

RESOURCE GUIDE

Practice #6, Technology: Maximize use of Petco Love Lost

1. Website prominently features Petco Love Lost; [here's how](#)
2. Utilize Petco Love Lost marketing [toolkit](#) to encourage finders to reunite pets in the community, preventing shelter intake
3. Apply your org's unique link to all Return to Home materials and communications. Link will be emailed from Petco Love.
4. Review / update software privacy permissions to maximize visibility to pets in care; we recommend *no less* than 75%!

Questions? partners@petcolove.org

