



## HASS Rubric: Lost Pet Reunification

How does the organization utilize media to highlight lost pet reunification options?

### Beginner

The organization shares information on current lost pet reunification needs, initiatives, events, or fundraising goals with established local media connections at least **once per quarter**. This information may be shared with direct contacts or through a general media inquiry form.

### Intermediate

The organization shares information on current lost pet reunification needs, initiatives, events, or fundraising goals with established local media connections at least **once per month**. An established local media connection indicates that information is shared with a direct contact that the organization has created a relationship and plans for recurring contact with.

### Advanced

The organization utilizes established connections with local media to strategize media pitches related to lost pet reunification needs, initiatives, events, or fundraising goals on a **recurring schedule**. An established local media connection indicates that information is shared with a direct contact that the organization has created a relationship and plans for recurring contact with.

**Strategic planning for major pet support efforts occurs at least two weeks before the deadline for the launch of public-facing communications.** This may include collaborative planning for email campaigns, social posts, live or pre-recorded news segments, and more.