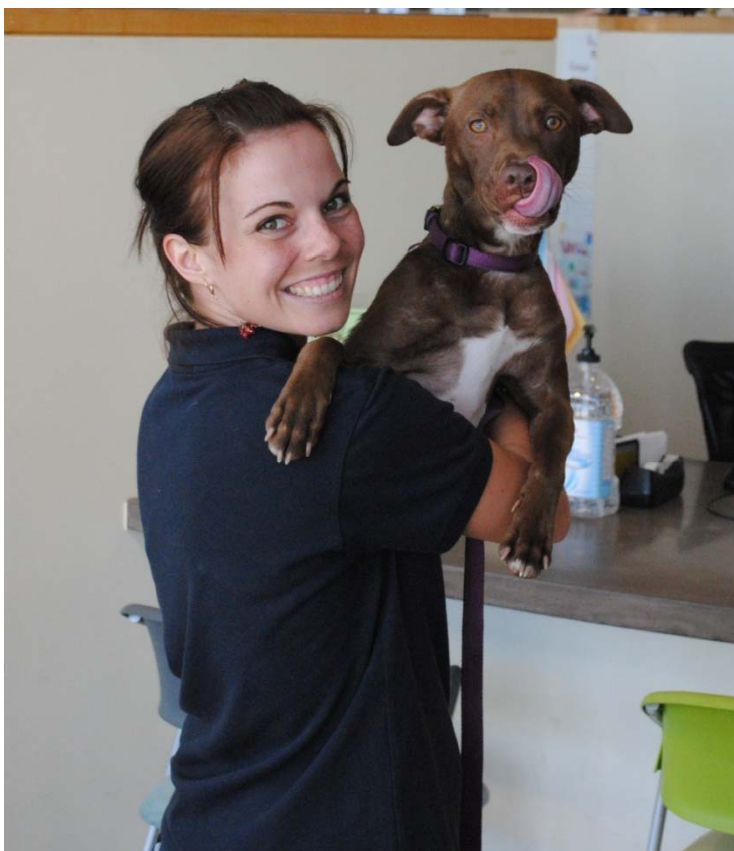


Adoptions Beyond the  
Shelter Walls:

Engaging Foster Parents to  
Be Adoption Ambassadors

# Meg Allison



GIS Data Manager, ASPCA  
and  
Adoption Ambassador  
Pioneer

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# Agenda

- What is an Adoption Ambassador?
- Nuts and bolts of program at LASPCA
- Empowering fosters & engaging community
- Why you should try it!

# Adoption Ambassadors

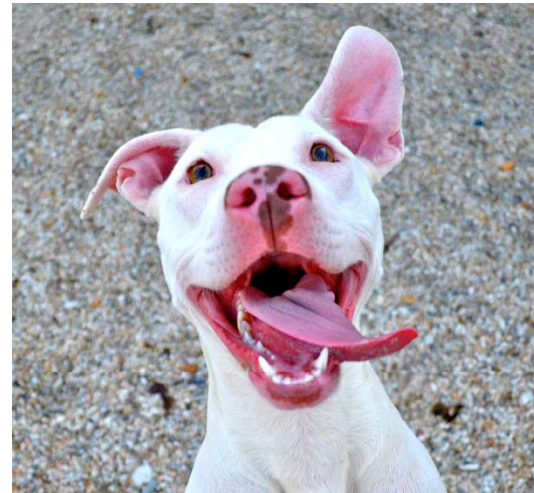
An active foster program that empowers fosters to find the adopter for dogs in their care. The foster home does all aspects of the adoption and the dog does not go back to the shelter for any part of the adoption process.



# First Word!

Fosters adopting out  
their animals  
on their own

**Answer in Chat!**



# How it Started





# Initial Considerations

- Flow of dogs at the shelter
- Which dogs can enter the program?
- Who will coordinate volunteers?
- Communication method for program



# What We Did

- Recruited volunteers
- Trained Adoption Ambassadors to do Adoptions
- Provided tools
- Set a suggested timeline
- SUPPORT!





# Volunteers?





# What did they do?

- Promoted! Promoted! Promoted!
  - Walking
  - Talking
  - Social Media-ing
  - Blogging
  - Website



“Where in the world  
is \_\_\_\_\_?”

# Better Matchmakers

## Grace



We found her on an abandoned property chained to a post next to the body of a dead dog. She sat huddled in the mud without food or water next to the decaying body of her friend for who knows how long. She could have given up. She could have been aggressive. But instead this little broken girl wiggled up to anyone that approached and gave them gentle kisses. We placed her into foster care where she has blossomed into the loving playful Grace we know now. She is surrounded by love and for the first time in her life she is allowed to play. Her story is one of heartache and survival but we are still waiting for her happy ending. Do you need a little Grace in your life?



# Underdog Happy Endings!





# Inspired Staff!





# Excited Volunteers!



# Engaged Community!

- Hot list of places for dogs to strut
- Partnered with the dog park to promote adoptions
- Doggie Day Care businesses became Adoption Ambassadors too!



# Moving the Needle?

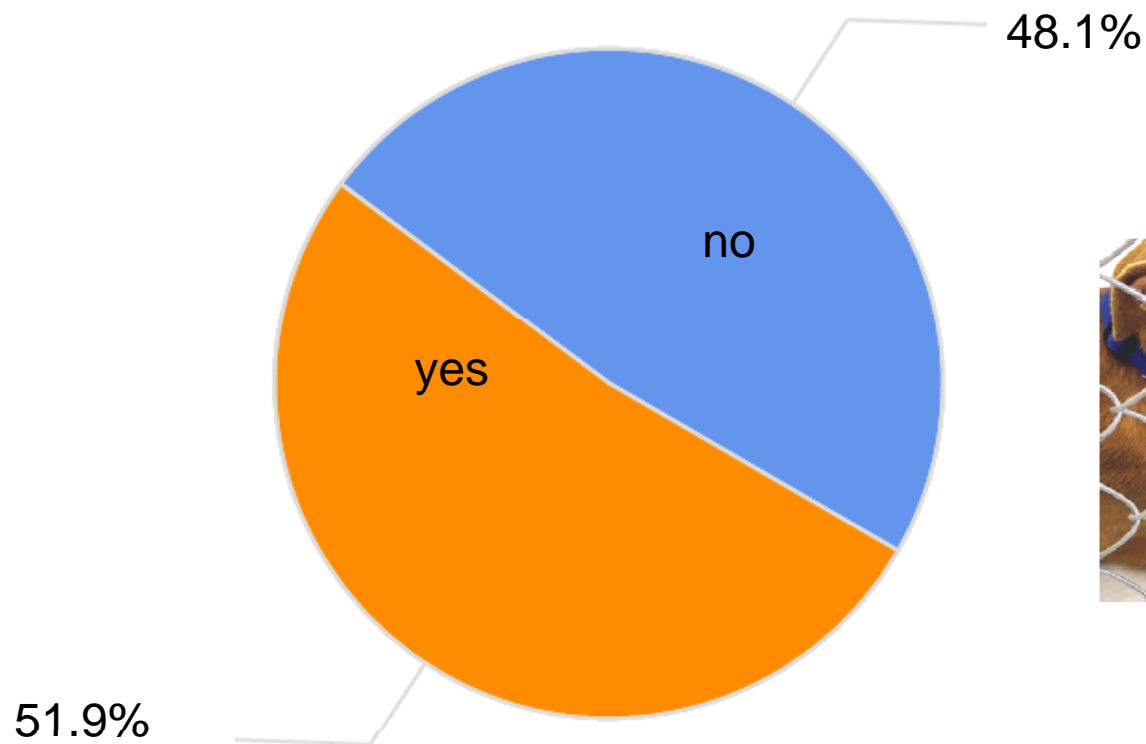
Was this program really working?





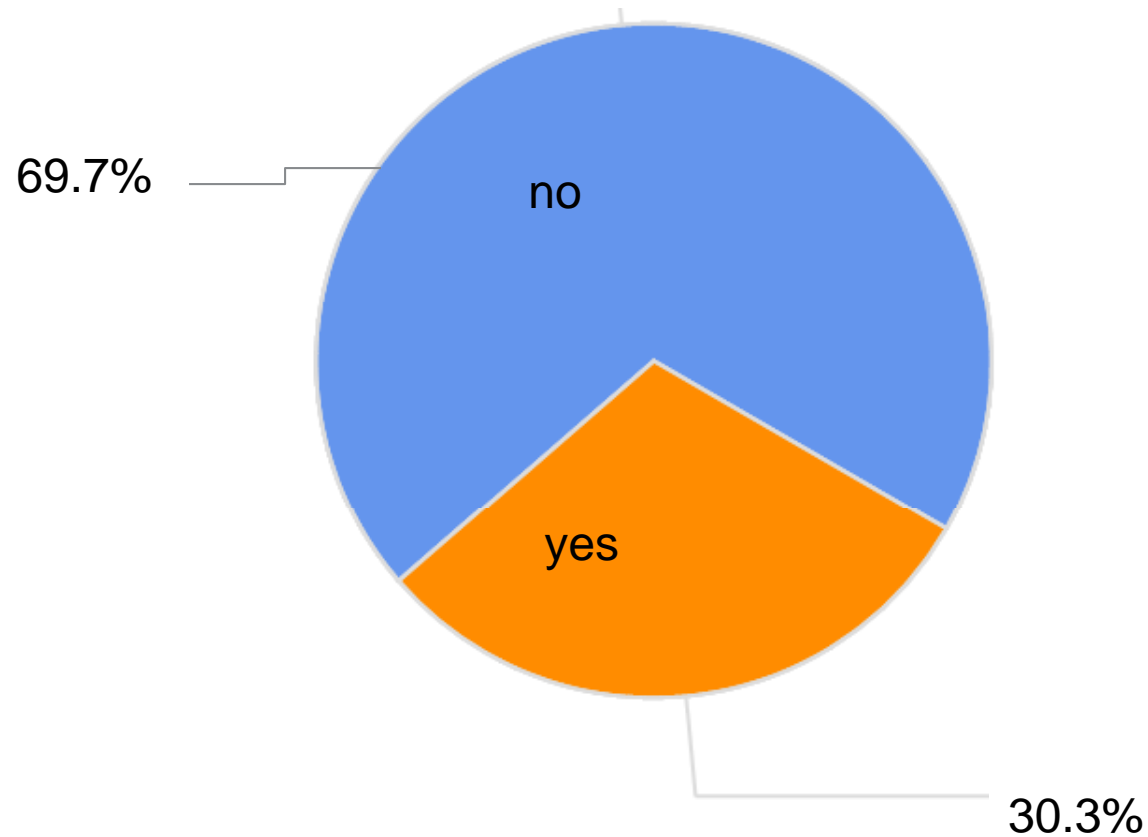
# From Shelter

**Have you ever adopted a pet from a shelter or rescue group before?**



# From Adoption Ambassadors

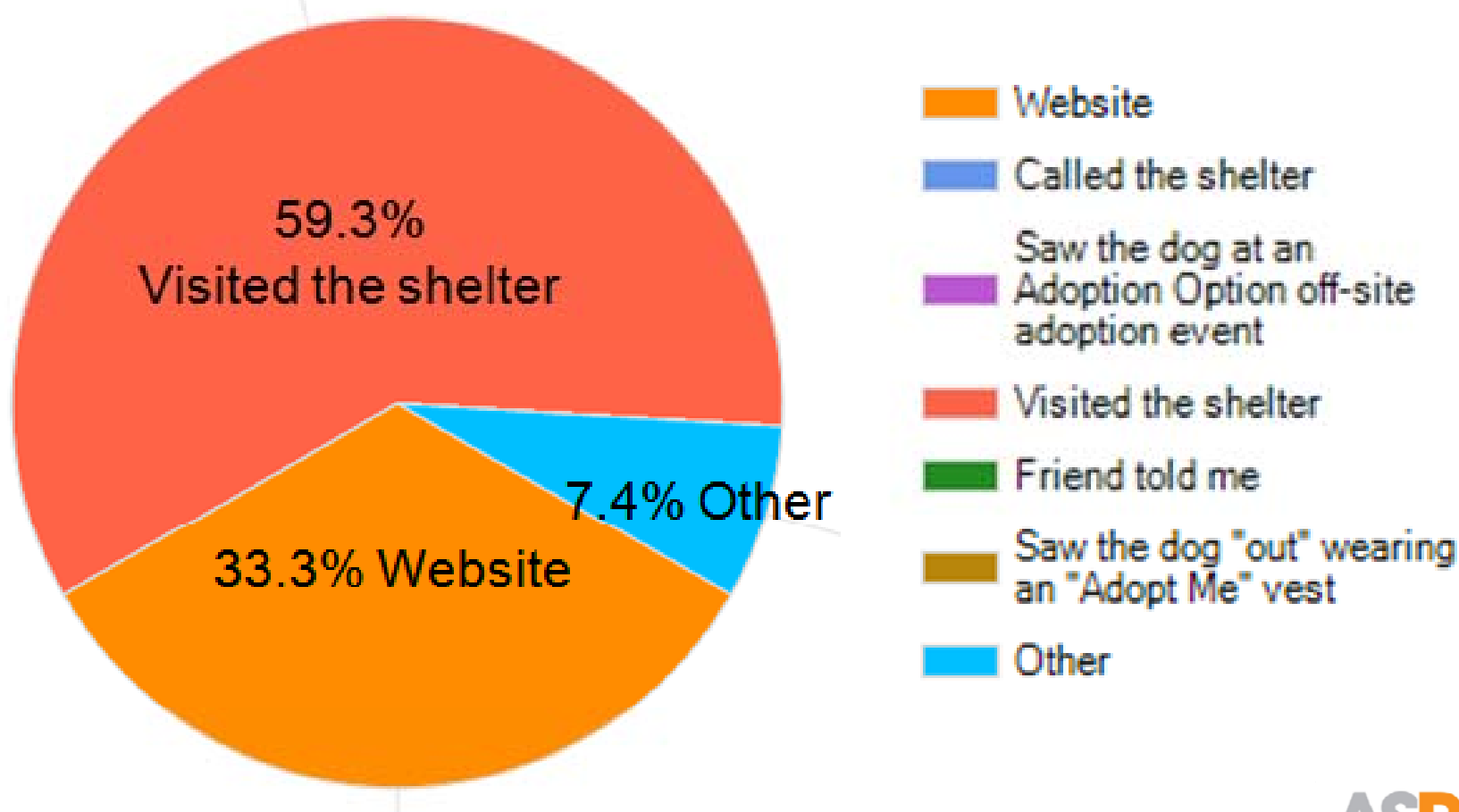
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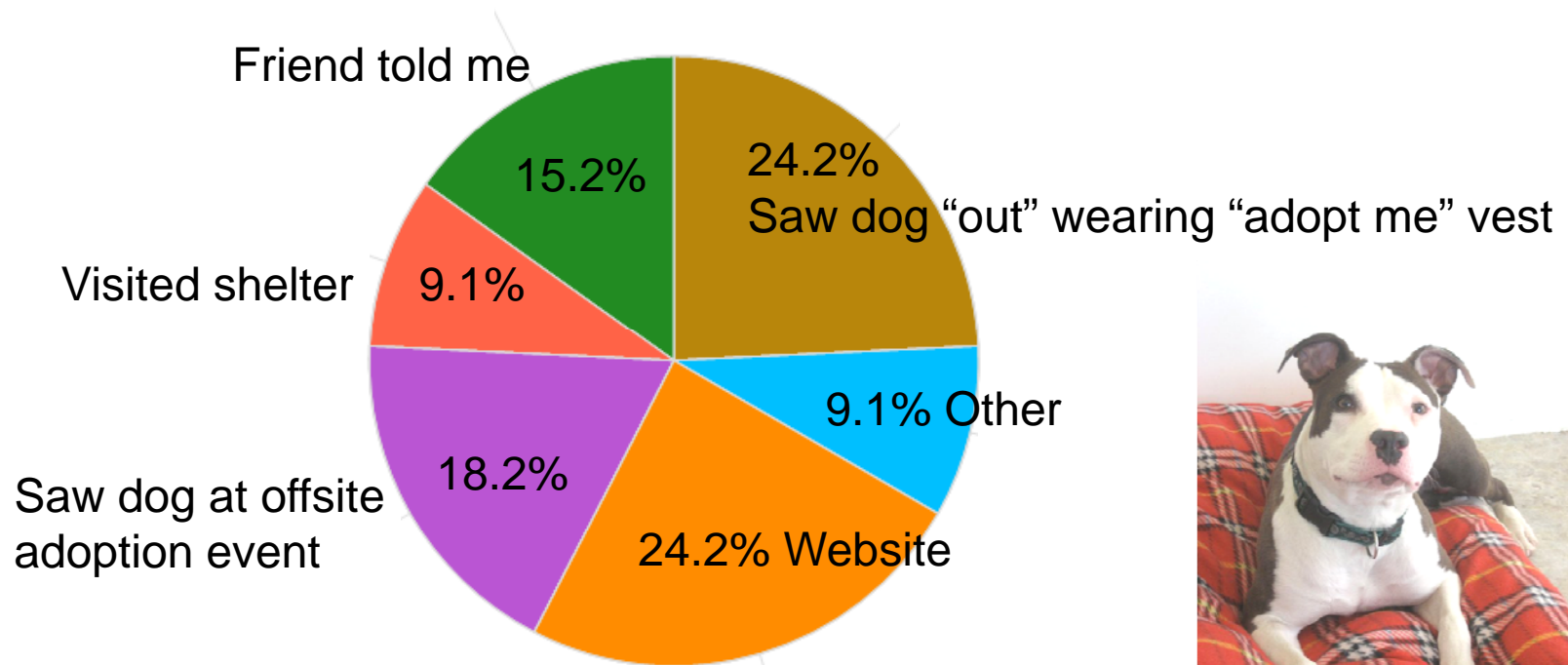
# From Shelter

How did you learn that the dog you most recently adopted was available for adoption?



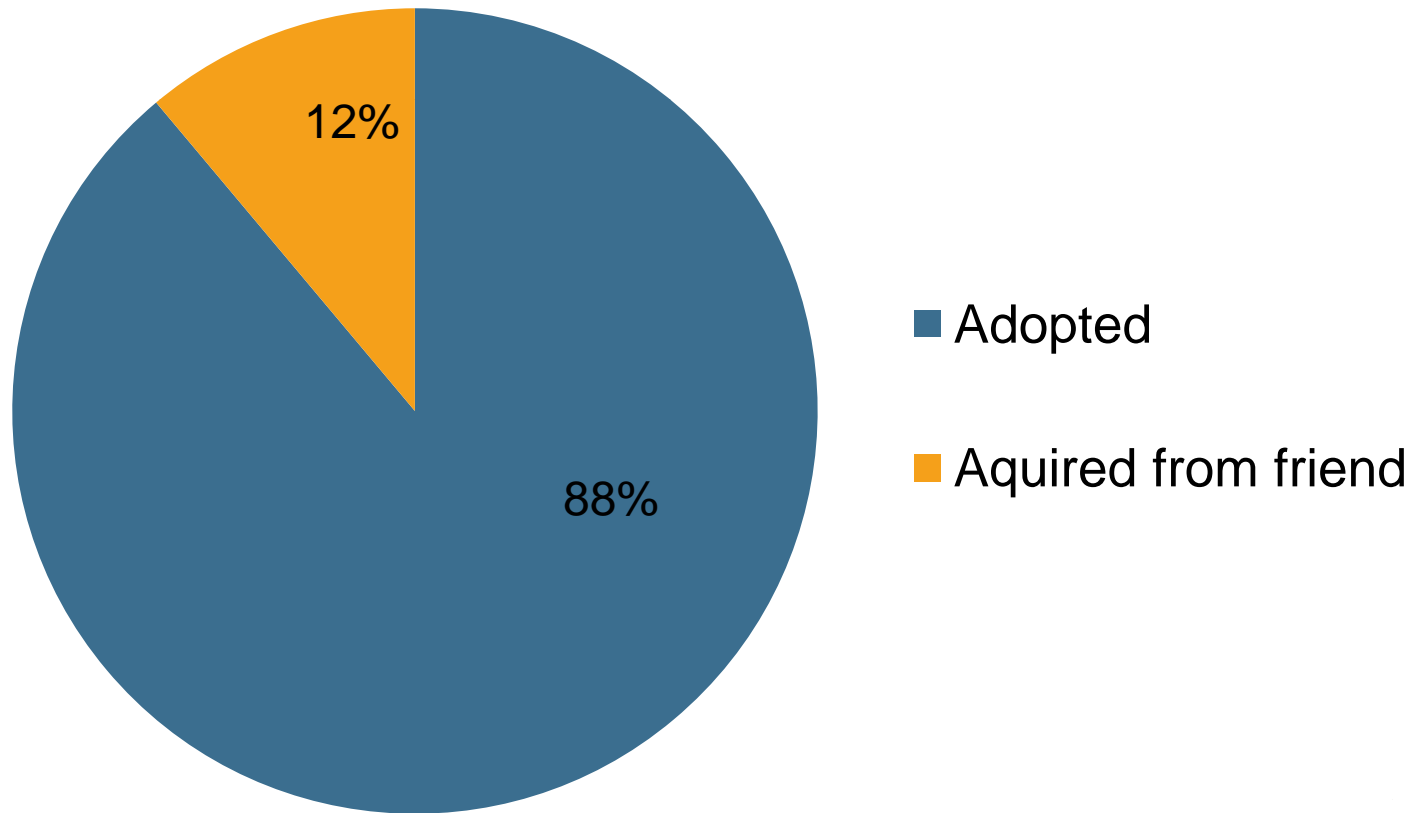
# From Adoption Ambassadors

**How did you learn that the dog you most recently adopted was available for adoption?**



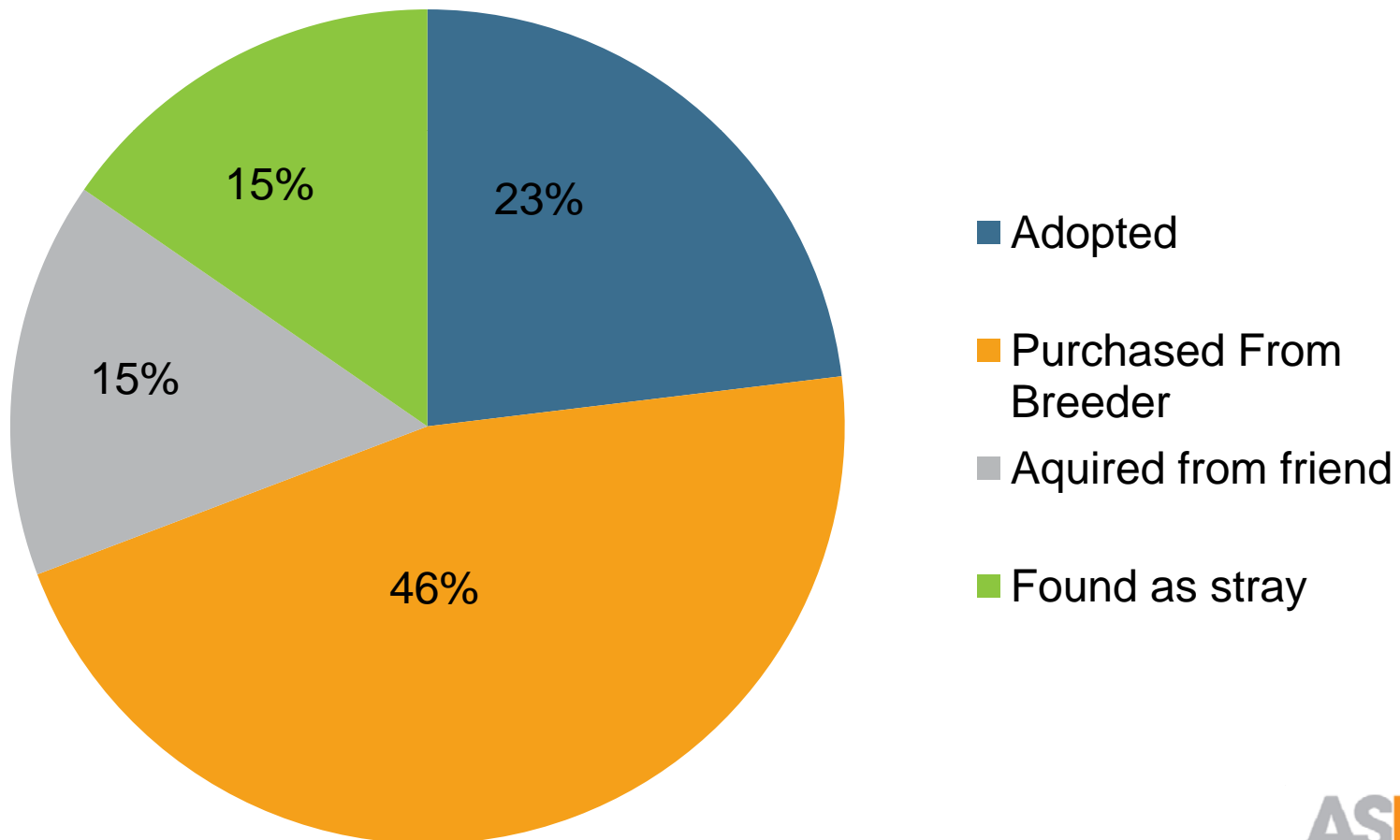
# From Shelter

If you do have other pets, please share with us how you acquired them.



# From Adoption Ambassadors

**If you do have other pets,  
please share with us how you acquired them.**

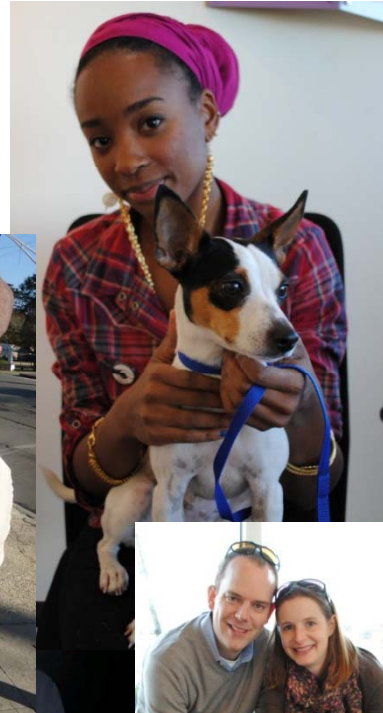


# (Traditional) (Adoption Ambassadors) (Shelter)





# Resulting in...



# Who could Adoption Ambassadors help in your community?

**Answer in Chat!**





# You and AA

- **Just try it**
- Works for all size organizations
- Breaks down your walls
- Engages community

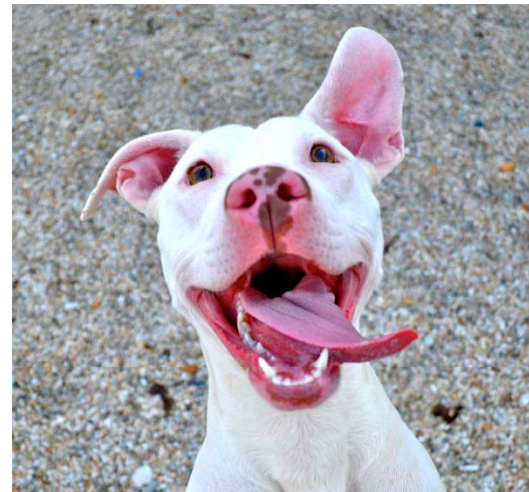




# First Word!

Fosters adopting out  
their animals  
on their own

**Answer in Chat!**



# Tools!

## Program Elements

[The Program's Birth](#)

[The Research](#)

[Program Overview](#)

[The Program in 10 Steps](#)

## Related Resources

### HOW-TO

#### Tips for using foster families as your adoption agents

A list of tips for using foster families as adoption ambassadors.

## Adoption Ambassadors

Want a program that places more dogs into homes, engages insiders as well as the community, and can even be managed by a single individual? Here it is! The Adoption Ambassadors program will not require more shelter resources or more kennel space, and will save more lives than you would have thought possible. Here is a detailed guide for getting the Adoption Ambassadors program up and running.

**Webinar:** [Engaging Foster Parents to be Adoption Ambassadors](#)

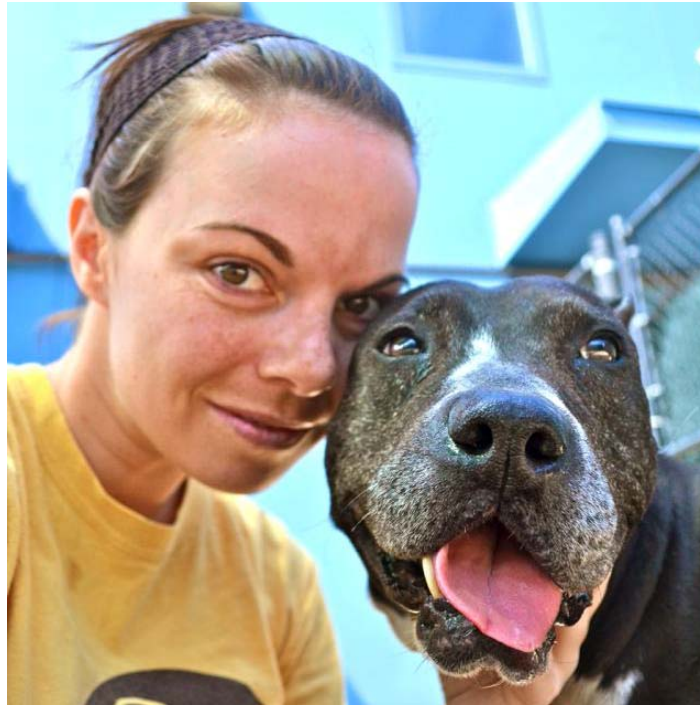
[Register »](#)



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# Questions?



[ASPCApro.org/ambassadors](https://ASPCApro.org/ambassadors)

[meg.allison@aspca.org](mailto:meg.allison@aspca.org)

# Related ASPCApro Webinars

[ASPCApro.org/webinars](http://ASPCApro.org/webinars)

- [Foster Vacation Planning](#)
- [Getting Shelter Animals Ready for Foster Care](#)
- [Early-Age Care for Foster Animals](#)
- [Increasing Adoptions: Dog Adoption Ambassadors](#)  
(2012 webinar includes more about the research behind the Adoption Ambassadors program)