



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



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



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<b>Day 3: Marketing and Foster Success</b>	<ul style="list-style-type: none"><li>● Marketing and Exposure<ul style="list-style-type: none"><li>○ Photoshoots and posing</li><li>○ Event setup and recruitment</li><li>○ At home photo tips</li><li>○ Strengthening online profiles</li><li>○ Social media strategies (Facebook, Instagram, TikTok)</li><li>○ Graphic design basics</li><li>○ Press releases and adoption promotions</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Anyone handling photography, social media, or marketing content</li></ul>
	<ul style="list-style-type: none"><li>● Foster Program Best Practices<ul style="list-style-type: none"><li>○ Application and onboarding process</li><li>○ Setting expectations and communication norms</li><li>○ Foster hotline and email support</li><li>○ Foster portal and training resources</li><li>○ Volunteer forums and communication tools</li><li>○ Recruitment and placement strategies</li></ul></li><li>● Extra Support Modules:<ul style="list-style-type: none"><li>○ Handouts and educational materials</li><li>○ Building strong foster to shelter relationships</li><li>○ Humane euthanasia guidance</li><li>○ Humane Euthanasia</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Foster, Behavior, Adoption, Animal Care</li></ul>
	<ul style="list-style-type: none"><li>● Shadow Team Rotation</li></ul>	<ul style="list-style-type: none"><li>● Hands on observation and skill reinforcement across all departments.</li></ul>



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