

Petfinder

Petfinder is an internet company that operates the largest pet adoption website. Making it an incredibly successful, and easy way we can promote our adoptable dogs!

What do we need from you as a foster? Simple! We all love to take cute and funny photos of our pets as it is, now we'll just need you to direct that paparazzi mentality to your foster dog!

Here is a checklist of what you need to send to your Petfinder contact to have complete and accurate listing:

- 1) Photos - The more variety the better, we can showcase up to six photos and short videos. They're a great indicator of personality and are often the tipping point into adoption. Petfinder has helpful tips on pet photography: pro.petfinder.com/basic-pet-photography/
- 2) Bio - This gives adopters insight into what makes a particular dog successful in a new home, which can help attract adopters who feel they are a good fit and speed up the entire process. Tips from Petfinder:
 - a) Be concise: If in doubt take it out! 300 words is about the right length to keep adopters engaged.
 - b) Be specific: What would you want to know about this dog?
 - c) Be transparent: Be honest and offer solutions as needed
- 3) Breed - There are two options; primary and secondary we can choose from. Some dogs we'll know what the breeds are, others come in as stray and its best guess.
- 4) Behavior - Petfinder has us select "Good fit", "Not a good fit", or "Unknown" to the most commonly asked questions: is the dog a good fit with:
 - a) Children
 - b) Other Dogs
 - c) Cats
- 5) Size: Small, Medium, Large, and Extra Large. In the photo to the right they breakdown what weights fall into what size.
- 6) Lastly, is we ask you to keep an eye on your dog's listing while they are up for adoption. Though we try to stay on top of it, as the rescue grows and there are more dogs coming in some information can slip through the cracks. Just notify your Petfinder contact if you see something that needs to be changed or updated so we can help get our fosters adopted! Here is the Ma, Paws, & Me Petfinder link with all adoptable dogs:

Size (full grown) *

SMALL	MEDIUM
LARGE	EXTRA LARGE

? Dog Size Recommendations
Small: 25 lbs and under (11 kg)
Medium: 26-60 lbs (12 - 27 kg)
Large: 61-100 lbs (28 - 45 kg)
Extra Large: 101 lbs or more (46 kg)

www.petfinder.com/member/us/wi/watertown/ma-paws-and-me-pet-rescue-inc-wi501/

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