



PET FBI SPECIAL AGENT TOOLKIT

Welcome and thank you for volunteering to be part of the Pet FBI (Pets Found By Internet) team!

By helping spread the word and looking for report matches, you're part of a nonprofit organization serving families and pets throughout the United States and Canada. Our services are always free of charge – because no one should have to pay to be reunited with their pet.

HOW PET FBI WORKS

When someone in your network with a lost or found pet files a free report with Pet FBI (petfbi.org), they can:

- create a downloadable flyer,
- receive emails with potential matches,
- and get tips developed by a nationwide network of experts with decades of experience.

WHY PET FBI IS AN IMPORTANT PART OF A PET SEARCH

There are so many lost and found pet options, especially Facebook groups, and they can be super effective. But have you ever found what you think may be a match but can't find the post again? It's so frustrating when either the information isn't searchable, or you can't remember in which group you saw the original post. We can help!

When you encourage people to post in the centralized Pet FBI database, the information stays in one place and doesn't expire until the report is closed. When you, or someone in a group sees a possible match, they can quickly find the report in the Pet FBI database and send a message to the anxious family or the kind-hearted Good Samaritan who found the pet. And we know you're all about creating happy reunions!

WHAT TO DO

First, sign up for Special Agent Alerts on our website [here](#). Once you're signed up, you will receive email alerts whenever a lost or found pet is reported for your chosen area. You can select a radius of up to 50 miles and specify one or more species of pets. You can change your settings or unsubscribe at any time.

From the Special Agent Alert emails, it's easy to share lost and found pet reports to your social media network. Please share them generously to your Facebook page, neighborhood Facebook groups, and NextDoor.com.

We also ask that you use these ready-to-post social images within your network to encourage use of the free database at PetFBI.org

- 1) Download the images to your phone or device.
- 2) Create a Pet FBI folder or collection/album within your photos app or desktop folder.
- 3) Post an image with a message and link to PetFBI.org whenever you see the opportunity to help.
- 4) Encourage a) families with a lost pet or b) a Good Sam with a found pet to search and post reports for free at PetFBI.org.

Toolkit images:

1. Steps to find your lost dog
2. Steps to find your lost cat
3. Steps to find your lost bird
4. Found a pet? (dog image)
5. Found a pet? (cat image)

Social media hashtag examples:

#PetFBI

#BringThemHome

#LostPetsOf [Your social platform name here]

#FoundPetsOf [Your social platform name here]

#LostPetsOf [Your state, community or neighborhood name]

#FoundPetsOf [Your state, community or neighborhood name]

**You can also customize "Pets" for specific animal type or breed*

Reuniting a lost pet is the most incredibly rewarding experience, and it means the world to the family who has been frantically searching. **Thank you for making more reunions possible!**