Supercharge Equine Adoptions with Innovative Marketing

Anna Ford, New Vocations Racehorse Adoption Program

Julie Copper & Torrie Ward, Copper Horse Crusade

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New Vocations
Racehorse Adoption Program

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REHAB. RETRAIN. REHOME.
Retired Thoroughbred and Standardbred Racehorses
Who Are We?

• Take in over 500 horses a year from 40 different racetracks
• Placed 398 in 2017
• Operate out of 9 facilities in OH, KY, PA and NY
• Adopt out to the Midwest and Eastern states
How do adopters hear about us?

- Social media
- Word of mouth
- Internet search (website)
What tools do we use to engage potential adopters?

- Algorithms change constantly
- Pay to play
- Good, meaningful photos
- Well thought-out text
- Upload videos directly
- Start a group page
• Focus on success stories
• Focus on donor interests
• Meaningful content
• Easy to tag others, including media
Instagram

- Unique imagery
- Meaningful content
- Photos and video
- Use the filter and stickers
- Live stories are well received
YouTube

- Free unlimited videos
- 2-5 minutes long
- Available horses
- Educational videos
- About Us videos
What’s our message?

QUALITY
SOUND
THOROUGHBREDS
AVAILABLE

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aspcapro.org
“Retrained and Remarkable”
Success Stories
3 Most Important Aspects for Online Marketing

1. Present something creative yet authentic
2. Change it up
3. Budget for social media and have one person in charge of it
3 Do’s for Marketing Horses

#1 Do take the time to take good photos and videos

Don’t use a photo or video if it is unable to present the horse at its best.
Pay attention to the **background** of images and videos
#2 Do try new ideas
Don’t get stuck doing the same thing
# 3 Do use photos that naturally share your message and cause emotion.
Don’t use unmeaningful or average photos
Outtakes can be fun!
Copper Horse Crusade

- Cambridge, Ohio
- Demographics are varied
  - Nationally recognized NHRA trainers
  - Casual horse enthusiasts
About Us

- Pioneered the concept of sustainably saving slaughter bound horses. “Because Too Many Good Horses End Up in the Kill Pen”
- Two full time staff, 6 regular volunteers
- Capacity: 25-30 horses
Adoption Policies

• Previous horse experience
• In person interview and signed contract
• Matching riders with potential horses
How People Learn about Us

• Most up to date information on Facebook at Julie Copper
• CHC website www.CopperHorseCrusade.com
• Previous adopters referrals/word of mouth
• Fundraising events
Engagement

• Quality photos/videos & training updates
• “Good horses, good training, good results”
Resources

- A number of online volunteers
  - Amazing web administrator, grant writer
- Equine Affaire
- Right Horse partnership
- Purina’s *Home for Every Horse*
Online Presence

- Facebook-largest following
- Comprehensive website
- Equine.com
- *The Ride to Decide*
Non-Online Presence

- Calendars
- Local paper articles
- Magazine and radio interviews
Lessons Learned

• Have good horses
• Pull what you can place
• Train what you pull
• Quality photos and good promotion of each horse
Nashville, TN Metro Area

Sariah Hopkins
Executive Director

sariah@safeharborsanctuary.org
• GFAS Accredited; 501c3
• 100 Volunteers
• 30 Foster Farms
• 0 Paid Staff
• Aid approx. 50 horses at a time
  • Local cruelty and neglect cases
  • Dedicated After the Track program
• Approx. 125 adoptions annually
Adoption Policies

- 5 acre minimum, safely fenced with shelter
- Prior experience or commitment to volunteer
- Positive vet AND farrier reference

“Sean is a very special horse, and I’m honored that Safe Harbor would entrust him in our care. I know how much you all love him, and he’ll be just down the road. I look forward to many visitors.”

-- Glenda, Safe Harbor Adopter
Adopter Engagement

- Foster homes as ambassadors
- Open houses/Showcases
- Social media
- Community events
- Adopters as Ambassadors
- Newsletters
- Clinics
- Sponsorships (NEW THIS YEAR)
- Billboards (NEW THIS YEAR)
Social Media Strategy

- Heavily video-centric
  - Kids
  - Riding
  - Training
- Quality over Quantity
- 30 Second Promos
- Under 3 minute “sale videos”
- Use apps for ease
A Rescue Horse Is Not Broken
A Rescue Horse Is Not Broken
The Key Adopter Message

Our 3 V’s
Value
Veterinary Care
Versatility
In the Community

• Chamber of Commerce events
• Non-traditional events for horses (Nashville Lawn and Garden Show)
• Foster homes and volunteers (shirts, hats, signage)
• Open houses
• Kids camp
• Adult camp
Do:

- Make adoption easy
- Build your brand
- Know your horses and your adopters—focus on the match
- Remember you are a “public service” charity
Don’t:

• Rush a placement

• Publish bad photography

• Forget that it is an open market (horse sales, other rescues, etc.)
Join Help a Horse Day 2018

Supercharge your equine adoptions with Help a Horse Day! Here’s all the info to get you started on the right hoof.

REGISTER

ASPCApro.org/HAHD