



# FOSTER 50 TOOLKIT

Shelter & Rescue Action  
and Amplification





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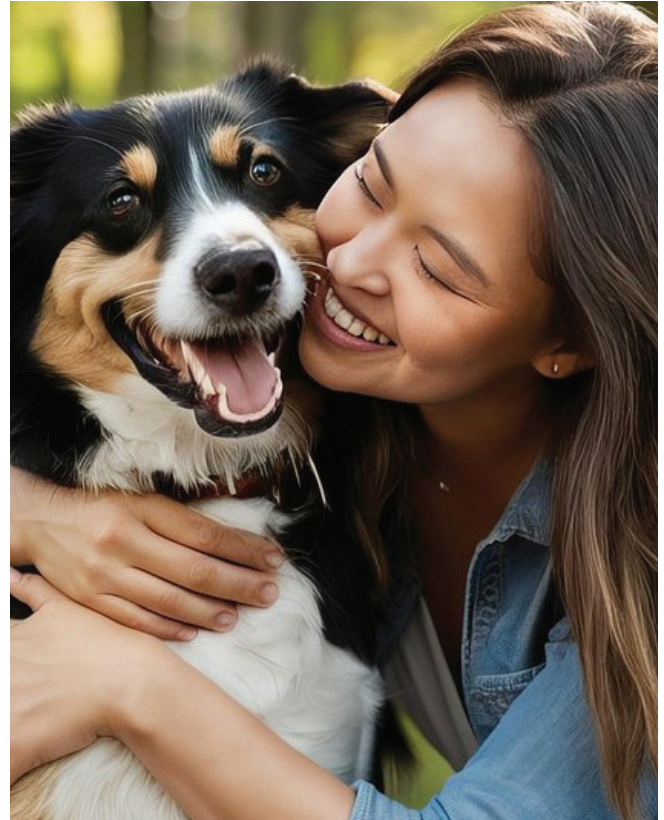
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# Foster 50 Program Overview

**Foster 50 is national program designed to increase pet fostering across the United States.** The program offers more than \$100,000 in grants (\$50,000 each from PEDIGREE Foundation and Maddie's Fund, and \$20,000 from Adopt a Pet) to the shelter and rescue community enabling them to develop and enhance their foster network programs. Adopt a Pet has also awarded technology pilot grants to 25 organizations to streamline foster communications and operations.

According to the [2024 Year-End Annual Report from Shelter Animals Count](#), community intakes were down 1.4% for both dogs and cats, however, length of stay for dogs of all sizes increased, with large dogs staying the longest. This increase in length of stay adds strain to an overburdened system by limiting space for incoming animals.

There is also encouraging data. According to Maddie's Fund, dogs who experienced foster sleepovers were 14x more likely to be adopted. Meanwhile, cats who were fostered had a lower risk of return after adoption. Fostering is an important life-saving shelter intervention for pets. It helps reduce length of stay at shelters, easing capacity challenges so shelters can focus on essential needs like transport, behavior training, and medical care, which are all key factors in increasing adoptions. Fostering also provides animals with valuable in-home experience and individualized attention, enabling foster families to advocate for what the best home looks like for each animal.



With shelters and rescues on board and ready to optimize foster programming, Foster 50 also calls on America's pet parents by educating and inspiring them to visit their local shelter or rescue and foster a pet all summer long.

Foster 50 has been developed by a coalition of animal welfare specialists led by PEDIGREE Foundation and includes Maddie's Fund, Adopt a Pet, Petco Love, The Association of Animal Welfare Advancement, Mutual Rescue and Outcomes for Pets Consulting.



Maddie's Fund

Adopt a Pet





## External Messaging for Shelter & Rescue Organizations

**Below you will find key messages about Foster 50 that you can share with your volunteers and pet-loving community. Feel free to add your shelter or rescue messages to bring it to life in your community.**

- We are excited to be joining Foster 50, a national program designed to increase pet fostering across the United States.
  - The program brings together shelters, rescues and pet lovers across all 50 states to raise awareness for the power of pet fostering and how just one hour outside of the shelter can change a dog's life.
  - According to the [2024 Year-End Annual Report from Shelter Animals Count](#), community intakes were down 1.4% for both dogs and cats, however, length of stay for dogs of all sizes increased, with large dogs staying the longest. This increase in length of stay adds strain to an overburdened system by limiting space for incoming animals.
  - Fostering is a life-saving shelter intervention for our pets:
    - > Helps reduce length of stay at shelters, easing capacity challenges so we can focus on essential needs like transport, behavior training, and medical care — all key factors to increase adoptions.
    - > Fostering also provides animals with valuable in-home experience and attention, enabling foster families to advocate for what the best home could look like.
    - > Data supports the power of fostering:
      - If just 2% more pet-owning households fostered a pet, we could end preventable euthanasia in America's shelters. (Petco Love)



- Dogs are 14x more likely to be adopted after experiencing foster sleepovers. (Maddie's Fund)
- Cats who were in foster care prior to adoption had a decreased risk of return. (Maddie's Fund)
- PEDIGREE Foundation has brought together a coalition of Animal Welfare leaders to realize the Foster 50 mission and create impactful change for pets around the country.
  - o Foster 50 coalition members include: PEDIGREE Foundation, Maddie's Fund, Adopt a Pet, Mutual Rescue, Petco Love, The Association of Animal Welfare Advancement, and Outcomes for Pets Consulting.
- To bring Foster 50 to life, PEDIGREE Foundation and Maddie's Fund are providing \$100,000 in "challenge" grants to help shelters and rescue organizations enhance their foster network programs.
  - o An additional \$20,000 in grant funding will be provided by Adopt a Pet for technology pilots to streamline the foster process for shelters and rescues.
- Shelter and rescue partners that join the Foster 50 Challenge have access to free resources — from podcasts to one-pagers to virtual coaching sessions — with simple, actionable solutions that address the barriers preventing shelters and rescues from hosting successful foster programs, including:
  - o Lack of time and resources needed to send pets to foster
  - o Perception that those in the community have no interest in fostering
  - o Risk to the animals if something goes wrongResources are available at [www.PEDIGREEFoundation.org/Foster50](http://www.PEDIGREEFoundation.org/Foster50).
- Visit [www.PEDIGREEFoundation.org/Foster-50Challenge](http://www.PEDIGREEFoundation.org/Foster-50Challenge) to learn more about the program and join us in the effort to save more of our pets' lives today.

# Internal Messaging for Shelter & Rescue Organization Staff

To share the excitement about Foster 50 with your team, we've provided some thought starters to help you get your team engaged and ready to go.

- We're excited to be participating in a new national initiative called Foster 50 which calls on shelter and rescue organizations from all over the country to grow their foster network programs.
- According to the [2024 Year-End Annual Report from Shelter Animals Count](#), community intakes were down 1.4% for both dogs and cats, however, length of stay for dogs of all sizes increased, with large dogs staying the longest.
- With dogs staying longer, we can't take additional dogs who need our help. By fostering, we can all help reduce length of stay for these animals and become advocates for them to increase adoption. We'll be encouraging more people in our community to join our organization to foster all summer long.
- PEDIGREE Foundation and Maddie's Fund are providing \$100,000 in "challenge" grants to help organizations like ours enhance foster network programs, and we will be applying for one of these grants to help improve our foster program.
  - o Beginning July 1 through August 31, we'll be looking at: increasing foster and volunteer recruitment, reducing length of stay for animals or increasing foster to adopt for our pets.
  - o And, at the end of the challenge period, we'll submit a Challenge Outcome Report by September 15.
- We're excited to support this impactful initiative that helps our animals find homes faster — and we're keeping it simple for everyone involved. Here's what to expect this summer:
  - o **Low lift, big impact:** We're simplifying volunteer and foster processes to make it easier for people to help — whether it's a walk, a day outing or foster stay.
  - o **Better marketing through fosters:** We'll encourage fosters to capture great photos and stories. This helps us share each animal's personality and find the right home faster.
  - o **More help means more focus:** With more of our animals in foster homes, we can better support those here who need more intensive help.
- Thanks to each and every one of you for helping us make this work smoothly — it's a team effort that truly saves lives.

The following pages highlight tools to organize and amplify your Foster 50 program at the local level. These include:

- Foster 50 Recruitment Checklist
- Foster 50 Action Guide
- Sample Foster Recruitment Newsletter to share with your local networks to drive fostering interest
- (6) Sample Social Posts to use on owned channels to amplify available foster dogs along with compelling graphic stats to inspire pet parents to foster
- Template Press Release to complete and distribute to local media to cover your shelter/rescue Foster 50 story

# Foster 50 Challenge 2025 CHECKLIST

Checklist (and links!) for pet shelter and rescue organizations looking to grow foster programs during the Challenge.

Goal	Actions	Timing	Notes
■	Track data on where your foster caregivers are finding out about your need for foster care	Immediately	Review <a href="#">data</a> (see pg. 5 in document) and adjust your recruitment plan based on what you learn.
■	Find ways you can <a href="#">extend the invitation to foster</a> to everyone, creating a foster base as diverse as your local community.	Before challenge starts	Do your fosters live in the same neighborhoods where the pets come from? If not, how can you spread the word and recruit in other areas?
■	Take a hard look at the process for becoming a foster at your organization and find ways to <a href="#">reduce barriers</a> .	Immediately	Is becoming a foster easy and fast? How can you speed up the process and make it more efficient?
■	Send out <a href="#">news</a> releases featuring fostering and recruiting for the program.	Several times each month or more	News releases could focus on your participation in the challenge, <a href="#">dogs who need fosters and why</a> , heartwarming stories about foster care, <a href="#">your short-term foster program</a> , <a href="#">shelter emergencies</a> , how the summer months historically impact your shelter, etc.
■	Reconnect with people on your foster list who haven't fostered in the last few months or more.	Immediately	You can find scripts for texting and calling dog fosters <a href="#">here</a> .
■	Host a "Word of mouth" foster drive and/or <a href="#">"Foster open house"</a> .	Immediately	You can find word of mouth foster recruitment blurb templates to send your foster <a href="#">here</a> .
■	<a href="#">Send pleas</a> to your foster base and to the public for foster caregivers.	Weekly or more	Pleas for specific pets that tell their story can be particularly effective. Focus some of your recruiting efforts on <a href="#">specific foster needs</a> . Include photos and video, if possible. Mix urgent pleas with regular recruitment. Most organizations use a combination of methods, such as email, apps such as <a href="#">Trello</a> , texting and/or website listings.
■	<b>Web page:</b> Ensure that it's obvious when people land on your home page that foster care is important to your organization.	Immediately	Is foster in the main menu? Is it mentioned on the first page or featured in a banner? Learn <a href="#">best practices here</a> .
■	<b>Web page:</b> Ensure that it's possible to sign up to foster online (in addition to in person), and the form is easy to find and concise.	Immediately	You can use the foster sign up form in <a href="#">this template</a> .

Goal	Actions	Timing	Notes
■	<b>Web page:</b> Ensure that your foster landing page is easy to find, welcoming and includes information on why pets need foster, how people can get involved and expectations for foster caregivers.	Immediately	Learn <a href="#">best practices here</a> .
■	Communications (Volunteer and supporter newsletters, social media, etc.): <b>Mention the foster program</b> in some way in all communications, preferably on every platform.	Daily or more	This might include sharing a story about a foster pet, explaining what fostering involves, or highlighting a pet in need of a foster or adopter. You can also feature a success story or spotlight pets currently needing foster homes — be sure to include clear steps for how people can get involved!
■	<b>Signage:</b> Create signage for your shelter and outside events that promote the foster program.	Immediately	Check out these <a href="#">lobby banner</a> , <a href="#">yard sign</a> and <a href="#">kennel signs</a> . Have a TV in your lobby playing a recording? Tell viewers all the reasons they should foster!
■	Written materials on foster caregiving should be available for attendees to take at events, in your lobby and on community bulletin boards around town.	Immediately	Check out this <a href="#">downloadable flier template</a> .
■	Highlight pets who are available for adoption from foster care and those who currently need fosters in a prominent place at your organization.	Review/update biweekly	Check out this <a href="#">bulletin board</a> and <a href="#">this display case</a> showing pets in foster homes and those need of foster.
■	Create and utilize a plan for <b>marketing pets from foster homes</b> and <b>getting pets adopted from foster</b> and/or make your current process more efficient.	Immediately	Determine best way for fosters to <b>submit marketing material</b> and create processes and ways to ensure material is received on a timely basis.
■	Offer <b>training</b> and connect foster caregivers with resources where they can learn how to <b>market their pets for adoption</b> .	Immediately	You can find templates of reminders and <b>resources</b> for foster marketing <a href="#">here</a> .
■	Start a short-term foster program like field trips or sleepovers, or improve your current program.	Immediately	Use these pilot program toolkits for <b>field trips</b> and <b>sleepovers</b> . Make sure you are talking about your program(s) constantly!
■	Make sure the process for short-term fosters to become regular fosters and adopters is easy & clear.	Immediately	Check out tips in <a href="#">this blog</a> .

This list highlights the most impactful actions you can take to maximize your return on investment in foster recruitment. While it's not comprehensive, it's a great starting point. Want to explore even more ways to fully commit to recruiting fosters? Take a look at these resources:

- [Comprehensive Foster Recruitment Plan Template](#)
- [Foster Caregiver Recruitment Collection on Maddie's University](#) (multiple resources)
- [Six Tips to Bring in Adopters & Fosters](#) (blog)

# Foster 50 Challenge 2025

## ACTION GUIDE

**Starts:** June 5, 2025 – 12:00 AM (CST)

**Ends:** August 31, 2025 – 11:59 PM (CST)

This resource is here to support your efforts in reaching the core goals of the Challenge: recruiting more foster caregivers (the foundation of our success), reducing the length of stay for pets in shelters, and increasing foster-to-adoption outcomes. Inside, you'll find practical steps and creative inspiration to help you make a meaningful, lasting impact for the animals in your care.

Remember, this isn't a one-size-fits-all approach — so don't be afraid to get creative! Use this guide as a launchpad, and feel free to bring your own ideas to life. You know your community best, and your unique approach could be exactly what helps your foster program thrive.

### Foster 50 Challenge Core Goals:

- 1. Recruit More Foster Caregivers
- 2. Shorten Shelter Stays (Reduce Length of Stay)
- 3. Increase Foster Adoptions

### What You Can Do + Real-Life Inspiration

#### ■ 1. Recruit More Foster Caregivers

**Goal:** Grow your foster base and bring more people into the lifesaving mission.

- **Make signing up easy** – Use quick online forms and offer flexible onboarding (virtual or in-person).
- **Tell real stories** – Share testimonials, before-and-after photos, and videos to show the power of fostering.
- **Get the word out** – Use social media, flyers, community events, and even local media to recruit new and former fosters.

- **Offer options + support** – Promote short-term or weekend fosters and provide starter kits or small incentives to make it easy to join.

#### ■ 2. Shorten Shelter Stays (Reduce Length of Stay)

**Goal:** Move pets through the system more efficiently with foster support.

- **Place pets in foster fast** – Identify foster candidates early (at intake) and have a pre-approved foster pool ready to go.
- **Offer quick, flexible options** – Use weekend stays, field trips, or emergency fosters—even 24–72 hours can make a difference.
- **Streamline the process** – Keep paperwork and logistics simple, and make supplies/transport easy to access.
- **Let fosters help with adoption** – Empower fosters to write bios, take photos, and promote pets to speed up matches.

#### ■ 3. Increase Foster Adoptions

**Goal:** Turn foster placements into forever homes and boost visibility.

- **Foster = Adoption Ambassador** – Encourage fosters to promote their pets online, at meetups, or with friends and family.
- **Foster-to-Adopt Pathways** – Offer short-term fostering as a trial for potential adopters.
- **Spotlight foster pets** – Feature them on your website, social media, and at adoption events (in person or virtual).
- **Expand your reach** – Partner with local businesses, influencers, and alumni to promote adoptable pets to new audiences.

# Sample Shelter/Rescue Foster Recruitment Newsletter

## SUBJECT:

**Introducing the Foster 50 Challenge: 50 states, hundreds of shelters, one mission.  
Become a Foster Pet Parent Today!**

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## HERO IMAGE:

Add an image of an Available Foster Pup and/or Cat

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## COPY:

Calling all Foster Heroes! We're excited to announce our participation in Foster 50, a national program designed to increase pet fostering across the United States. The program brings together shelters, rescues and pet lovers, like you, to raise awareness for the power of fostering and how even one hour with a pet outside the shelter can change its life.

According to our friends at Maddie's Fund, dogs who spend time in foster care — even one foster sleepover — are 14 times more likely to get adopted. As is the same with all animals, dogs and cats who were in foster care prior to adoption have a decreased risk of return. This encouraging data is part of the reason why we'd love to have you apply to be a foster pet parent today.

Summer is the perfect time to try out fostering a pet! [Add 2-3 sentences about available dogs/cats and application process.]

Foster 50 was designed by PEDIGREE Foundation, Maddie's Fund, Adopt a Pet, Mutual Rescue, Petco Love, The Association for Animal Welfare Advancement and Outcomes for Pets Consulting.

Call us at (XXX) XXX-XXXX or visit [our website] to inquire. To learn more about Foster 50, please visit [www.PEDIGREEFoundation.org/Foster50Challenge](http://www.PEDIGREEFoundation.org/Foster50Challenge).

# Profile Picture Filters

All Supporting Social Media Assets available here.

## How to use profile picture filters on Facebook:

**Step 1: Download the graphic frame** (from the Pedigree Foundation site).



## Step 2: Use a photo editing app

(like Canva, PicsArt, Adobe Express, or even Instagram Story editing tools) to manually overlay the frame onto your profile picture.

**Step 3: Save the edited image** with the frame as a new photo.

## Step 4: Upload the edited image as your Instagram profile picture:

- Go to your Instagram profile
- Tap Edit Profile
- Tap Change Profile Photo
- Select your new framed image

# Customizable Graphic Frames

All Supporting Social Media Assets available here.

## How to Use Graphic Frames:

**Step 1: Download the Frame to your device**

**Step 2: Choose Your Photo**

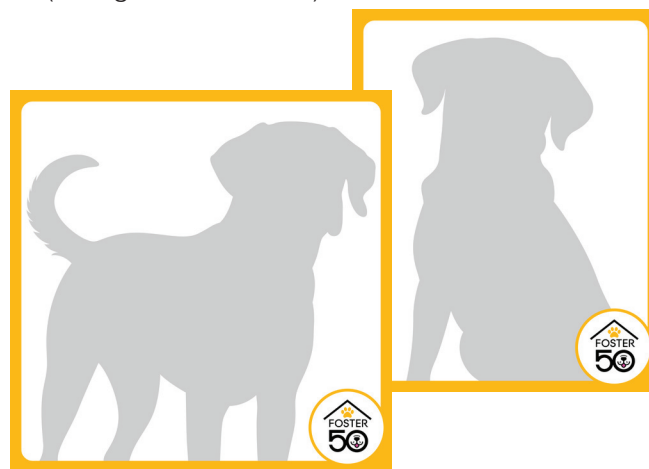
**Step 3: Add the Frame**

- There are a couple of easy ways to add the frame:
  - On Mobile:** Use any photo editing app that lets you add images or stickers (like Canva, PicsArt, or Instagram).
    - To add Frame on Instagram in feed:** Add photo, next, then the middle icon (photo with mountains), place the Foster 50 Challenge frame on top and adjust size/position
    - For Instagram stories:** add photo, swipe up and click “photo” then add Foster 50 Challenge frame on top and adjust size/position

- On Desktop:** Use free online tools like Canva or Adobe Express to layer the frame over your photo.

**Step 4: Share and Tag!** Post your framed photo on your favorite social platform! Don't forget to:

- Use the hashtag **#Foster50Challenge**
- Tag **@PedigreeFoundation** (Instagram/Facebook)



# Sample Social Posts

## SAMPLE POST #1 (to market foster pets):

Calling all foster pet parents! Check out these adorable pets ready to become your new best friend this summer.

[Meet XX: Name, Species, Gender, Approx. Age and Fun Character Traits]

Visit [XX] to learn more or inquire about fostering today!

### Content ideas:

- Use a slideshow to showcase up to twenty (20) dogs on Instagram
- Create a reel to showcase some of the available dogs' personalities through video



## SAMPLE POST #2 (to market foster pets):

We are delighted to showcase some of our NEW pets available to foster. Scroll through to see the latest furry friends looking for a temporary home or even an afternoon out of the shelter!

[Meet XX: Name, Species, Gender, Approx. Age and Fun Character Traits]

Visit [XX] to learn more or inquire about fostering today!



**SAMPLE POST #3 (to share compelling foster data and drive interest with the community):**

Did you know fostering is arguably the single most important shelter intervention for saving lives? It's also something you can do to help if even for a short-term day out or overnight stay! For more information on how to foster a pet today, visit [XX] to learn more.



**SAMPLE POST #4 – WEEKLY SERIES**

**🐾 Foster Friday: Meet the Faces of Foster 50**

**Content idea:** Feature a new foster dog each week with a short, heartwarming story about how foster care is helping them heal, grow, or shine.

**Caption Example:**

Meet Rocky 🐶💙 This sweet boy came to us scared and unsure — but just two days in a foster home made all the difference.

When you foster, you give a dog like Rocky the chance to decompress, trust, and find their forever home.

Want to be part of that magic? Join our #Foster50challenge this summer!

🏠 Tap to find a participating rescue / shelter in your area: [insert link] #FosterDog #Foster50Challenge

## SAMPLE POST #5 – INSTAGRAM STORIES POLL

### Foster Friday: Myth Busters Edition

**Content idea:** Create Instagram polls to engage audiences and educate them about fostering. Feature photos of available foster dogs as part of the poll slides.

#### **Caption:**

Think fostering isn't for you? Let's bust some myths. ✨

Spoiler alert: You don't need a yard, tons of time, or a PhD in dog. 🐾

#### **Story Slide 2 (Poll #1):**

"I don't have enough time to foster."

- Myth
- Fact

**Answer in next slide: MYTH!** You can foster for a weekend, a day, or even just take a pup out for a Doggy Day Out. Every moment matters! 🐾🕒

#### **Story Slide 3 (Poll #2):**

"I need a yard or big house to foster."

- Myth
- Fact

**Answer in next slide: MYTH!** Foster dogs don't need a mansion — just a safe, loving space. Apartment-dwellers, we see you! 🏠

#### **Story Slide 4 (Poll #3):**

"I'm not trained enough to handle a foster dog."

- Myth
- Fact

**Answer in next slide: MYTH!** Shelters and rescues give you everything you need — guidance, supplies, and support. You're never doing it alone. 🦵🐾

## Story Slide 5: CTA

 You = The perfect foster parent.

Ready to give it a shot? Even a small commitment can change a life. Join the #Foster50 challenge this summer. 🏠

👉 Tap the link to sign up: [\[insert link\]](#)

## SAMPLE POST #6 – weekly series featuring Foster WINS

**Content idea:** Showcase foster success stories when dogs are fostered, socialized, given a loving home environment and then are adopted either by the foster family or one in the community after the foster family helped market and advocate for the dog.

#### **Example caption:**

### **Foster Friday: Success Spotlight**

This week's star: **Bailey** 🐾

Bailey came into foster care shy, stressed, and overlooked in the shelter. But her foster mom? Total rockstar. She gave Bailey the time and space to decompress — and told everyone who'd listen how special she was.

Thanks to that extra TLC (and a few adorable Instagram stories 🥰), Bailey found the perfect forever home just 3 weeks later!

Foster families don't just care for dogs — they're their biggest cheerleaders. ❤️ Want to help write the next happy ending?

👉 Join the #Foster50 movement today: [\[insert link\]](#)

#FosterFriday #FosterSuccess  
#FromFosterToForever #Foster50Challenge

# Sample Foster 50 Announcement Release (Template for Localization)

## **[XX Organization NAME] is Proud to Participate in New National Foster 50 Program to Encourage Pet Parents to Foster a New Best Friend This Summer**

CITY, STATE (July X, 2025) – [Organization] is proud to announce our participation in Foster 50 — a nationwide campaign serving as a catalyst for change, rallying pet lovers, shelters, and rescue organizations to spark a fostering movement and help change the future for shelter pets.

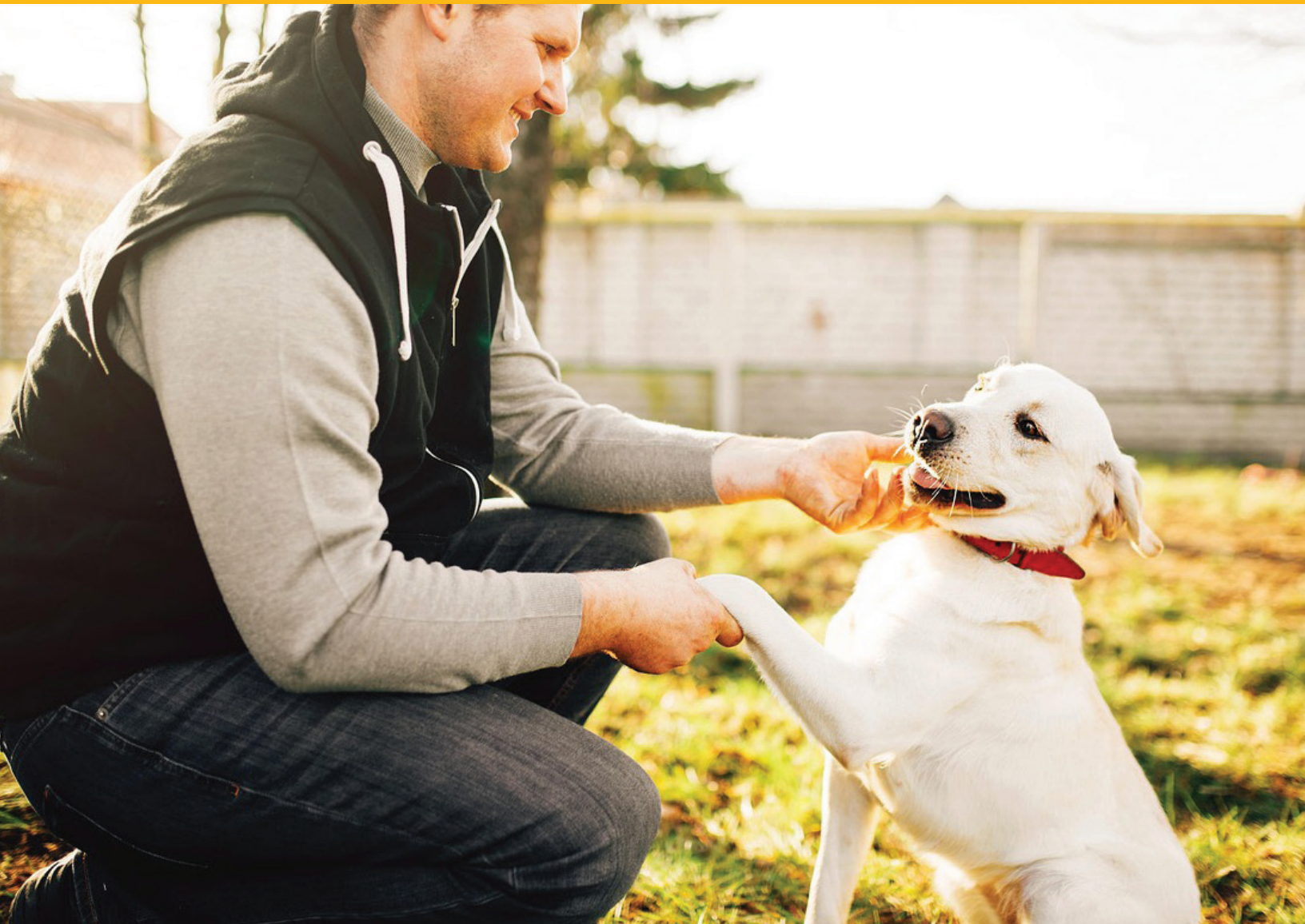
Foster 50 was designed by a coalition of animal welfare experts, led by PEDIGREE Foundation and including Maddie’s Fund, Adopt a Pet, Mutual Rescue, Petco Love, The Association for Animal Welfare Advancement and Outcomes for Pets. These organizations are working together to support shelters and rescues in creating and strengthening their foster programs. In addition, they are addressing foster barriers within the shelter system and providing strategies to make it easier for potential pet parents to foster.

“We’re excited to participate in the pioneering Foster 50 program to raise awareness among consumers for the power of pet fostering, said [Spokesperson, Title, Organization.] Fostering is a life-saving shelter intervention for dogs and cats alike, preparing them for adoption and helping our shelters by reducing the length of stay for our animals and providing much-needed data, and even marketing, for each individual pet to help us match to permanent homes.”

**Customize based on your organization’s foster offering: Our foster opportunities range from a one-hour walk to an overnight or weekend stay or several weeks of care, offering flexible options to fit different lifestyles. Summer is a great time to foster, with more flexible schedules and outdoor time benefiting both pets and people. Any amount of time outside the shelter environment has a valuable impact on the life of an animal in need. We have more than [XX] dogs and cats available to foster and invite pet parents all over the community to come out to find a new best friend!**

Pet lovers and potential foster parents can visit our website at [XX] to fill out a foster application and find pets available to foster. For more information on Foster 50, visit [www.PEDIGREEFoundation.org/Foster50Challenge](http://www.PEDIGREEFoundation.org/Foster50Challenge).

[Organization Boilerplate]



For shelters and rescues:  
[www.PEDIGREEFoundation.org/Foster50](http://www.PEDIGREEFoundation.org/Foster50)

For pet parents:  
[www.PEDIGREEFoundation.org/Foster50Challenge](http://www.PEDIGREEFoundation.org/Foster50Challenge)

