



Lost or Found FLYER TIPS

- Print on **bright colored** or florescent paper
- Place flyer in **plastic sleeve**, open side down
- **Print your phone number** so that people can see it when they pass by in cars
- Remember that posting signs on poles and certainly on private property is illegal in many areas. Please check with authorities and any home owners before placing them
- Don't forget that there are companies that sell "stick in the ground" signs and you can purchase 50 signs for a reasonable price.
- **Some people suggest** that you don't place the area where dog was last seen as well as the date. This is because dogs can travel quite a distance from where they were first lost and older dates might lead people to think that the dog was already found. You don't want to have to redo your flyers over and over.
- **ADD "DO NOT CHASE" line on your flyer and underline it.** Many well-intentioned people will chase a dog and chasing can make it run further away.
- Don't forget to include FRIENDLY or FRIGHTENED or NEEDS MEDICATION
- Don't bother offering a reward as this will either invite the "crazies" or people, especially kids will get overly excited and really chase your dog if they see him.
- Play detective and keep a map so that you can keep track of all the sightings and areas that you have posted and covered.
- Once you find your dog, be kind and remove all your old signs.
- **You can email** a sign to all your neighbors and friends and ask them to hang them up as well.
- **Don't be afraid** to be specific. Older dog with scar on face , on medication.

- **Don't advertise your dog value** as anything but sentimental as a family pet. Adding that the dog is a valuable show dog or breeder might bring out the 'crazies' to blackmail you over the phone of keep the dog for financial gain.
- **State that your dog is spayed**, even if she is not. This will keep the "crazies" from thinking they have a dog that can produce puppies and income.
- **If your dog is friendly**, do remember to mention that on your flyer as well as mentioning if the dog is fearful. Suggest that they don't corner the dog, but encourage the dog to enter a garage area and close the door. Then contact you asap.
- **If you do live in a multi cultural area**, consider writing your sign in a few different languages.