



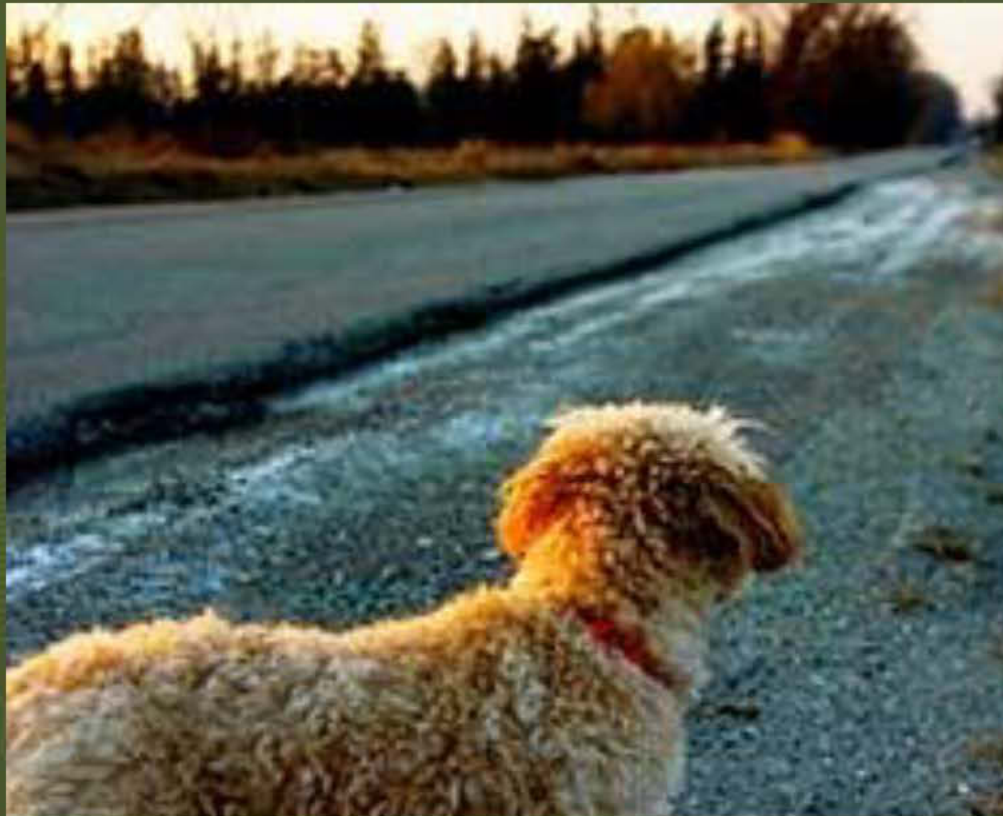
# Generating Sightings

*To Help Find Your Lost Dog*

*The most important thing you can do  
to help find a lost dog is to  
generate sightings!*



# It Doesn't Matter Whether the Dog is Simply Lost



# Picked Up by A Good Samaritan



# Or Stolen



The Technique is  
the same!



*Generating sightings  
is the key to a  
successful recovery.*

# Proper Search Techniques

- ▶ Flyers
- ▶ Signs
- ▶ Vehicle Tagging – marking your car windows with removable paint
- ▶ Find Toto or LostMyDoggie or other auto call system
- ▶ Craigs list and other websites
- ▶ Checking shelters, vets, etc.



# Proper Search Techniques

- ▶ Google mapping
- ▶ Aerial satellite photos
- ▶ Tracking (by humans, not dogs)
- ▶ Trail cameras & feeding stations

# Improper Search Techniques

- ▶ Driving around (20 minutes spent driving around could have been spent flyering 20 homes)
- ▶ Psychics, animal communicators, dousters
- ▶ Doing nothing – waiting for dog to come home
- ▶ Chasing or “flushing” the dog

The Greatest Risk to A Shy Dog is that they will be chased into traffic by well-meaning people and be hit by a car.



The Greatest Risk to a Friendly Dog  
is that they will be picked up and  
rehomed or lost in the shelter/rescue  
system.



# Avoid Tunnel Vision



Never say never!

There are endless scenarios that could have happened when your dog disappeared.

If you get tunnel vision you may miss a chance to find your dog.

# Choose Words Carefully!

- Avoid implying that the dog was stolen or picked up unless absolutely 100% certain
- Can deter legitimate sightings of a dog that is simply lost

# Choose Picture Carefully!



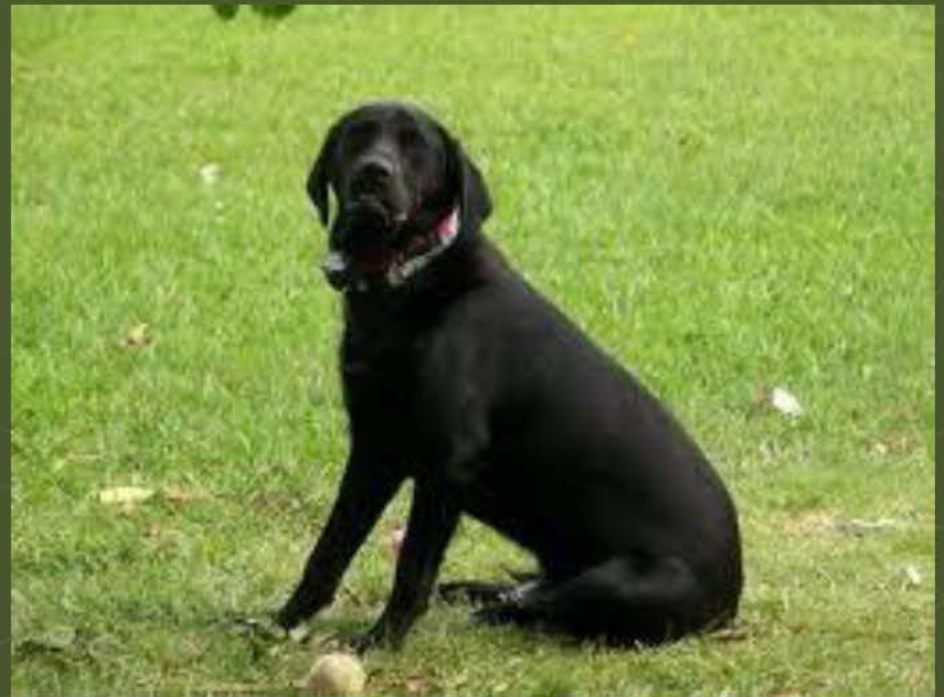
*Don't use a picture like this...*

Because a lost dog might end up looking like this...

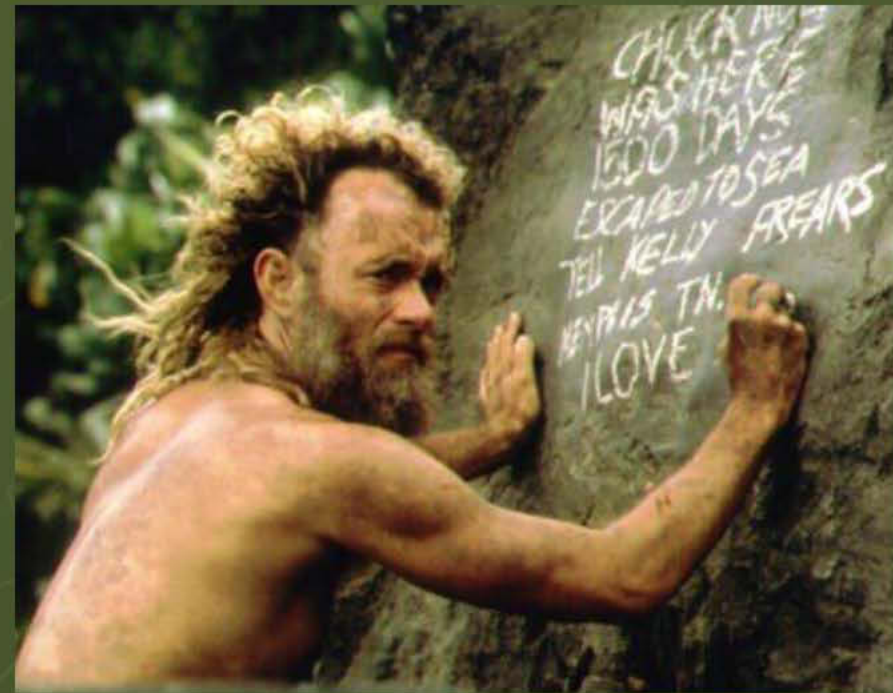




People often expect the dog to look  
**EXACTLY** like the picture...  
even down to the collar and clothing



# Dogs Lost a Long Time Can Change!



Do you remember these scenes from the movie, *Cast Away*, when Tom Hanks was lost on a desert island? He doesn't look like the same person!

# *Flyers and Posters*



# Flyers vs. Posters

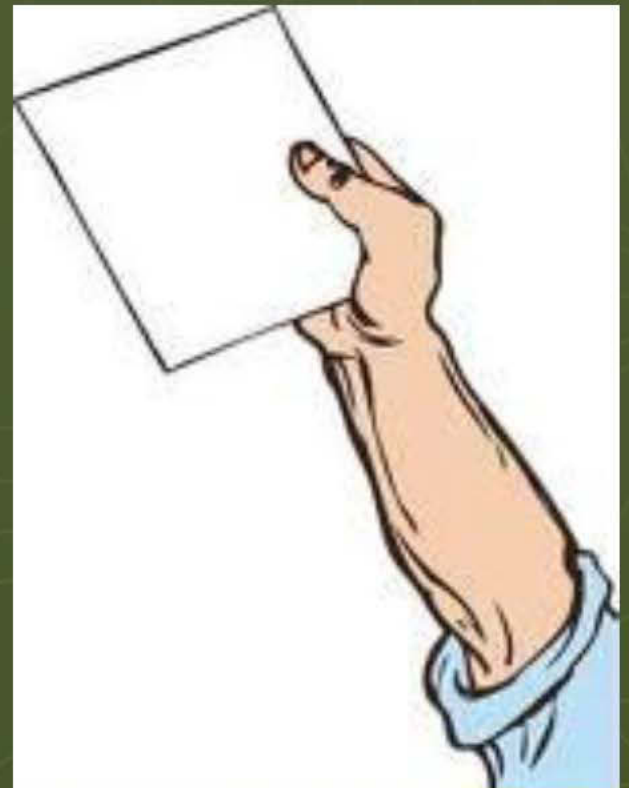
**FLYERS** are what you put directly in the hands of people that may **HAVE** seen the lost dog or **MAY** see it in the future.

**POSTERS** are what you put up at retail establishments, vet clinics, etc. to be seen by passers bys.

*These may be the same piece of paper!*

# Flyering

*The flyer is only  
as good as  
the  
hands it gets into.*



# Where to Flyer?

- ▶ Determine the radius and subdivisions based on the individual details of the case.
- ▶ But on top of that – Think Outside the Box!



# The obvious & not so obvious

- ▶ People walking dogs (flyers)
- ▶ Dogparks (flyers and posters)
- ▶ Factories (ask to put posters next to timeclocks)
- ▶ Convenience stores (posters)
- ▶ Laundromats (posters)
- ▶ Vet clinics (posters)
- ▶ Churches, schools (flyers and posters)

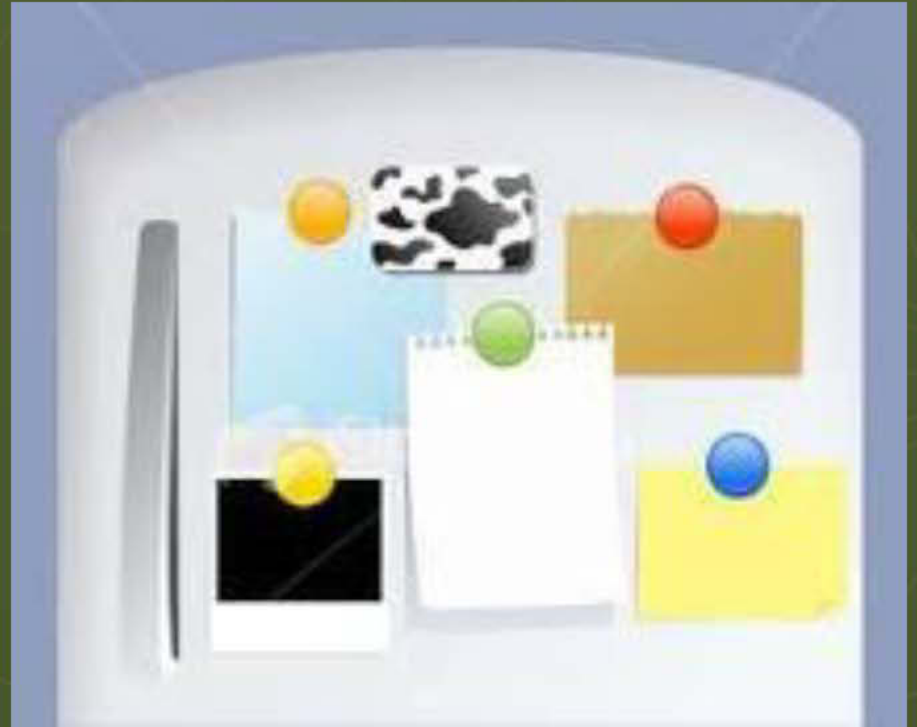
# Think Ahead!

Be on the look out now for opportune spots in your community that you could post lost dog posters when a dog is missing!



# Best Case Scenario

Dog lover takes the mail in – sees the flyer and sticks it on the refrigerator for the whole family to see.



# Worst Case Scenario

Someone sorts mail at the trash can – glances at flyer, thinks “I haven’t seen this dog” and throws it away. It goes no further into the house.



# Distributing Flyers

- ▶ Good & Fastest – Stuff in newspaper box
- ▶ Better – Tape to the entry door
- ▶ Best – Knock on the door, talk to the resident and put the flyer in their hands.

*If you have narrowed down a location – spend the extra time to knock on doors.*

# REMEMBER!



You are not only trying to find someone who **HAS** seen the dog. You are also alerting people who **MAY** see the dog.

# It is Illegal!



To Put a Flyer in a US Mail Box.  
DO NOT do it or advise anybody to do it.

# It is Not Illegal



To Put a Flyer in the Newspaper Box, Tape a Flyer to a Mail Box or Rubber Band a Rolled Up Flyer to the Flag

# Be Respectful!

Make sure the flyer you leave is not going to blow away before it is picked up.



# Going to the Door

- ▶ Be a gatherer of information both by watching and listening
- ▶ Make mental notes and then write them in a small notebook
- ▶ Report to your caseworker anything that you think may be significant!



# Things to observe

- ▶ Outside food bowls for cats or dogs (usually cats)
- ▶ Old sheds, abandoned barns
- ▶ Large evergreen trees with branches that touch the ground
- ▶ Decks, old cars, junky yards
- ▶ Dogs in the yard that may attract the lost dog

# Cat or Dog Food Left Outside



# Outside cats, Barn cats



# Decks, Old cars, Sheds



# Abandoned barns



# Bird feeders



# *Demographics of Residents*



# Teenagers

- ▶ Don't dismiss them!
- ▶ Often leaving at dusk and coming home late – high activity times for lost dogs.
- ▶ Often shy and awkward to talk to but want to help.





# Cyclists, Hikers, Snowmobilers

- ▶ May be using the trails that a lost dog is using
- ▶ Dogs often take the path of least resistance but avoid roads
- ▶ Cyclists often have very good peripheral vision
- ▶ ¼ page flyers come in handy



# Children

- ▶ Eager to help but may get confused or overly excited.
- ▶ Must make sure they understand to not call or chase the lost dog.



# Senior Citizens

- ▶ May be very observant and helpful but often go to bed too early to see the dogs.
- ▶ Can often give useful information on neighbors – who feeds stray cats, who comes and goes late, etc.



# Stay At Home Moms

- ▶ Often are very observant.
- ▶ May be out with children in the yard when it is quiet during the day.



# Shift Workers

- ▶ May be driving at opportune times.
- ▶ May be VERY grouchy if you wake them up during the day!



# Regular 9 to 5 `ers

- ▶ Often don't see or hear anything unusual.
- ▶ Away during the day. Preoccupied in the evening.



# Don't Forget to Give a Flyer to Delivery People and Bus Drivers!



# Early Morning Newspaper Delivery





# School Pick Up and Drop Off Lines



# Don't Get Discouraged!

- ▶ You may talk to 99 people who have not seen anything!
- ▶ You are looking for that ONE person who has seen SOMETHING!
- ▶ Or who MAY see SOMETHING!

# Remember!



*Our worse enemy  
is false  
assumptions.*

*Never say never!*

# Flyering & Poster Supplies

- ▶ Pins
- ▶ Scissors
- ▶ Tape (scotch and packing tape)
- ▶ Highlighters
- ▶ Sharpie
- ▶ Small notebook and pen
- ▶ Staple gun and extra staples

*Keep these items as well as a supply of Flyers with you at all times!*

# *Intersection Signs*

Explained in detail on [missingpetpartnership.org](http://missingpetpartnership.org) website

# Signs

- ▶ Get them up quickly and at intersections that flow out of communities you wish to target.
- ▶ Will need a hammer or a mallet to get them into the ground.
- ▶ Move them frequently to generate sightings.
- ▶ Ask permission when posting on private property!

# *Rural vs. Urban*

Both have their challenges!



# Urban Cases

- ▶ More likely to get frequent sightings
- ▶ Both flyering and signs are necessary
- ▶ More likely dog will be chased from neighborhood to neighborhood by well meaning people



# Rural Cases

- ▶ Often can go days and weeks without sightings (many abandoned farms)
- ▶ Many people see the lost dog and assume they are wandering farm dogs
- ▶ SIGNS are essential for people travelling rural roads that may not get a flyer
- ▶ Flyers are important for farmers and residents to have number in hand

# Remember!

Every person you speak with will have a visual and verbal reminder that your dog is lost.

Don't be shy! Talking to people will produce the tips you need to find your dog.

# For Many More Ideas Please Check Out These Two Websites:

- ▶ [Missingpetpartnership.org](http://Missingpetpartnership.org)
- ▶ [Lostdogsearch.com](http://Lostdogsearch.com)

*Good luck and we are hopeful that your dog will be home soon! Please call your caseworker with any questions.*

