

## **HANDOUT FLYERS FOR MISSING PET RECOVERY**

Physically searching for and talking to people in your neighborhood about your missing pet are great methods of finding your pet, however they are not foolproof. Unfortunately, you may miss a spot or someone won't answer the door- your pet could be in that spot or show up in someone's yard shortly after you leave. Perhaps the person who didn't answer the door has been feeding your cat for several days or has seen your pet, but the timing wasn't right. Never underestimate the power of communication through flyers. Many pets are reunited through flyers hung by both owner and/or finder! Follow these tips for creating effective flyers.

- Print out on standard 8.5" x 11" computer printer paper (print from home or copy shop)
- Print at least 10 copies per intended drop off location such as:
  - animal shelters
  - veterinary offices
  - pet stores and groomers
  - police station
  - libraries and local businesses
- For stores that have a public bulletin board, keep in mind it is common for people to take photos of flyers on their way in or out of a store
- Ask your mail carrier to take a flyer (or several) on their delivery route
- Use the best quality and clearest color photo(s) of your pet available
- If using multiple photos, chose no more than two – a full body shot and one of just the face
- The photo(s) should take up a large portion of your flyer
- Font sizes vary however the largest font in example should be the largest font on your flyer
- Fonts should be kept uniform and clear so they are easy to read
- Although large neon posters are encouraged for posting around town, if you are using flyers place the flyer inside a plastic sheet protector and seal open edge with packing/duct tape to prevent damage from rain

An example flyer:

# REWARD



# LOST DOG

## Tan & Black Terrier Mix

Description of lost pet including: general height/weight, nature of pet (friendly/timid/etc.), detailed coloring, any distinguishing markings or characteristics. Also include where the pet was lost and phone numbers where you can be reached at. Make sure all phone numbers are correct and current and number is bolded.

**Please call (973) 377-2253**