



HASS Playbook: Lost Pet Reunification Lost Pet Reunification Resources

Benefits of Sharing Lost Pet Reunification Resources

For most shelters, the highest intake type is stray pets. We may often find that a number of pets are not “strays” at all, but are lost pets who are healthy and appear cared for. Many are [found only blocks away from their homes!](#)

Frequently sharing your lost and found pet resources, especially in high-incident seasons like the fourth of July or extreme weather, and offering educational opportunities, can help inform community members who lose or find pets what actions to take —without requiring external support first.

The following resources can be customized to fit your organization’s marketing and communications campaigns, in-person and social media interactions, email outreach, and resources to share on your website.

Need recommendations for establishing a line of contact for the public to reach you? [See our guide here.](#)

Organizational Resources

The following resources highlight ways to focus your public-facing communications on lost pet reunification, including customizable templates, best practices, sample web pages, and technology solutions.

- [Lost Pet Toolkit Overview - HASS](#)
- [From Lost to Found: How a 48-Hour Window Can Help Reunite Pets With Their Families - HASS](#)
- [Communications Kit: Lost Pet Reunification – HASS and Hearts Speak](#)
- [Tech Catalog - Lost Pet Reunification Technology Solutions - HASS](#)
- [Sample Found an Animal Handout - Austin Pets Alive!](#)
- [Volunteer Found Pet Support Job Description - HASS](#)
- [Design Template: Lost & Found Social Graphics – Hearts Speak](#)
- [Editable Template: Lost & Found Pet Action Guide – Hearts Speak](#)
- [Sample Social Post: Reminder to Keep Microchip & Tag Info Current - Fur Ever Yours Dog Rescue](#)
- [Return-to-Owner Strategies - Best Friends](#)
- [Sample Web Page for Lost & Found Pets - Maui Humane Society](#)
- [Sample "Lost Pet Alert!" Video to Locate Potential Owners - Greenville County Animal Care](#)
- [Radical Return-to-Owner: Innovative Programming to Keep Families Together - HASS](#)

Posting Lost and Found Pet Information Online and In Person

The following resources can support the community in developing flyers and posting lost and found pet information in online spaces, to help directly reunite pets with their people. In addition to the

following support options, we recommend sharing lost and found pet information in community spaces such as libraries, fire stations, or online local lost and found pet pages.

- [PetHub Solutions Templates](#)
- [Petco Love Lost](#) - Lost and found pet database
- [PawBoost](#) - Includes posting and creating a [flyer](#)
- [Pet FBI](#) - Includes posting and creating a [flyer](#)
- [Adopt-a-Pet Lost and Found Pet Flyer](#)
- [Found Dog Infographic - AmPA!](#)
- [Found Cat Infographic - AmPA!](#)
- [Found Pet Photo Tips - Hearts Speak](#)
- [How to Find a Lost Cat Tips - Lost Cat Finder](#)

Microchips

Encouraging community members to microchip their pets, and ensuring the microchip information stays up to date, can go a long way in ensuring lost pets are reunited with their people.

- [New Analysis: Pets With Microchips Are THREE TIMES More Likely to Get Home - HASS](#)
- [Microchips reunite pets with families - American Veterinary Medical Association](#)
- [National Check the Chip Day - American Veterinary Medical Association](#)
- [Microchip Registry Lookup - AAHA](#)
- [Microchipping FAQ - American Veterinary Medical Association](#)
- [Microchip Help](#)

Supporting Evidence

[Lost Pet Reunification: Supporting Evidence](#)

This document contains a list of supporting evidence relevant to lost pet reunification interventions and support needs. Organizations may wish to use this information to guide programming aimed at increasing return-to-home rates and supporting the human-animal bond for lost pets. The following topics are included: ***See the topics in bold text for supporting evidence that accompanies this resource.***

- **Microchip Benefits and Statistics**
- **Microchip Registration Needs**
- Visual Pet Identification
- **Found Pets Are Close to Home**
- Benefits of Posting Signs/Flyers
- Access to Care and Pet Support Needs
- Field Services Support
- Community Cats