

## The Rehoming Process – Getting Your Pet Ready for Adoption

In order for our staff to best promote your pet for adoption, we require photographs for our website and a profile of your pet. Below is some advice on how to provide us with the best possible material for getting your pet noticed and adopted quickly.

### Photographing your pet

As the picture is the first thing most potential adopters see when viewing our website, the difference between a good photograph and a bad one can have a huge impact on your animal's chance of adoption. Below are some tips on photographing your pet to show off their best qualities and increase their appeal to potential adopters.

- Photo #1 Close-up shot of their face
- Photo #2 Full body shot Photo
- Photo #3 Action shot (playing with a toy, swimming, etc.)

### Photography Tips:

- Photos should always be clear and in-focus.
- Taking photos outside for dogs (when safe and possible) or in natural sunlight is ideal. Taking their photo in the shade usually looks better than in direct sunlight. Experiment with lighting until you get it right. Using natural lighting rather than a camera flash is best. If you have a safe area, such as an enclosed backyard, take your dog's photo without a leash on. If you must use a leash, do not pull it tight. Restrained dogs do not look as friendly in photos as those on a loose leash.
- Use the highest quality camera you have access to.
- If your pet is all white or all black, try to have them on contrasting colours to make them stand out (eg. if you have a black cat, don't photograph them on a black couch. Put down a lighter coloured blanket and photograph them on this). White animals look best on bright colours, while black animals look best against more subdued tones, such as neutral colours.
- Get down to their level, rather than photographing them from above.
- Get them to look at the camera. This will help potential adopters feel a connection to them.
- Don't be afraid to take lots of photos. Often only one photo out of ten (or one hundred) is a great shot. Take your time and get as many photos as you can. One or two are bound to be perfect!
- Groom your animal before photographing. If you have a longer-haired animal who tends to look messy or matted, grooming can help bring out the beauty of their luscious fur.
- Get them out of the cage. Don't photograph animals in cages, crates or carriers. Getting them out from behind bars will increase a potential adopter's connection to them and will help them stand out in the photos.
- Don't stress out the animals. If they appear stressed, people may think them unfriendly. Let them calm down. Play with or pet them first to keep them calm or happy looking before photographing.

Videos are another great way to showcase your pet. Capture your pet playing or looking cute. This will help people get a better sense of your pet's personality and help them imagine the animal in their home.



If you would prefer to have high-quality photos taken by our staff photographer and your pet will be comfortable coming to the shelter environment, you can arrange an appointment for this with our staff. Keep in mind that for some animals, coming to the shelter and having photographs taken will be a difficult experience. Use your judgment to decide whether your animal will be comfortable with this process.

## Animal Profile

We don't know your pet the way you do, so the information you provide us with will help us to write a profile that more accurately captures your pet's personality. It will also help us find a new home best suited to your pet's needs. The more detailed the information you give us, the better we can make your pet stand out. Below you can find some tips to help you best complete a pet profile.

### General Information

This basic information is important to help us introduce your pet to potential adopters.

- Age
- Sex
- Size
- Breed
- Length of time you have owned the pe
- Reason for rehoming

### Medical Information

If your pet has a special medical condition that you are aware of, this is important information for us to provide to potential adopters to ensure they can care for your pet properly. Some adopters are looking to help an animal with a special need and this information will help us find these adopters.

### Behavioral Information

Providing information about your animal's behavior and personality will help us to find a home best suited to their needs. It will also help us create a profile that makes them stand out from the other animals available for adoption.

- Likes: Tell us about your animal's favourite things, such as games, treats, activities, and toys. This will help people get a sense of their personality. Be as descriptive as possible to help us make your pet stand out in its profile.
- Dislikes: Tells us what your animal is not especially fond of. Dislikes can be anything from car rides to other animals or new people. This will help us to get a more complete picture of your animal's personality and find a home that will be best suited to your pet. Be as descriptive as possible when describing dislikes to help us understand the situations and things your animal is uncomfortable with.
- Concerns: Tells us about any behavioural concerns you've noticed with your animal. Are they fearful of loud noises? Do they hiss at other cats? Do they bark, whine and chew furniture when left alone? You should tell us about anything you feel a new owner should know. This will help us to find a new owner who is ready to address any concerns your animal may have and will help to avoid dangerous or difficult situations for your pet or their new owner.

