

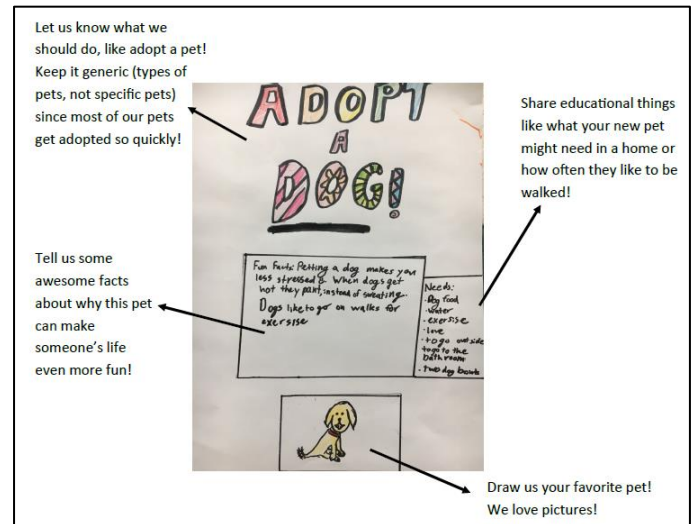


# Adoption Poster Instructions

Adoption posters help inform people about adopting—why they should do it, how fun it is, and how happy it can be for them and for the animals! We want people to see these posters and be happy that they're doing something so great, so here are a few guidelines to follow when making posters.

## Educational Posters:

- Focus on a type of animal that we may have for adoption at DCHS, and include facts about them
- Encourage people to adopt animals that need a home using positive words and language to make the person reading the poster happy
- Encourage people to donate to DCHS to help other homeless animals
- Create posters to education on how to help animals stay healthy:
  - Telling visitors not to touch animals in their cages
  - Importance of spaying and neutering
  - Importance of microchipping (DCHS offers this service!)



Most importantly: HAVE FUN! These posters are a great way to have fun and help our pets get adopted, so use stickers, glitter, pictures, and anything else to make them stand out!

## Adopt a Specific Animal Posters:

Our average length of stay for an animal is a little over a week, so if you choose to make adoption posters for specific animals please bring in the posters as soon as possible so we can hang them up before the animals get adopted!

- Visit our website here: <https://www.giveshelter.org/our-services/adopt> to see which animals are available for adoption
- Choose an animal to make a poster for. Focus on animals that need help getting adopted:
  - The animals that appear first are usually the ones who have been here longer
  - Filter to show only Lonely Hearts Club members
  - Choose older animals, pit bull-type dogs, or critters (e.g. rabbits, guinea pigs)
- Posters should include a photo of the animal, its name, what makes the animal special, and where to find it (there will be a note if an animal is staying in a foster home, otherwise the animal is likely at the DCHS shelter). Feel free to get creative!
- Make sure to only use positive language



Email [education@giveshelter.org](mailto:education@giveshelter.org) if you have any questions.