



Four Day Workshop Schedule

A comprehensive, hands on training designed to strengthen behavior practices, improve daily workflows, and support the successful placement of harder to place dogs.

	Session	Recommended Participants
Day 1: Foundations and Framework	<ul style="list-style-type: none">• Unicorn Foster Program Overview (1 hour)<ul style="list-style-type: none">◦ Understanding Unicorn candidates	<ul style="list-style-type: none">• If staff is able to watch the recording ahead of time, this will free up time.
	<ul style="list-style-type: none">• Transparency/Euthanasia Behavioral Intervention<ul style="list-style-type: none">◦ Behavioral intervention and transparency◦ Bite incidents, liability, and communication◦ Euthanasia decisions and policy support◦ Clear, consistent communication of animal attributes	<ul style="list-style-type: none">• Leadership, decision makers, and anyone involved in behavioral or euthanasia decisions
	<ul style="list-style-type: none">• Removing Barriers<ul style="list-style-type: none">◦ Overview of common barriers in shelter flow◦ Matchmaker Program structure◦ Reviewing and updating policies to support placements	<ul style="list-style-type: none">• Executive leadership, adoption team, foster team
	<ul style="list-style-type: none">• Shadowing and Workflow Review<ul style="list-style-type: none">◦ Observation of daily operations across shelter teams to understand current systems and identify opportunities for improvement.	<ul style="list-style-type: none">• Animal Care, Adoption, Behavior, Foster



Four Day Workshop Schedule

Day 2: Behavior, Playgroups, and Handling	<ul style="list-style-type: none">• Dog Behavior Evaluation<ul style="list-style-type: none">◦ Practical evaluation strategies◦ Tools for safe introductions◦ Preventing dog fights◦ Off leash introductions◦ Playgroup scoring and documentation■	<ul style="list-style-type: none">• Teams responsible for inter dog testing, playgroups, or enrichment
	<ul style="list-style-type: none">• In Shelter Animal Handling and Training<ul style="list-style-type: none">◦ Safe and consistent handling practices◦ Volunteer color coding system◦ Tiered training pathways◦ Sample training demonstrations	<ul style="list-style-type: none">• Animal Care, Adoption, Behavior, Foster
	<ul style="list-style-type: none">• Shadow Team Rotation	<ul style="list-style-type: none">• Hands on observation and skill reinforcement across all departments.



Four Day Workshop Schedule

Day 3: Marketing and Foster Success	<ul style="list-style-type: none">Marketing and Exposure<ul style="list-style-type: none">Photoshoots and posingEvent setup and recruitmentAt home photo tipsStrengthening online profilesSocial media strategies (Facebook, Instagram, TikTok)Graphic design basicsPress releases and adoption promotions	<ul style="list-style-type: none">Anyone handling photography, social media, or marketing content
	<ul style="list-style-type: none">Foster Program Best Practices<ul style="list-style-type: none">Application and onboarding processSetting expectations and communication normsFoster hotline and email supportFoster portal and training resourcesVolunteer forums and communication toolsRecruitment and placement strategiesExtra Support Modules:<ul style="list-style-type: none">Handouts and educational materialsBuilding strong foster to shelter relationshipsHumane euthanasia guidanceHumane Euthanasia	<ul style="list-style-type: none">Foster, Behavior, Adoption, Animal Care
	<ul style="list-style-type: none">Shadow Team Rotation	<ul style="list-style-type: none">Hands on observation and skill reinforcement across all departments.



Four Day Workshop Schedule

Day 4: Training Skills, Incentives, and Sustainability	<ul style="list-style-type: none">• Training and Behavior Support<ul style="list-style-type: none">◦ Partnering with trainers◦ In home and group training sessions◦ Playgroups and daycare strategies◦ Stranger socialization◦ Pack walks and muzzle training demonstrations◦ Creating custom training plans	<ul style="list-style-type: none">• Behavior, Foster, Adoption
	<ul style="list-style-type: none">• Unicorn Incentive Programs<ul style="list-style-type: none">◦ Foster Squad Facebook forum◦ Private and group training perks◦ Daycare support◦ Photoshoots◦ "I am a Unicorn Foster" T shirt program◦ Ways to celebrate and motivate foster homes	<ul style="list-style-type: none">• Foster Team• Adoption Team• Behavior Team
	<ul style="list-style-type: none">• Strategies for Sustainability<ul style="list-style-type: none">◦ Sponsoring at risk dogs◦ Adoption fee sponsorships◦ Support for adoption returns◦ Budgeting and planning◦ Grants and online fundraising◦ Utilizing volunteers and consultants for long term success◦ Fundraising team collaboration	<ul style="list-style-type: none">• Fundraising Team• Foster/Behavior Team
	<ul style="list-style-type: none">• Supporting Adopters<ul style="list-style-type: none">◦ Alumni engagement◦ Adoption perks◦ Boarding referrals◦ Long timer adoption promotions	<ul style="list-style-type: none">• Foster, Behavior, Adoption