



# SEARCH STRATEGIES



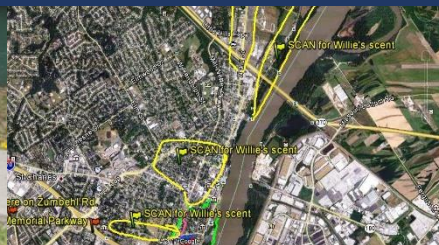
**LOST CAT**  
White MANX with stub tail

**REWARD**

Devastated family  
Please help us!  
Call if you have  
ANY information

**888-569-5775**

Lost Pet Professionals.com



Disclaimer: Although we endeavor to help and assist in the return of missing pets, there is no guarantee either express or implied that your pet will be found. Lost Pet Professionals, Karin TarQwyn , staff, investigators or K9 Handlers will not be held liable for the outcome, results or damages that may occur during or due to a missing pet search.

This document is for the express use of Lost Pet Professionals and their clients as suggested and outlined in the search for a specific missing pet. No part of this document may be duplicated or copied or presented in any form without the expressed written permission of Karin TarQwyn.

## Neighborhood Grid Search

You will use this method only after you have determined that your pet is off your property and is not in visual view of the point of escape. You will also have done a preliminary quick search and do not have enough information to ascertain the direction to go next. A neighborhood grid search can also be used to confirm sightings.



Look at each neighborhood from the perspective of square grids. It is best to use a map or aerial and draw division lines on it. Note the information and sightings with other icons like red dots, checkmarks, and stars. Remember to have a notebook or your sightings journal with you to note your findings so you do not forget any points later. In one case, a tough looking adolescent said he had seen the subject cat at a certain intersection, but the pet owner was hesitant because

the kid was a known troublemaker. She decided to write it down for a decision later. Sure, enough the boy was telling the truth and the cat had been in the area. Had she not written it down however, his statements would have got mixed in with all the other info she had collected during her six-hour trek through the neighborhoods.

Divide the neighborhood into square grids. You are developing witnesses so remember to use the script questions under Witness Development.

As you proceed through the neighborhood, make sure you note in your Sightings Journal or notebook, the properties you have eliminated and the clues you have developed as you have progressed. Try not to draw conclusions and do not omit any information as it may be pertinent. This can be time-consuming as you go from house to house and listen to people's stories, but it is worth it. Your neighborhood will be on high alert for your cat and should he ramble through, the likelihood of being seen is increased.

## Notifying Emergency Animal Hospitals

To be specific, I am referring to **emergency animal hospitals** where a pet could be brought if it met with an accident after hours.



If your pet went missing at night, I **strongly suggest calling** the list of emergency animal hospitals in the phone book by the next morning to see if anyone brought in a stray or injured animal matching your pet's description. You generally need to call very early as many of these hospitals close by 8:00 am.

If a pet goes missing in the afternoon to early morning, a quick call to these hospitals is in order. If your pet is still missing after 48 hours, you can then decide if you or someone else would like to bring the emergency hospitals a flyer with your pet's picture on it. First mode of action – **CALL them.**

## Making the Rounds...

### Animal Shelters, Humane Societies, Animal Control and other Public Agencies

**Do not wait on this.** Some pets are picked up by animal control or turned in by well-meaning citizens right away.



If your pet is missing in the morning, it is possible that the pet was picked up by the animal control truck and will not go back to the shelter until late afternoon. Unless you know for sure your pet is on the truck, it is a waste of your valuable search time to wait at the shelter when you could be doing other productive search related activities.

Below is brief explanation of the differences in animal welfare groups. Depending on where you live your area may have all of them or none of them.

#### ***YOU NEED TO VISIT ALL SHELTERS and ANIMAL CONTROL FACILITIES.***

**Do NOT** rely on their internet postings **or** information over the phone **or** the fact that you have left them a flyer. There are so many stories where the pet was at the shelter and the pet owner was told it was not... my own cat included. **GO IN PERSON** and check every square foot of the place they will allow. Decades ago I managed one of the largest humane societies in the country and I can tell you that puppies were sometimes put in with kittens; injured cats were in with biters; old dogs were in the cat room. Even special strays that a staff member might like, can be put in an area other than strays.

***Go look... everywhere in the building they will allow!***

#### ***Animal Control Agencies***

These are county or city agencies responsible for enforcing animal regulation and control. Some will have officers and trucks that pick up strays and accept owner and stray surrenders. They usually have strict requirements and hours. The fact is that the large stray populations are community problems not the origination of the employees of these agencies. In some cases the agencies may have euthanasia policies for pets that have been unclaimed in the facility longer than three days. **DO NOT** rely on the fact that your pet is micro chipped and will not be put to sleep! Although microchips are a great invention, their use has not caught up with their marketing. **DO NOT** leave your pet's life to the discretion of a microchip that may have fell out, moved and you are unaware.

### ***Animal Shelters***

These agencies can be private or municipal and their scope and effectiveness is determined by their funding and ability to staff. They typically house stray, abused, rescued or owner surrender animals but check with the city or county where your pet went missing. Some areas may have only one while others have more than one. In some places, several communities may share one facility. You need to find out what you are dealing with in that area and where the next shelter's boundaries are. I know of one area in Texas where the boundaries of three different shelters are within six blocks of each other. Most pets can travel that distance easily.

### ***Humane Societies***

Most of these are private or not-for-profit and they can work in conjunction with animal shelters and animal control. In some counties they are all housed together in the same place and a citizen may not even be able to tell which is which. On a national scale they work for the welfare of all animals but the large organization does not generally work closely with the individual private organizations bearing their name.

### ***Rescue Groups***

These are the citizens and individuals that take in animals and rescue them. From purebreds to mutts, cougars to crows, there is a rescue group for just about everything in the large metropolitan areas of the U.S. Your challenge is trying to uncover who is who. If you have a purebred cat that is easily identifiable by its breed, you should inquire if there is a rescue group for that breed. Many concerned citizens would rather turn in a stray to a rescue group than to a shelter because they fear the animal they have saved may ultimately be put to sleep if the owner does not claim it. Their fears are valid in many cases. The problem is that the animal shelters or humane societies may be the only central clearing house in an area. If a pet has gone missing and is given to a rescue group, the pet owner may have no way of finding out who has the pet.

### ***Dead Animal Retrieval, Department of Transportation or Pick up Service***

Although this is not the scenario you hope for, it is reality. Some pets do not return home because they have met with an accident that has caused their death. You will need to contact your local animal control or county waste management to find out how this is handled. In some cases, it will be a private company hired by the county, in others it will be crews hired specifically for this purpose while others may have a sanitation management company do it. Call to inquire what is used in the area where your pet disappeared. Call the agency and inquire if they keep records of the animals they pick up. You also need to ask if they will allow you to go through the records or if they have a staff member that can check to see if any of the deceased animals brought in, match your pet's description and possible area. There are as many protocols in this area as there are companies, so you need to find out what is done in the area where your pet went missing.

Print out the form below.

**Animal Control, Humane Society, Shelter & Rescue Check**

Name of Facility or Rescue Group:

Phone number:

Person in charge of strays:

Others to talk with:

Address:

How far from point last seen:

Visual checks on:

Called on:

Left flyers and info:

Filed report:

Other:

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Others to talk with:

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Left flyers and info:

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Other:

## Developing Leads and Witnesses

Although many people absolutely dread this part of the search, it can be the best way to develop leads so your search can expand and go to the next level. There are three times in your search that you may need to knock on doors or question people on the street. The first is near the point of escape immediately after you notice your pet has gone missing; the second is when you are developing witnesses and a possible direction or scenario of what may have happened; third when you are trying to determine if in fact your pet has been in a certain area after receiving a sighting call.

### *Knocking on doors... Talk it up.*

- Door knocking should be done in the daylight with at least one other person.
- Do not approach fenced front yards that say Beware of Dog and use your strongest intuition before approaching a residence.
- Do not go inside people's homes. If requested to enter, explain that you appreciate the offer but that you have many homes to cover in your search.
- **Always keep someone informed about your location and check in with them often.**
- Always carry bait food, a pen and paper, cell phone and anything else of necessity.
- A street map or app assists with keeping track of where you have been and not been as well as accurately getting you to your sightings.
- A flashlight allows you to look for hiding places under buildings or in small, dark spaces and holes.
- Bring your Photo ID Lineup Card with you when checking out a sighting.
- Flyers are helpful to leave with people.
- Dress appropriately for weather conditions. **Be safe...don't venture alone** in unfamiliar territory.
- With all that said, put on some comfortable shoes, take a deep breath and try to enjoy with the expectation that you will learn a key piece of evidence every time you knock

Rule of thumb: It is generally not necessary to go more than 10 houses in each direction of the point last seen or sighting when trying to confirm or negate a sighting.

Do not spend six hours knocking on all the doors in a subdivision. You really only need to have conversations with people in an immediate area surrounding an important event in the search. Your signs are your extension of your efforts into the homes you cannot feasibly reach.

## Door Knocking Script and Suggestions for Initiating Responses

The following is the script and queries I use when pursuing leads, sightings and developing witnesses for missing pets. Be creative and add your own questions but be brief and do not accuse anyone or tell a long-drawn-out scenario that you think may have happened to your pet. This is not the time for I think, "X stole my cat." Let the person you are questioning bring up their own information. If you do have something in particular to ask; ask about it in a non-threatening way. Even if you suspect someone, don't go into a story about it. Ask leading questions that would lead you to believe you may be right. The most important strategy is to get the most out of each communication or party you talk with. Let them tell you what they noticed first, then query them more in that direction.

I am a big proponent of knocking on a door instead of using the doorbell. It is probably just my little quirk, but it is what I do. As soon as you knock, take a big step back away from the door. This is non-threatening and allows whoever comes to the door to have space. If they look through a security peep hole before opening the door, it gives them a view of your face and torso. I would also suggest smiling and holding up a flyer or photo of your pet. This lets them know that you are not on their doorstep to sell them something.

*NOTE: A pause is a count of 1-2-3-4-5. This pause gives the person's memory or subconscious time to not only access the memory but make the most out of the question.*

When they answer the door; smile, introduce yourself and ask:

**"Hi, I am Jerry from down the street and my cat is missing. Have you or anyone in your household seen this cat?" (Hold up the picture of your pet)**

Pause

**"He has been missing since \_\_\_\_\_"**

Pause

**"He got out on Saturday (or whatever) and did not return (or explain scenario in very brief form)."**

Pause

They have now had enough time to go back in their memory to the day or time thereabouts and come forward sifting through their memory for recall. The next question elicits a response for possible leads as to why your pet did not return.



“Are you aware of anything that may have happened on \_\_\_\_\_? Parties, guests, service people visiting your house or anyone else that maybe have been in the neighborhood on that day.”

If you are concerned your pet was possibly rescued or taken. Ask this question:

“Have you noticed anyone in the neighborhood that you feel may not live here or was possibly driving too slow or maybe even stopped and approached a pet?”

Add any questions of your own.

“Would you mind keeping this flyer in case you or someone in your household remembers something or you see him in the future?”

Thank them and move to the next house.

This question-and-answer stop should take about 3 to 4 minutes. Be friendly, sincere, and courteous. The goal is to have their eyes and ears working to help you.

If while knocking and gathering information, an individual has what appears to be credible information, write it down in your sightings journal using the format provided. If the information is substantial and changes the focus of your search, you need to stop, gather your thoughts and alter your strategy taking into account the new information.

An example of new information that you feel is credible is:

- ≈ Resident saw a car stop and pick up a small cat and the description matches your pet.
- ≈ You have been puzzling over how your pet got out and have really thought that cat was taken from your yard. Resident states they saw your gate open and closed it for you not realizing your cat had got out.
- ≈ Neighbors thought they heard an animal crying or whimpering like it had been injured around the time your pet went missing.
- ≈ A neighbor comments that another citizen in the area told them they are trapping feral cats in the area.

## AmberALERT Broadcast for Missing Cats

In our work we frequently use this phone broadcast system to bring awareness to a missing cat in a specific area. The key to these Amber Animal Alerts is that they must be prepared specifically for your missing cat's situation and scenario.



Suggested use for this system:

NOTE: You must make a special request or arrangement for a custom announcement. I use **LostMyKitty.com** because they are professional and flexible.

With a **Roaming Cat** specifically state that your cat is roaming and wandering the area. In the announcement explain that the cat is shy or skittish and request that the cat not be chased or called but instead, that you are called if the cat is seen. There is only so much time on each announcement allotted so it can be tricky to get everything in the announcement. Sometimes you can offer to pay more for a longer announcement. This, however, is on a case by case basis.

**Recovered by Citizen & Stolen Cat:** If you feel someone has your cat and may be keeping him, you can emphasize how much your family misses him and that there is a reward for the cat's return. In this approach we leave the door open for the finder to return the cat but also make citizens aware that there is a reward if they know someone has just got a new cat matching the description on the broadcast. Even if we feel the cat has been stolen, we use this same approach. We almost NEVER say a cat is stolen even if we know 100% that this is the case. When we are searching for a cat, we believe or know is stolen, we generally refer to the cat as being MISSING.

**Information for Investigations:** If we are specifically seeking information then we do the broadcast based on that premise. We have used broadcasts to confirm that a cat was hit by a car, that cats are deceased and numerous times when a finder has stopped their vehicle, loaded our subject cat in the car and drove away. Detective work goes into play as we work to find the finder's vehicle and residence.

Regardless of how we are angling the broadcast, **this service works best when a sign campaign is already in place** as the citizens that receive the calls are reminded of the missing cat as well as have easy access to the pet owner's phone number on the signs placed all over the focused search area.

# Facebook Pages, Groups & Causes Instagram Posts

In our work we use social media extensively. Every case we work on is posted on Facebook and other social media sites then shared to multiple pages and groups. In many instances, a page is created for the individual cat to better share and get his information out over the internet and specifically to social media users who now number in the billions.

What is a Profile?

A Profile page is where all interactions with Facebook begin. You must have a profile which is available for free with an email address. The Facebook home page will have an area where you can sign up. This is true with Instagram and Twitter also.

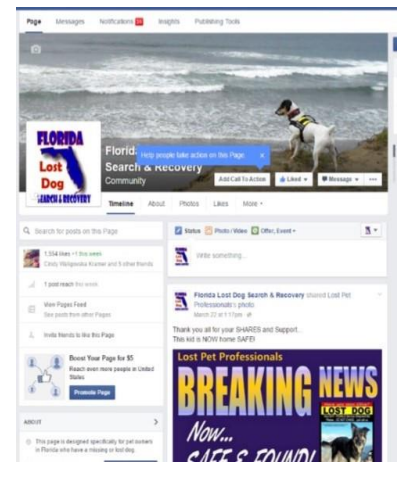
What is a Page?

A page is also free, and you can create a page for a business, cause or otherwise by accessing this from your Facebook Profile page. It can be a page that is used to brand and publicize the plight of a cat missing. Many pet owners set up a page to create awareness of their cat's missing situation to encourage SHARES and other interactions including fundraising.



What is a Group?

Groups are also free and are also accessed from your profile page. We use groups as posting tools preferring to use groups created by others for the specific purpose of increasing awareness for the recovery of missing pets. Some individuals create groups for a specific missing cat but we have not found this to be effective as you must join a group as opposed to a page where you can readily see all the information.



## Place Ads in Local Newspaper

This is usually not the most effective and generally produces very little results in the Roaming Cat scenario. It is listed here with examples of ads in case you should decide you want to place an ad anyway.

Depending on the readership in your area, this can be an expected activity. With the increased use of the Internet, many people have stopped their subscriptions to the newspaper so readership for many is down.

# HERALD BANNER

However, most newspapers have opted to put their classifieds and announcements, like Lost & Finds, online for the general public to read which increases your scope. Many pets are still returned in this way but it is much more hit and miss. Although I recommend you post... I don't recommend you rely on this activity solely. Remember to use the concepts in the flyer text when you design your ad. Be descriptive.

Examples:

### **General**

LOST Tuxedo cat – Black with white chest, last seen 21<sup>st</sup> & Harvard, Very Shy do not chase. REWARD call 24/7 555-1212

### **For pet possibly rescued:**

Missing Cat near the Southgate mall and seen traveling west.  
Small black & tan Tabby cat - Very friendly. We love her too.  
REWARD and Our prayers answered.  
Please call 24/7 555-1212

### **Looking for info with point last seen**

LOST: Large white cat last seen at Pembroke/Washington on 8/5 app. 3:00.  
Possibly hit by car.  
Please call 24/7 with any info. 555-1212

### **Roaming Cat at Large**

LOST CAT: Big, fat orange and white cat, seen at Red Grove Park but could now be anywhere. Any sightings, info or thoughts welcome. Very upset child waiting for him to return 645-2567

**THE BEST AD! Placed in the first section of the Local newspaper.**



**LOST TABBY CAT:  
He's not much to look at  
but  
WE LOVE & MISS HIM!**

Missing 4/13 from Ragsdale Heights near Rodeo Dr.  
Possibly picked up by concerned citizen.

**Please HELP!**

**Can't eat ... can't sleep.  
716-235-5969  
\$\$ REWARD \$\$**

## Posting on Internet Sites

With the growth of Facebook and other social media outlets, the use of internet lost and found web sites is really not used much anymore. I still believe however that craigslist should be posted even though its use has also diminished. That said, most people who find a cat check their local craigslist as it easier to check than going through the myriad Facebook groups to see if they can find the owner. A diligent Good Samaritan will use many avenues to find a cat's owner but I am always hesitant to rely on the task management skills of a finder so to increase our chances of getting a sighting or lead, we post everywhere and.... we always post on craigslist.

**Craigslist:** *Always post at least every other day on Craigslist. Post in your area and two other areas nearest your craigslist location.*

Text for Craigslist ad

*Subject line:* Lost Black Male Cat – Shy – Do not Chase

*Location:* near Brunswick Park, Tillinger Pkwy in Nashville

*Text:* Our 18 month old black cat is missing. Ranger can be shy with strangers. We are devastated and have been looking everywhere for him. Ranger can be shy so we ask that if you see him that you please not chase or call to him but instead call or text and we will get to the location ASAP! You can call or text and Ranger is on Facebook:

[www.bringrangerhome/facebook.com](http://www.bringrangerhome/facebook.com)

Thank you.

*Show map for the area where he went missing and use the sign we have created for his photo.*

## Involving the Media

### *The Height of Public Awareness*

***This is ranked at the top in bringing awareness to your missing pet's situation.*** Unfortunately, it is the most difficult to get unless there is something unique about your pet, his life, your life, his position in your life, (like therapy assist or he saved your child from drowning), or something you are doing that is unique to find him.



We have had media coverage for a missing pet because of the large reward offered, (it was over \$10,000.00); another time because an engaged couple was using the money they had set aside for their wedding to finance their search and the majority of the time we get coverage because the pet owner has hired a renowned private investigator with tracking dogs to assist in their search.

In the past many of our searches have been covered by the local TV news station and we encourage it. Recently, one of our cases was on FOX and NBC on the five, six and ten o'clock news as well as the front page of the local newspaper. The pet owner was overwhelmed with calls which can be exhausting but when you are trying to catch up with a pet roaming at large, it is welcome and necessary.

If you can get the media or you know someone who knows someone, by all means work this angle. Create a unique story line that has community interest before you call. My clients have had the best luck when they present the story angle in its entirety to the news desk and the media need only show up. Call all the local stations. Things happen and you never know who will cancel at the last minute.

The media brings your pets missing situation into everyone's home and when you can get it; it is the excellent for public awareness. On the next page is a SAMPLE Press Release. You need only put your information in this format and email the Press Release to the News Desk for all your local news stations. Be sure you do a follow-up call to the News Desk after sending the email.

## **SAMPLE - Press Release: For Immediate Release**

### **Renowned Private Investigator and Tracking Dog Team called in to search for Senior Citizens much loved kitty.**



Aspen, a much-loved white Manx cat is missing.

Six days ago, Aspen went missing from his new home when a loose dog barked at the very shy cat. Aspen is not just any cat. He is constant companion to Jedda Stephens, an Illinois resident who just moved to the Bay Area. The jaunty 90 year old senior citizen explains, "Aspen is her last surviving family member and she will not give up the search for her best friend." Volunteers and rescue groups from around the Bay area have joined in the search for the displaced cat. The groups have used social media, placed fliers and signs; enlisted an animal communicator, as well as organized large search parties.



This week, Aspen's Mom made the call to Karin TarQwyn the renowned K9 Private Investigator of Lost Pet Professionals. TarQwyn along with her crack team of K9 Detectives, use their expertise and specially trained noses to locate missing pets. TarQwyn and her team travel the country assisting pet owners with lost four pawed family member. TarQwyn and her team are now in route to the Bay Area to begin the search for Aspen.

On Thursday, February 26<sup>th</sup>, TarQwyn will arrive with her dog team to begin her search and investigation to locate and recover Aspen.

[Karin TarQwyn ... The K9PI on Facebook](#) follow her cases, successes and news stories as Karin and her K9 Team travels the U.S. Assisting families with missing pets.

[Lost Pet Professionals... on Facebook](#)

About Karin TarQwyn: Karin TarQwyn and her K9 trackers are regularly featured in the media. They have appeared on PBS Animal Attractions, Animal Planet, The Today show, CNN, in People as well as over 50 newscasts and special features across the U.S. TarQwyn and her team are frequently asked to participate in features for network Sweeps weeks due to the high community interest generated by stories about her and the cat team. TarQwyn appears as a LOST pet subject matter expert on the Animal Planet web site as well as that of the Dog Whisperer, Cesar Milan.



The search continues. Your crew and journalists are invited to participate and cover the campaign and investigation to find the beloved kitty. Your participation will make a difference in the lives of these deserving citizens.

NOTE: TarQwyn and her tracking dogs always create high community and viewer interest when featured. Family members and TarQwyn and her K9 Team, will be on location and available for interviews as they search for Aspen.

For further information on locations and timing, contact Kathleen a volunteer at 555-785-2026 email:

For case related questions, P.I. Karin TarQwyn of Lost Pet Professionals can be reached at 888-569-5775



## RESOURCE for Amber Alert

**Lost My Kitty** <https://www.lostmykitty.com/>

Lost Cat Animal Amber Alert for missing cats.

To contact Lost Pet Professionals

Call ... 888 569 5775

[www.LostPetProfessionals.com](http://www.LostPetProfessionals.com)

On Facebook

Lost Pet Professionals: <https://www.facebook.com/LostPetProfessionals/>

Karin TarQwyn... The K9 PI: <https://www.facebook.com/Karin-TarQwyn-the-K9-PI/>

Disclaimer: Although we endeavor to help and assist in the return of missing pets, we do not guarantee that by using our services your pet will be found. Our clients pay for services based on the hourly use of our time, expenses and efforts. We do not refund fees for services.

LOSTMYKITTY.COM  
#1 NATIONAL LOST CAT RECOVERY SYSTEM  
A division of LostMyDoggy.com  
1-877-818-0060  
Let Us Help Find Your Lost Cat. We Can Issue an "ANIMAL ALERT" For Your Pet  
GET STARTED | LOST PETS | FOUND PETS | GROUPS | LOST PET TIPS | FAQ | YOUR STORIES | REFERRAL PROGRAM  
My Account | Contact Us  
\*ANIMAL ALERT\* BROADCAST HOURS: M-F 10AM - 7PM SAT-SUN 10AM - 6PM  
Free FREE & EMAIL ANIMAL ALERTS  
LOST A CAT?  
• ISSUE "ANIMAL ALERT" TO NEIGHBORS (1)  
• FREE FAX / EMAIL "ANIMAL ALERTS"  
• UP TO 85% SUCCESS RATE!  
GET STARTED