

# Supercharge Equine Adoptions with Innovative Marketing

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# New Vocations Racehorse Adoption Program



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[NewVocations.org](http://NewVocations.org)



# REHAB. RETRAIN. REHOME.

## Retired Thoroughbred and Standardbred Racehorses



# Who Are We?



- Take in over 500 horses a year from 40 different racetracks
- Placed 398 in 2017
- Operate out of 9 facilities in OH, KY, PA and NY
- Adopt out to the Midwest and Eastern states



# How do adopters hear about us?



- Social media
- Word of mouth
- Internet search (website)




# What tools do we use to engage potential adopters?



Post Details

New Vocations Racehorse Adoption Program  
Published by Guila Matosello-Correa · February 22 at 9:03AM

**KIND GELDING LOOKING FOR A NEW TRAIL PARTNER!**  
It is impossible not to love this wise warhorse! This hunk is as sweet as they come, and he enjoys the company of both people and horses.  
Tobin Fusion is a fairly easy ride under saddle (or bareback!), and he is very forgiving. "Toby" is sound and suitable for foxhunting, trail riding, showing, driving and other fun events. On the trails, Toby shows exceptional bravery and willingness to overcome obstacles in a very calm manner...  
[See More](#)



Get More Likes, Comments and Shares  
Boost this post for \$50 to reach up to 8,500 people.

23,323 people reached [Boost Post](#)

714 [Like](#) [Comment](#) [Share](#)

**Performance for Your Post**

23,323 People Reached

1,321 Reactions, Comments & Shares

725	576	149
Like	On Post	On Shares
255	107	68
Love	On Post	On Shares
3	2	1
Wow	On Post	On Shares
27	17	10
Wow	On Post	On Shares
167	72	95
Comments	On Post	On Shares
147	147	0
Shares	On Post	On Shares
3,307	Post Clicks	
207	680	2,420
Photo Views	Link Clicks	Other Clicks

**NEGATIVE FEEDBACK**

17 Hide Post [Hide All Posts](#)

0 Report as Spam [Unlink Page](#)

Reported items may be delayed from what appears on posts.

- Algorithms change constantly
- Pay to play
- Good, meaningful photos
- Well thought-out text
- Upload videos directly
- Start a group page



# Twitter

Tweets 6,026   Following 975   Followers 3,419   Likes 1,724   Lists 0   Moments 0

**New Vocations** @NewVocations · Feb 24

What a hunk! Overdriven is now starting his 3rd career as a riding horse, following G2 winner on the track & breeding stallion. For more info, pictures & video visit [For more info on how you can adopt him, visit](#) [newvocations.org/horseprofiles/...](#) @ToddPletcher @OcalaStud



2   12   37

- Focus on success stories
- Focus on donor interests
- Meaningful content
- Easy to tag others, including media



# Instagram



**newvocationsracehorseadoption**  
New Vocations Racehorse Adoption Program



773 views · Liked by winniemorgannemeth and bridgethollern

newvocationsracehorseadoption ADULT AMMY  
WITH A BUSY SCHEDULE? SWIPE RIGHT 🥰

To Adopt come to New Vocations as a 2-year-old

- Unique imagery
- Meaningful content
- Photos and video
- Use the filter and stickers
- Live stories are well received





# YouTube



Search



Dont Point flat

5,046 views



**New Vocations**

Published on May 24, 2017

EDIT VIDEO

Don't Point- 2012 16 1/2h OTTB gelding for adoption through New Vocations Racehorse Adoption Program

- Free unlimited videos
- 2-5 minutes long
- Available horses
- Educational videos
- About Us videos

# What's our message?



QUALITY

SOUND

THOROUGHBREDS

AVAILABLE

# “Retrained and Remarkable”

PC JJ SILLMAN



**RETRAINED** *and*  
**REMARKABLE**

Giving the overlooked  
a chance to **SUCCEED**

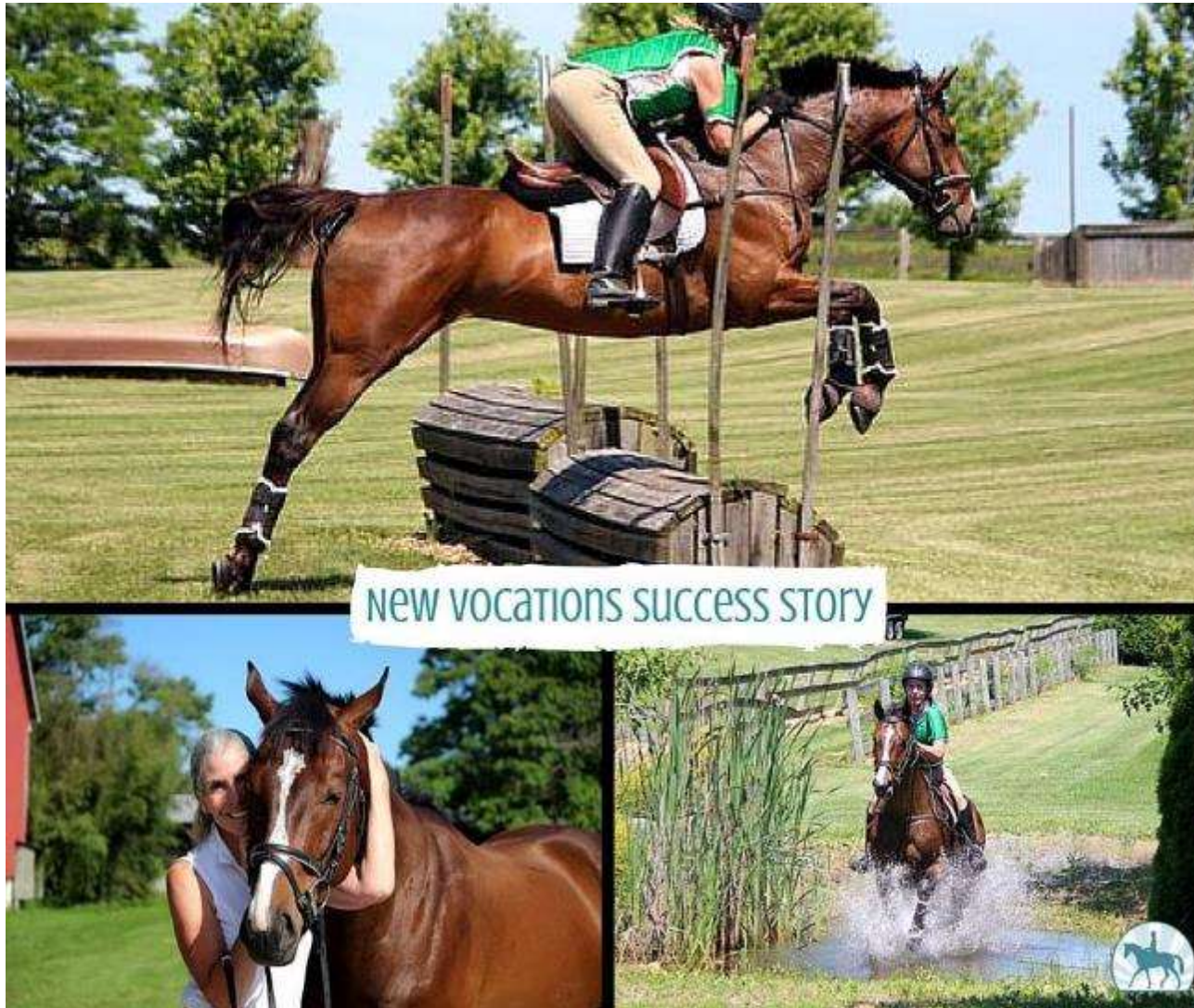


Adopter Keely Bechtol and NV Graduate Why Not Whiskey

NEWVOCATIONS.ORG



# Success Stories





# 3 Most Important Aspects for Online Marketing



1. Present something creative yet authentic
2. Change it up
3. Budget for social media and have one person in charge of it

# 3 Do's for Marketing Horses



## #1 Do take the time to take good photos and videos

Don't use a photo or video if it is unable to present the horse at its best.



Pay attention to the **background** of images and videos







**#2 Do try new ideas  
Don't get stuck doing the same thing**





**# 3 Do use photos that naturally share your message and cause emotion.**



Don't use unmeaningful or average photos





Outtakes can be fun!





# Copper Horse Crusade

740-601-2752

[www.CopperHorseCrusade.com](http://www.CopperHorseCrusade.com)

Julie Copper & Torrie Ward





# Copper Horse Crusade

- Cambridge, Ohio
- Demographics are varied
  - Nationally recognized NHRA trainers
  - Casual horse enthusiasts



# About Us

- Pioneered the concept of sustainably saving slaughter bound horses. **“Because Too Many Good Horses End Up in the Kill Pen”**
- Two full time staff, 6 regular volunteers
- Capacity: 25-30 horses





# Adoption Policies

- Previous horse experience
- In person interview and signed contract
- Matching riders with potential horses



# How People Learn about Us

- Most up to date information on Facebook at [Julie Copper](#)
- CHC website [www.CopperHorseCrusade.com](http://www.CopperHorseCrusade.com)
- Previous adopters referrals/word of mouth
- Fundraising events





# Engagement

- Quality photos/videos & training updates
- “Good horses, good training, good results”



# Resources

- A number of online volunteers
  - Amazing web administrator, grant writer
- Equine Affaire
- Right Horse partnership
- Purina's *Home for Every Horse*





# Online Presence

- Facebook-largest following
- Comprehensive website
- Equine.com
- *The Ride to Decide*





# Non-Online Presence

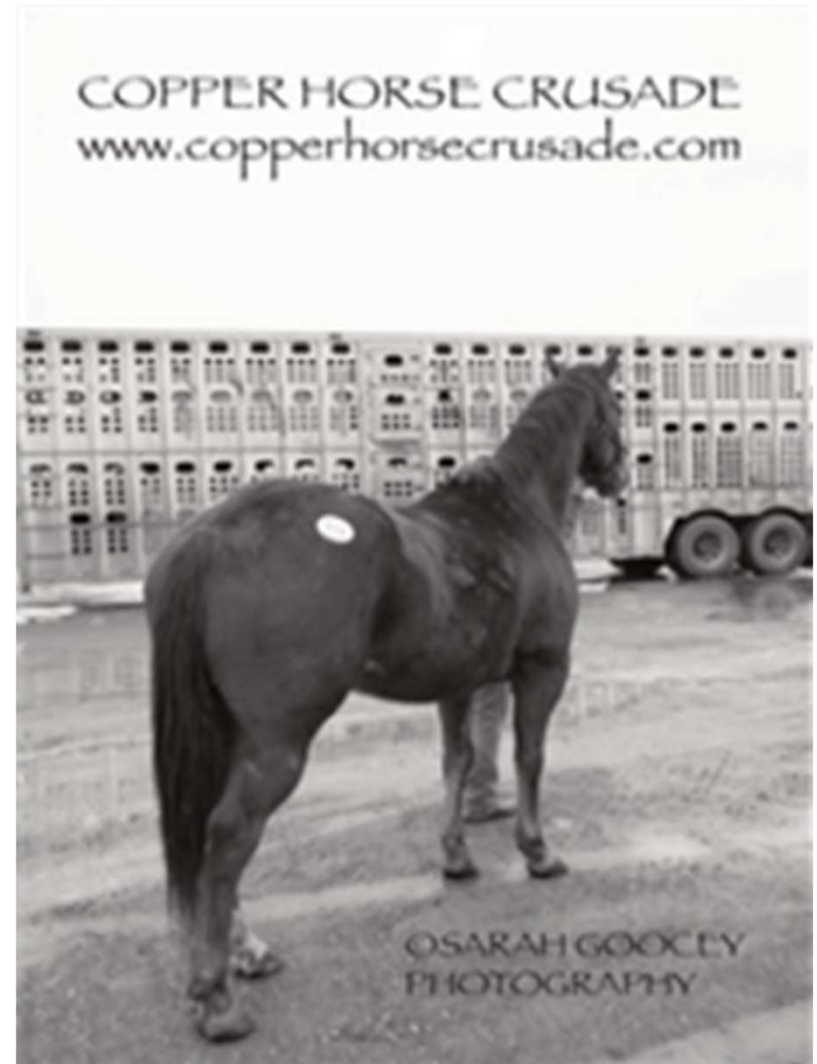
- Calendars
- Local paper articles
- Magazine and radio interviews

## HORSE NATION



# Lessons Learned

- Have good horses
- Pull what you can place
- Train what you pull
- Quality photos and good promotion of each horse





Safe Harbor Equine &  
Livestock Sanctuary

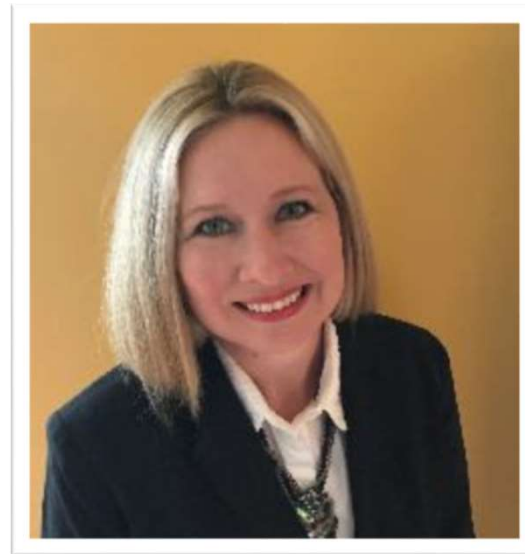
[www.safeharborsanctuary.org](http://www.safeharborsanctuary.org)

Nashville, TN Metro Area

**Sariah Hopkins**

Executive Director

[sariah@safeharborsanctuary.org](mailto:sariah@safeharborsanctuary.org)





- GFAS Accredited; 501c3
- 100 Volunteers
- 30 Foster Farms
- 0 Paid Staff
- Aid approx. 50 horses at a time
  - Local cruelty and neglect cases
  - Dedicated *After the Track* program
  - Approx. 125 adoptions annually



Safe Harbor Equine &  
Livestock Sanctuary

[www.safeharborsanctuary.org](http://www.safeharborsanctuary.org)

# Adoption Policies



“Sean is a very special horse, and I’m honored that Safe Harbor would entrust him in our care. I know how much you all love him, and he’ll be just down the road. I look forward to many visitors.”

-- Glenda, Safe Harbor Adopter

- 5 acre minimum, safely fenced with shelter
- Prior experience or commitment to volunteer
- Positive vet AND farrier reference

# Adopter Engagement

- Foster homes as ambassadors
- Open houses/Showcases
- Social media
- Community events
- Adopters as Ambassadors
- Newsletters
- Clinics
- Sponsorships (NEW THIS YEAR)
- Billboards (NEW THIS YEAR)

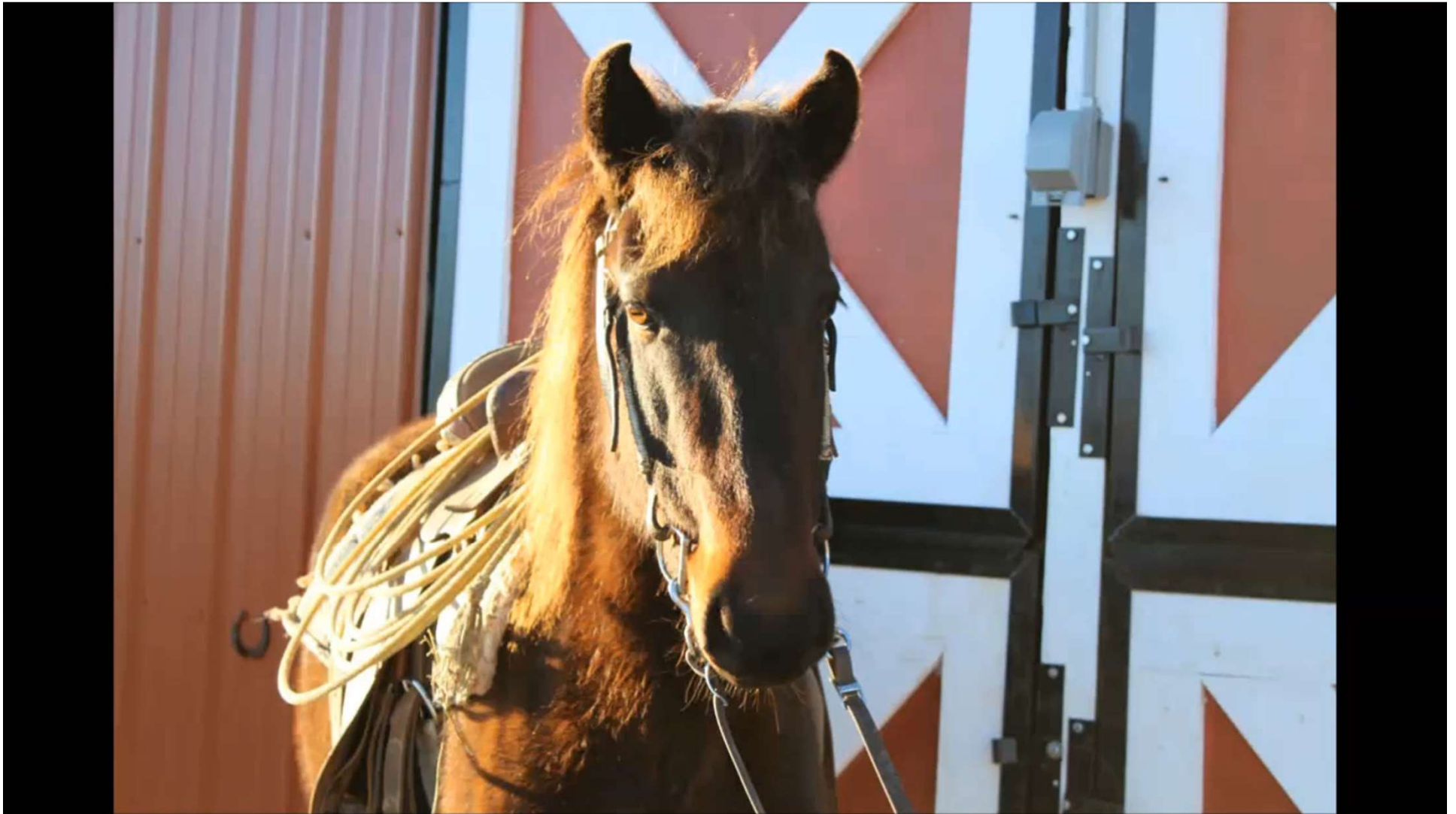


# Social Media Strategy



- Heavily video-centric
  - Kids
  - Riding
  - Training
- Quality over Quantity
- 30 Second Promos
- Under 3 minute “sale videos”
- Use apps for ease

# A Rescue Horse Is Not Broken



# A Rescue Horse Is Not Broken

## The Key Adopter Message

### Our 3 V's

Value

Veterinary Care

Versatility

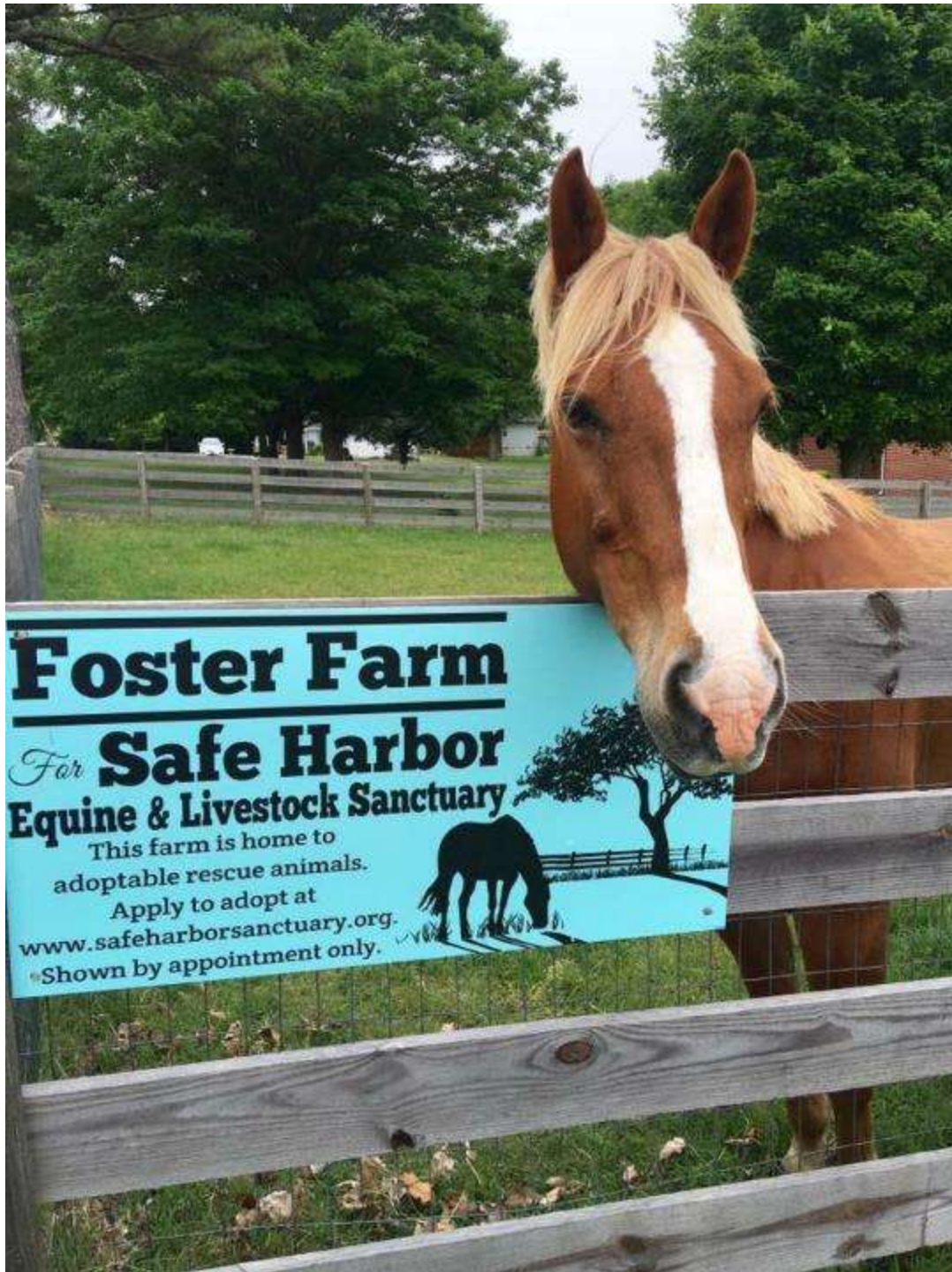






- Chamber of Commerce events
- Non-traditional events for horses (Nashville Lawn and Garden Show)
- Foster homes and volunteers (shirts, hats, signage)
- Open houses
- Kids camp
- Adult camp

**In The Community**



## Do:

- Make adoption easy
- Build your brand
- Know your horses and your adopters—focus on the match
- Remember you are a “public service” charity





## Don't:

- Rush a placement
- Publish bad photography
- Forget that it is an open market (horse sales, other rescues, etc.)





## Join Help a Horse Day 2018

Supercharge your equine adoptions with Help a Horse Day! Here's all the info to get you started on the right hoof.

REGISTER



[ASPCApr.org/HAHD](https://ASPCApr.org/HAHD)