



# ***Back Where They Belong***

## ***Easy Shelter Website Changes to Increase RTO/RTH***

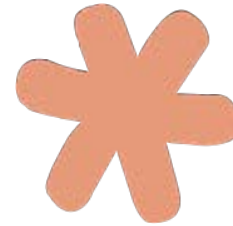
Tori Fugate, Chief Communications Officer  
KC Pet Project

Maddie's® Million Pet Challenge  
UC Davis Koret Shelter Medicine Program



# Your Website as Your First Contact Point

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- Shelters are full! The more pets you can get home faster, the more kennels you have open for new pets
- Your website is your first mode of customer service. It's the first place people will go to find the answers they need.
- The more information you can have on your website, the less staff/volunteer support you have to have for customer service.





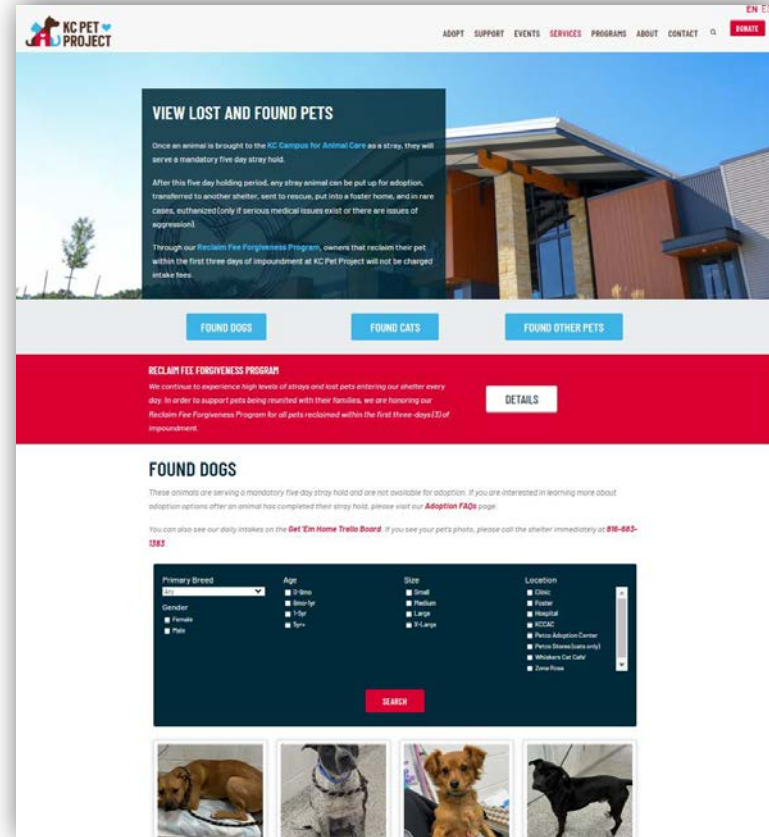
# Review and Update Your Website Frequently

- Look at your website often to determine if changes or updates need to be made.
- Audit for any barriers you may have to getting pets back home.
- Have links for support for Lost or Found pets.



# Make it Easy to Find Up to Date Info on Lost and Found Pets and Stray Pet Policies

- List your lost and found pets in real-time on your website with the information on how to reclaim them
- List your policies on holding stray animals so it's clear.

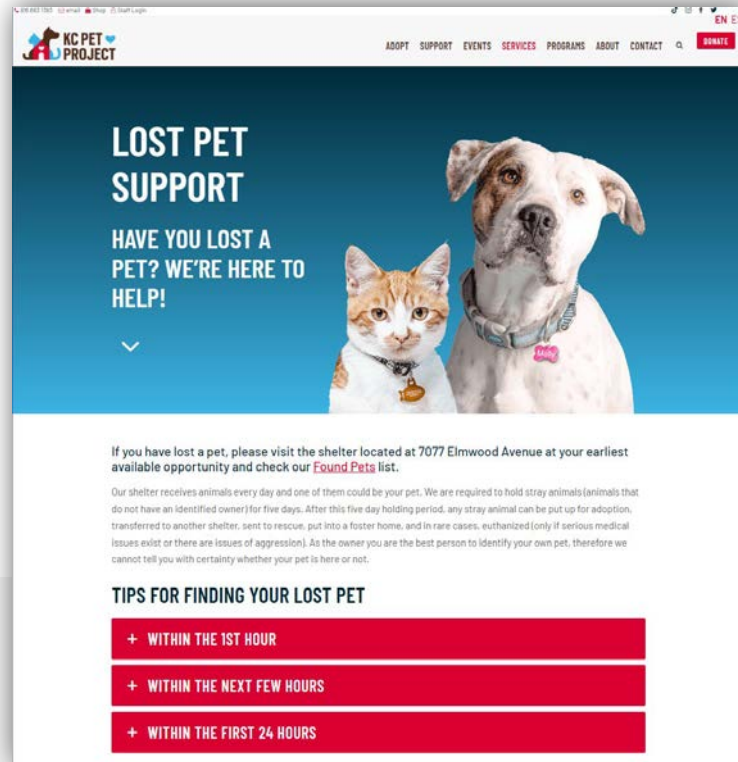


# Lost Pet Support Needs to be a Website Priority

- KC Pet Project has a page dedicated to helping lost pets get back home.
- Instructions on what to do in the first hour, first 6 hours, first day, etc.
- Easy to get to online Lost Pet Report form, easy to use on web or mobile. Can submit multiple photos of pet.



<http://tinyurl.com/D2B1Resources>



# Offer Other Resources

- Surrounding shelters in your area
- Other resources to use to post lost pets (such as Facebook groups, NextDoor, etc.) as well as technologies like Pawboost, Petco Love Lost, and others
- Templates for Lost Pet Flyers
- What to do if you've found your pet.



<http://tinyurl.com/D2B1Resources>

## TIPS FOR FINDING YOUR LOST PET

### — WITHIN THE 1ST HOUR

#### 1. Alert your neighbors

Immediately alert your neighbors about your lost pet by using the methods your community utilizes most to communicate. This could include Nextdoor, a Facebook group, or a neighborhood email list. Be sure to include a description of your pet (color, size, gender), last known location (or closest intersection), and a photo.

#### 2. Contact the microchip company

If your pet has a microchip, contact the microchip company right away to report them as lost, and update your contact information as needed. If you don't know what company your pet has, which will allow you to enter your pet's microchip number, contact the facility that microchipped your pet.

### — WITHIN THE NEXT FEW HOURS

#### 1. Start searching Petco Love Lost

Upload your lost pet's photo to **Petco Love Lost**, a KC Pet Project partner that provides free facial recognition software to reunite lost pets with their owners. Your pet's uploaded photo will be scanned against photos of found animals at shelters and those reported by the community.

#### 2. Set up a Pawboost Alert

#### 3. Make flyers and walk the neighborhood

PeFBI has an easy **online lost pet flyer template** that you can print from home! If you need help creating and printing a flyer a member of our Return to Home Team can assist you at our shelter. Then, walk the neighborhood, speak with neighbors, postal carriers, UPS/Amazon drivers, landscapers, and tell them about your missing pet.

#### 4. Submit a **Lost Pet Report** on the KC Pet Project website.

### — WITHIN THE FIRST 24 HOURS

#### 1. Visit your county animal shelter to look for your pet

You are the best person to identify your pet, and it's imperative that you visit the shelter to walk through the kennels and see if your pet has been found. If your pet was lost in Kansas City, MO, you will visit our **KC Campus for Animal Care** location. **We may not recognize your pet from the flyer if they come in at a later date, so be sure to visit the shelter as frequently as you can. We recommend every 2-3 days minimum.**

#### 2. Hang lost pet posters

Hang posters with duct tape at major intersections within a 3-mile radius of where your dog was lost or a 1-mile radius of where your cat was lost.

#### 3. Look for your pet frequently on our website

If you see your pet's photo, please call the shelter immediately. You can see our daily intakes on the **Get 'Em Home Trello Board**, and review all animals who arrived as a stray on our **Lost & Found website**.



# Resources for Finders

- Create a dedicated page for pet finders with resources to avoid shelter intake.
- Provide instructions for the initial hours and day after finding a pet.
- Ensure an easily accessible online found pet report.
- Offer resources for found cats/kittens, educating on community cats and seeking help.
- Identify optimal platforms for posting found pets and aiding their return.
- Include wildlife information on the page.



<http://tinyurl.com/D2B1Resources>

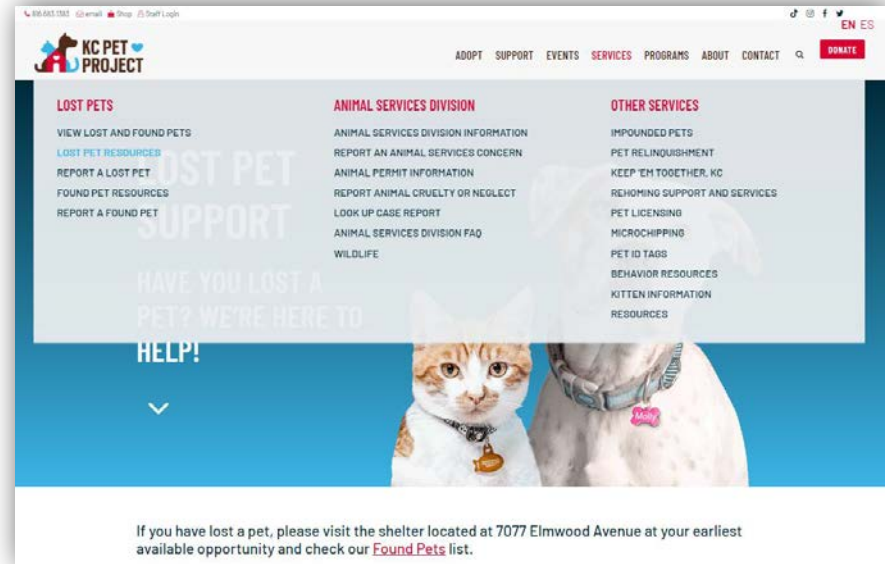
A screenshot of a website titled "FOUND PET SUPPORT". The page features a header with a photo of a cat and a dog, and the text "FOUND PET SUPPORT HAVE YOU FOUND A PET? WE'RE HERE TO HELP!". Below this, there is a section titled "YOU CAN SIGNIFICANTLY INCREASE THE CHANCES OF REUNITING THE PET WITH THEIR FAMILY BY FOLLOWING THE SIMPLE STEPS BELOW." followed by a paragraph of text and three red buttons: "+ WITHIN THE 1ST HOUR", "+ WITHIN THE NEXT FEW HOURS", and "+ WITHIN THE FIRST 24 HOURS". Another section titled "IF YOU ARE UNABLE TO LOCATE AN OWNER OR UNABLE TO CONTINUE CARING FOR THE FOUND ANIMAL" has two red buttons: "+ ANIMALS FOUND IN KANSAS CITY, MISSOURI" and "+ ANIMALS FOUND OUTSIDE OF KANSAS CITY, MISSOURI". At the bottom, there is a "REPORT A FOUND PET" section with a paragraph of text and three buttons: "FOUND DOG", "FOUND CAT", and "FOUND OTHER PET".

# Think About Your Audience



Remember: They don't work in shelters.

- Simplify website navigation with specific information pages and interlink them for ease.
- Avoid using terms the public may not understand. E.g. stray, RTO, fixed, altered, and others can be confusing
- Utilize AI assistance for text or graphic needs – it's here to help!








## Use Your Website and Social Media to Prioritize RTH

How often are you mentioning lost and found pet services on your website and on social media? Talk about it all the time!

Mention it when you have media opportunities, pitch found pet resources to the media to promote steps the public can take to get pets back home.



### Shelter takes dogs in after being injured in bitter cold weather



By [Grace Smith](#)

Published: Jan. 25, 2024 at 7:14 PM CST | Updated: 20 hours ago

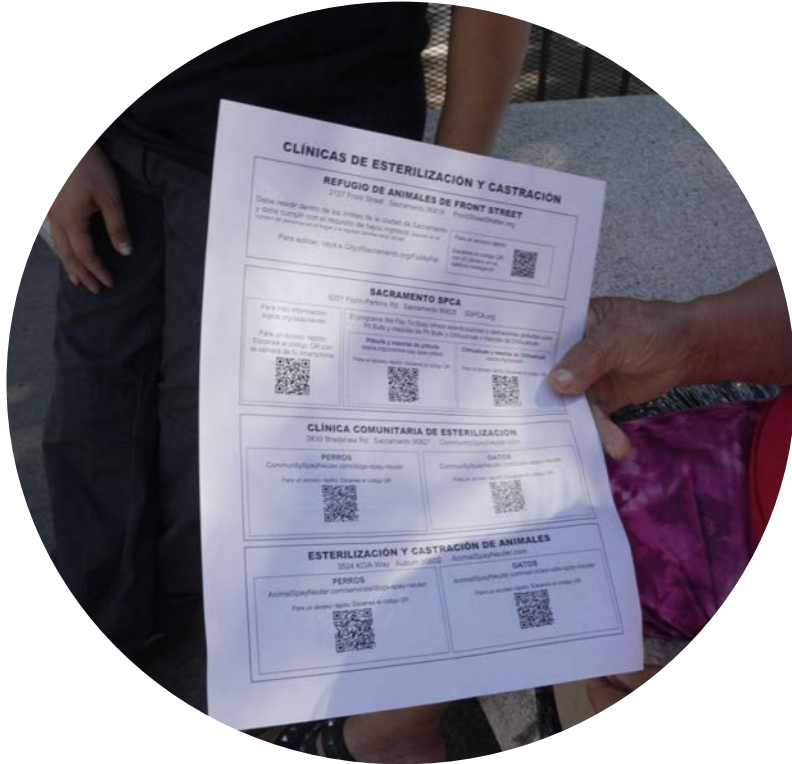


KANSAS CITY, Mo. (KCTV) - The KC Pet Project is in a crisis mode as they try to save animals still being brought in for help due to the cold weather.



# Make it Easy and Accessible for Folks to Redeem Pets

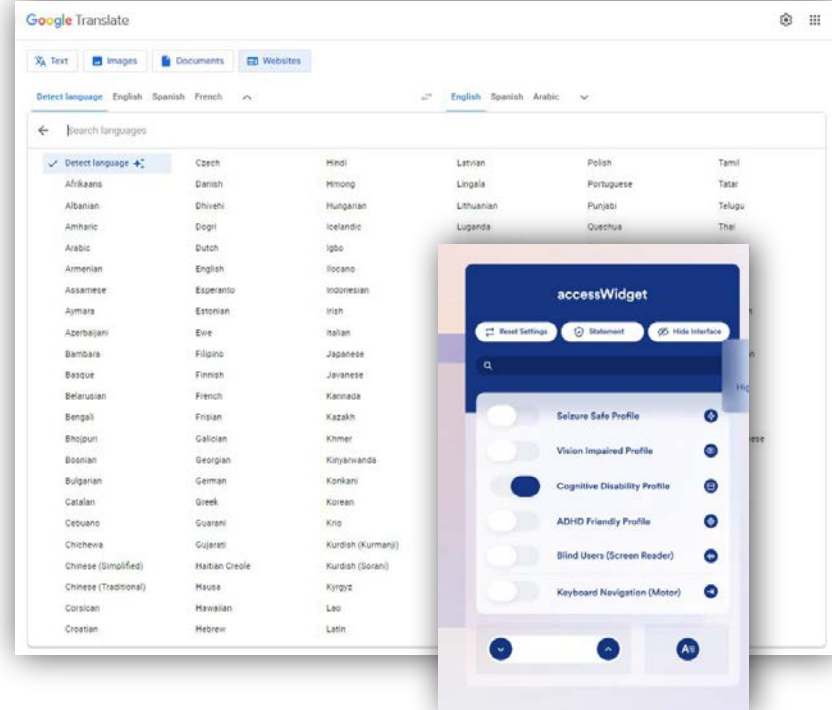
- Are your hours of operation for lost/found pet services easy to find on your website?
- Post your policies for taking in lost pets from the public.
- Learn about your community and other languages you should be communicating and marketing in.



# Consider Your Community's Communication Needs

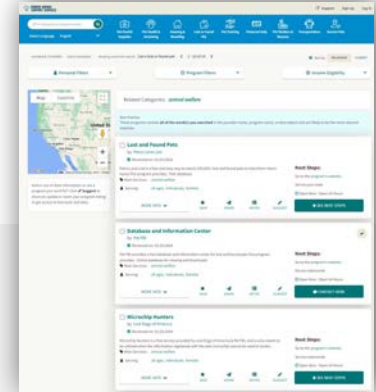
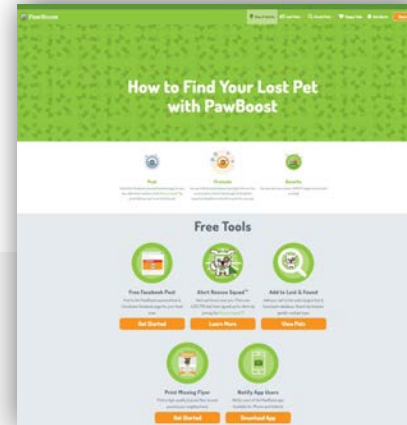
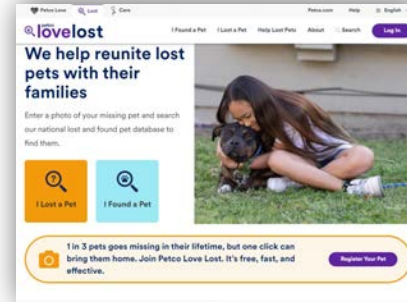


- Understand and communicate in the languages spoken in your community.
- Add an English/Spanish toggle on your website, especially if Spanish is prevalent.
- Explore multi-language website translation services for broader accessibility.
- Provide forms in multiple languages; platforms like Jotforms offer translation.
- Seek assistance from volunteers or organizations for translation support.



# Spread Your Messaging to Other Websites and Leverage Technology

- Coordinate your city/county's website to make sure you're sharing the same information and messaging
- Utilize external technologies, such as [Petco Love Lost](#), [HASS](#), [Pets.FindHelp.com](#), [Pawboost](#), and others



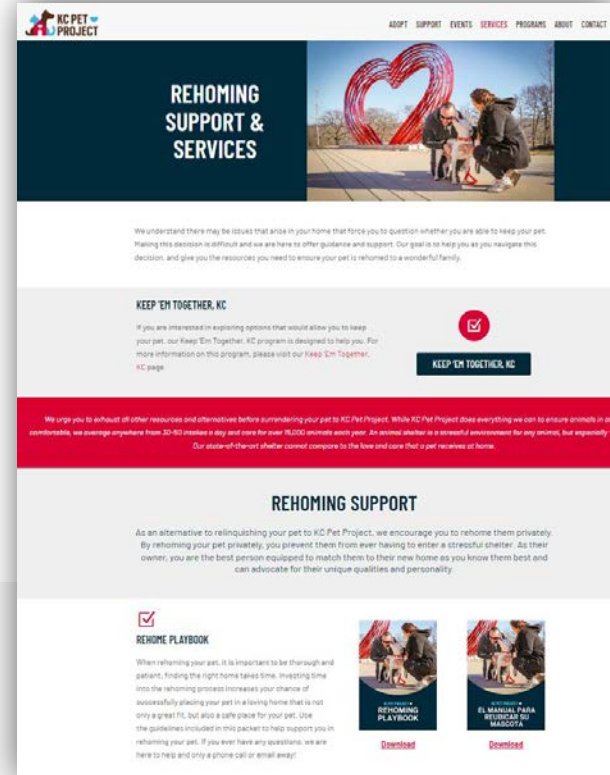
<http://tinyurl.com/D2B1Resources>

# Communicate with Compassion and Empathy

- Make sure your tone in your marketing is compassionate and empathic
- List out resources for people to keep their pets or rehome on their own (better yet, let them list their pet on your website for adoption!)
- Check out [KC Pet Project's Rehoming Support Page](http://tinyurl.com/D2B1Resources) for Rehoming Playbooks, Resources, FAQs, and more



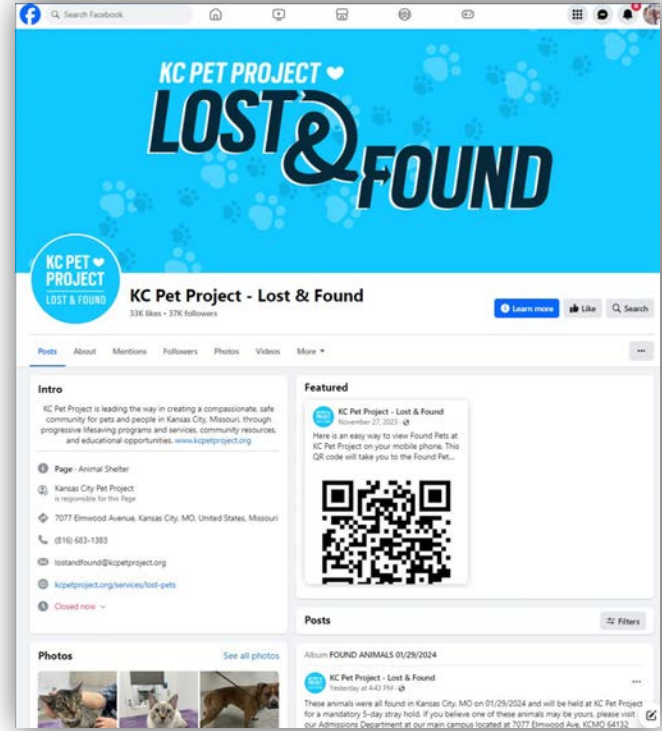
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The screenshot shows the 'REHOMING SUPPORT & SERVICES' page from the KC Pet Project website. The page features a navigation bar at the top with links for ADOPT, SUPPORT, EVENTS, SERVICES, PROGRAMS, ABOUT, and CONTACT. The main heading is 'REHOMING SUPPORT & SERVICES' next to a photo of a woman and a child with a dog in front of a large red heart sculpture. Below the heading, there is a paragraph explaining the difficulty of rehoming decisions and the organization's goal to provide guidance. A section titled 'KEEP 'EM TOGETHER, KC' includes a red checkmark icon and a button labeled 'KEEP 'EM TOGETHER, KC'. A red banner below this section states: 'We urge you to exhaust all other resources and alternatives before surrendering your pet to KC Pet Project. While KC Pet Project does everything we can to ensure animals in our comfortable, we average anywhere from 30-60 inches a day and care for over 70,000 animals each year. An animal shelter is a stressful environment for any animal, but especially our state-of-the-art shelter cannot compare to the love and care that a pet receives at home.' The 'REHOMING SUPPORT' section follows, explaining that private rehoming is encouraged to prevent stress for the animal. At the bottom, there are two 'REHOME PLAYBOOK' download buttons, each with a red checkmark icon and a 'Download' link. The playbooks are titled 'REHOMING PLAYBOOK' and 'REHOMING PLAYBOOK PARA RETENEDAS DO BRASIL'.

# Don't Forget Social Media!

- Lost and Found Facebook groups are another great way to market lost pets
- Have staff/volunteers that can help provide customer support
- Link this social page on your website
- Post frequently on (or ask admin to pin) info. You want to share on other social media sites that list lost pets.





# Other Helpful Pages on KC Pet Project's Website as Examples

- [Kitten Information](#)
- [Pet Licensing/Pet Microchipping](#)
- [Animal Control contact information for other cities](#)
- [Information for Impounded Pets](#)
- [Animal Services Information](#)
- [Keep 'Em Together, KC](#)
- [Wildlife Information](#)



<http://tinyurl.com/D2B1Resources>



# Resources

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- Lost Pet Flyer Generator - Pet FBI
- PetCo Love Lost
- Search Tool = [pets.findhelp.com](https://pets.findhelp.com)
- KC Pet Project Website (multiple pages)



<http://tinyurl.com/D2B1Resources>



# Thank You!

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***Speaker:*** Tori Fugate

***Title:*** Chief Communications Officer

***Organization:*** KC Pet Project

***Website:***

**<https://kcpetproject.org/>**

***Email:*** [tori.fugate@kcpetproject.org](mailto:tori.fugate@kcpetproject.org)

