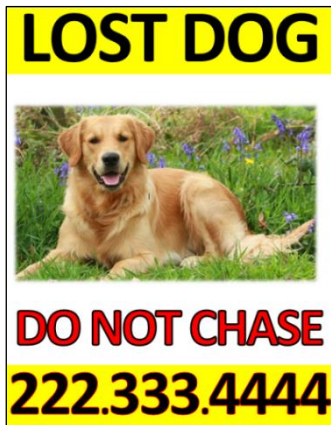




FLYERS are CRUCIAL!

Your pet goes missing, and you are in a PANIC!

- The **VERY FIRST** thing to do is inform the community! Take a deep breath and get started with flyers. They can be easily designed with Microsoft word or a similar program.
- Flyers in the community are strictly for generating sightings. Very little information is needed: just **LOST**, a **LARGE** clear photo, and one **LARGE** prominent phone number.
- It is helpful to say "don't chase" to discourage behavior that could send your furbaby farther away, and even push him into traffic.
- Choose a photo with a lighter background so that the photo can be seen from the road. A large phone number allows people to take a photo from the car.
- **EXAMPLE:**



- DOG & CAT TEMPLATES (in Microsoft Word) are available for your use. After you customize for your pet, they should be saved as PDFs so that they will print to the edge.

We are happy to create a flyer for you -- JUST ASK! No charge :-)

INSTRUCTIONS FOR FLYERS:

- Get gallon-size zip-lock bags or plastic sheet protectors and seal each flyer OPEN-SIDE DOWN to protect them from the elements. One good rain will wash them all away otherwise—a complete waste of time/money/effort!
- Use a staple gun to post on wooden posts, duct-tape on metal poles. Make sure the tape adheres well to both the post and the plastic sleeve. Post on corners where people naturally slow or stop.
- Face them toward the street so that someone can easily see/photograph the sign.