



HASS Rubric: Lost Pet Reunification

How are lost pet recovery resources shared with the community?

Beginner

Lost pet recovery resources, including best practices for what to do if a pet is lost or found, are made available to the public through in-person interactions. This may include:

- Customer service responses when a person physically visits your organization
- Staff or volunteers having conversations and providing resources during public events

Intermediate

Lost pet recovery resources, including best practices for what to do if a pet is lost or found, are made available to the public through in-person interactions, as described above, and phone or email outreach. Phone and email outreach may be reactive, responding to support requests, or proactive, such as sending strategic marketing campaigns to email subscribers.

Advanced

Lost pet recovery resources, including best practices for what to do if a pet is lost or found, are made available to the public through in-person interactions, phone or email outreach, and are available on the organization's website. All website resources should be easy to understand and include contact information for additional questions or concerns. If your organization does not have an official website, provide this information in your most public-facing online space, such as an official Facebook page.