

How to Get A Fast Track Dog Adopted in Two Weeks:

By Meg Allison, LA SPCA Volunteer (who usually gets her Fast Track dogs adopted in 5 days)

- Day 1: Photo and video session at home - send to Allie. Try to capture dog in natural light and bonus points if the dog is interacting with a person. People want pets not dog portraits! Great time to learn what your new foster dog can do. Does she know sit? Play fetch? Housetrained? Quick learner? These are things adopters will want to know and the more you know about your foster the better you can market them. Send Allie an update at the end of Day 1.
- Day 2: Post those cute videos and photos you took to social media and email your friends and coworkers about your amazing new friend who is looking for a home! Then hit Magazine and Louisiana—be sure to stop at The Bulldog, Reginellis and Dat Dog for some outdoor in your face marketing. Stay at least 2hrs for the most foot traffic and don't forget those business cards and your adopt me vest!
- Day 3: Meet a friend for coffee and bring your Fast Tracker! Some suggestions Freret St-Mojo, Carrolton- Rue de la Course, Magazine St-PJs, Starbucks, and Mojo. Make sure to snap pictures or videos of your fast tracker out and about! Tag the business you are at and they might even share your cute adoptable!
- Day 4: Get active with your pup through Mid-City or just sit back and have a beer! Mid-City Bulldog, City Park, and City Bark are great places to show off your new pup. Don't get discouraged if you haven't found the 1 yet. Keep trying and the more people your dog kisses the better!
- Day 5: Take your dog to a local sporting event like kickball or adult soccer. You can find them happening all over town especially The Fly and City Park. Take this opportunity to teach your dog a new trick or one of the basics like shake!
- Day 6: Explore the Bywater and Crescent Park. Pizza Delicious has outdoor seating as does Press St Station, and Satsuma Café.
- Day 7: Take a day to decompress and fill in all your friends on how awesome your foster is doing. Email him or her around and post them to any groups you are a part of. Make sure to tag the LASPCA so we can help in your search too! And take some time to see if there are any adoption events coming up. Be sure to join us especially at Clearview Mall!

- Day 8: Bring a friend to magazine St and take time to wander! Grab a coffee and chill outside of Whole Foods or a beer at Reginellis. If food is more what you are into Salu, Rum House, or Dat Dog are great options. Feel free to reach out to Allie if you are having no luck finding people. She has a team of creative helpers who can push you in a different direction and hopefully help your dog get adopted!
- Day 9: Be a cool tourist in your own town and hit the Marigny! Lots of dog friendly places including Orange Couch and Marigny Basserie and plenty to wander and take cool pictures in front of!
- Day 10: Find an Outdoor festival such as Creole Tomato Fest and strut your stuff. Freret St market and lots of Eat Local events are abound and dog friendly! Wednesday at the Square is always a hit!
- Day 11: Crunch time so go back to where you had the most interaction and hang tight. Smile and be approachable and your pup will have a family in no time.
- Day 12: Repeat yesterday and send out communications to your friends and family and ask them to share! The more people who know about your dog the better!
- Day 13: By now we hope you have found at least one person interested but if not just expand your reach. Try out Champions Square or a wine bar like Tasting Room to give you a new audience. Don't give up! It just takes one person!
- Day 14: Adoption day! Hopefully your pup is on his or her way home but if not just rinse and repeat and be sure to contact Allie for more ideas and maybe some helpers to assist you with painting the town in fur!

Don't forget every day Facebook, Twitter, and Instagram updates!