

Network Neighbor Sign Placement Instructions

Thank you for volunteering to participate in this exciting pilot program to increase the number of lost dogs reunited with their families in your community!

This document includes a background on the problem you are helping us address, your role in the pilot, and tools to help you succeed!

The Problem

Did you know that nearly **10 million pets go missing each year?**

So, what can we do to help more dogs get home to the people who love them?

Research shows that dogs are commonly found close to home, many of them on the same block! As a result, dogs are substantially more likely to be reunited with their owner (the best outcome) if they remain in their neighborhoods while we work to find their family.

How You Can Help

You can help increase the number of local families reuniting with their pets by talking to homeowners and business owners and asking them to display one of our “Lost or Found a Pet” signs in their yards.

Signs contain a QR code directing users to the free Petco Love Lost tool, which connects pet finders with the owners trying to find them!



IMPORTANT NOTE: *Many factors beyond a pet owner’s control can increase the chances their pet goes missing or can lead to a concentration of lost and found dogs in an area. By participating in this pilot, you’re committing to treating all pet owners with respect, understanding, and no judgment. There is one constant across all of these communities: they’re filled with loving pet owners who desperately want to find their family members.*

Petco Love Lost

Petco Love Lost simplifies the search for lost and found pets by offering a free central location to report, search, and share. Their database includes pets reported by individuals and thousands of shelter partners across the country. By uploading a photo of a lost or found pet and reporting them in the Petco Love Lost system, you make the pet visible to pet partners searching for their pet — making happy pet reunions just a few clicks away.

Find out more at petcolove.org.

Picking Up Your Signs

Please visit the Network Neighbor Signs website (bestfriends.org/network/lost-pet-project) to find your local shelter's address and operating hours.

You can stop by any time during open hours to collect yard signs (please only take as many as you're committed to distributing; each community will have a maximum number each volunteer can distribute). When you arrive, tell the staff you're there to pick up yard signs for the Network Neighbor Program with Best Friends.

Please plan to distribute all signs in heat map concentration areas ASAP.

Understanding the Heat Maps

Once you've collected your signs from your local shelter, it's time to decide where to talk to residents about placing them.

Working with your shelter, we have created maps that show areas where there are higher-than-average numbers of lost dogs found.

To maximize the impact of this pilot program, we ask that you only place the signs in areas highlighted red or yellow on the heat maps. Some communities have more red and yellow than others. This all depends on a variety of factors, including the number of found dogs your community gets each year and how densely your community is populated.

If you live in one of these areas — place one in your own yard! Have friends or families in those areas? Reach out to them first!

When you arrive in a red or yellow area, keep an eye out for signs that other volunteers have distributed – you may have to move to another area.

Please only place signs in green areas if **all** red and yellow areas have been fully covered by other volunteers.

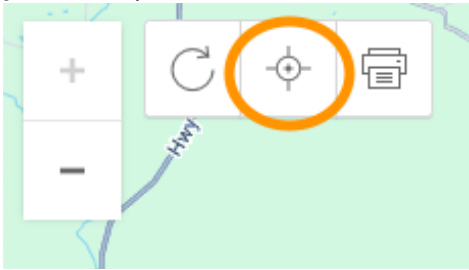
Remember: *These concentrations can be caused by many different factors, but one thing is consistently true: they are full of dedicated pet owners who are desperate to find their lost family members.*

Steps to Use Your Heat Map and Distribute Signs

1. Open your community map on your phone.
2. Make sure your map is zoomed in as much as possible – when it is, the “+” sign will look like a light gray.



3. Enable your location feature by clicking the location icon (see image below) and responding to any permissions pop ups you receive. This will allow you to see how close you are to concentrated areas at any given time (be safe — don't map while you drive!)



4. Once you enter a concentrated area, drive around a bit to look for any signs other volunteers have placed. The goal is to put no more than 1 sign every 2-3 city blocks so that we can cover as many areas as possible but have enough signs in each area to catch residents' attention.
5. When you've found empty blocks, start walking around to talk to people who are outdoors, or knock on people's doors.
 - a. Visit the website (bestfriends.org/network/ **Canvassing Best Practices** and use these **Network Neighbor Talking Points** to explain the project to the people you connect with.
 1. Please do not place the signs on private property without the permission of the owner or resident or on government property such as road medians or city parks. *We will encourage the pilot shelters to distribute any remaining signs on government land with the approval of the city or county.*
 - b. Please take a photo of the sign placement whenever possible, but please avoid any images that identify a specific address.
6. Once you've finished distributing your signs, please email any photographs you received to neighbors@bestfriends.org along with the name of the city where you placed them.

It's as simple as that!

Next Steps

Next, Best Friends, Petco Love, and your shelter will work to track the use of the signs' QR codes and changes in lost dogs coming into the shelter through September 2025 to determine the program's impact. If it's as successful as we believe it can be, we will work to expand it further to help even more dogs and families!