

# Network Neighbor Sign Talking Points

## Suggested Script

“Hello! I’m helping Best Friends Animal Society to support [YOUR SHELTER NAME] and help lost dogs get back home to their families.

We are giving out these free yard signs to homes in your neighborhood with a QR code that links to a free online tool that helps get lost pets home.

Would you be willing to place one of these signs in your yard?

Can I take a photo of the sign to send to Best Friends?”

## Common Q&A

### Why are we doing this program?

Nearly 10 million pets go missing each year and lost or stray pets make up the largest percentage of animals entering shelters.

Research has also shown that nearly half of lost dogs are found within a block of their home – so we want to try to get them home before they leave the area. Helping more of these pets get back home reunites families and will help save the lives of pets in shelters who might otherwise be at risk due to lack of space.

### Why do you want to put them in my neighborhood?

The shelter provided us with data to see what areas of the city/county saw the highest number of lost dogs last year, and your area was one of them. We are trying to put a sign every few blocks in each of the areas that saw the highest numbers. We are really hoping these signs will help people here find their lost pets!

### Can my neighbor have one?

Unfortunately, not right now. We have a limited number, so we are trying to space them out to one every few blocks.

### Can I have more than one?

Unfortunately, not right now. We have a limited number, and we are trying to cover several areas.

### How long do I need to keep it up?

As long as you can! The longer it stays up, the more lost dogs we can get home. We ask that you keep it up until it breaks or fades. If you do need to take the sign down, you can give it to a neighbor or someone else in your neighborhood.

### What about cats? Can I use this for cats?

The tool linked through the QR code can also help cats! We are focused on dogs because we have more data for dogs, making it easier to see if the program is successful, but it can help all kinds of pets.

### Do I have to do anything else? / What if someone asks me about it?

If someone asks you about the sign, encourage them to scan the QR code. That’s it!

## **How do you use the QR code?**

To scan the QR code, take out your smart phone, turn on the camera, and point it at the QR code. You'll see a website link pop up — click it, and it will take you to the Petco Love website.

## **Can I do anything with the QR code now?**

If you have pets, you can use the QR code to visit [PetcoLove.org](https://www.petco.com/love) and make free profiles for your pets to help them get home if they ever get lost.

## **What do I do if someone loses or finds a pet?**

Have them scan the QR code and follow the instructions on the website. If they aren't able to find their pet, or the owner of a pet they've found, they should reach out to [YOUR LOCAL SHELTER].

## **Shouldn't we just call the shelter or take the dogs there?**

Nearly half of lost dogs are found on the same block where they live and their best chance of being reunited with their family is finding them before they leave the area and go to the shelter. These signs are designed to support the people who find lost dogs and help them locate the owners, but if they are not able to, the finder should call the shelter for next steps!

## **Will you / will the sign track my location?**

We will track the number of people that scan the QR codes on signs in the city/county, but not by individual sign location.

## **How will you know if this works?**

Best Friends, Petco Love, and our shelter will be tracking how many people scan the QR codes and how many lost dogs come into the shelter from this area through September 2025. If they see less lost dogs coming into the shelter from this area and lots of people scanning the QR code, we will know it made a difference. If it's successful, the program will hopefully be expanded to help more dogs and families!

## **What is Best Friends Animal Society?**

Best Friends is a nonprofit organization that operates the nation's largest sanctuary for homeless animals and provides adoption, spay/neuter, and educational programs nationally. You can find out more at [bestfriends.org](https://bestfriends.org).

This project is sponsored by the Best Friends Network, a network over 5,000 shelters, rescue groups, spay/neuter organizations and other animal welfare organizations in all 50 states. They work to help these organizations save the lives of homeless cats and dogs through collaboration, information-sharing and launching proven and innovative programs.

## **What is Petco Love?**

Petco Love is a non-profit foundation funded through Petco stores. They have created a free online tool called Petco Love Lost that is designed to reunite lost pets with their families. You can create free profiles for your pets and upload their photographs, so that if they go missing, the tool can match them with accounts made by people that found a similar animal in your area.

## **Do You Have Questions?**

Reach out to [neighbors@bestfriends.org](mailto:neighbors@bestfriends.org) with any questions!