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EMAIL TEMPLATE

Suggested subject line: Protect your pet from pet theft - tips from our team.

Hi [Name],

With prices skyrocketing for many popular breeds following increases in demand for pets during the pandemic, pet theft is sadly a growing concern in the community.

To help you keep your pet safe, we wanted to share some important tips with you!

Use collar tags - Your pet should have tags with your name, address and phone number on them. Avoid writing your pet's name, as this can help thieves gain their trust. For cats, opt for quick-release collars - these automatically open or release with enough force if your cat is stuck somewhere.

Get them microchipped - Should your pet become lost or stolen, a microchip makes it much easier for your pet to be returned to you. Keep your details up to date and if you move house or change your phone number, update them right away. When getting a new pet, ensure you update the microchip to show that you are the owner.

Get them neutered or spayed - Stolen pets are often sold to breeders, especially if they're pedigree. By spaying or neutering your pet, you are disincentivizing this. Adding this information on their tags may make thieves think twice before stealing.

Use a GPS tag - Attaching a GPS tracker to your pet's collar can help you find them if they become lost. GPS devices are especially important if you have a free roaming cat, or if you let your dog off-lead in a park. If a thief removes their collar, you'll at least have their last known location to aid in your search. Please speak to us for recommendations on GPS tags.

Don’t leave them alone - Don't tie dogs up outside a store, and don't leave them alone in the car, even if you're only gone a few minutes.

Practice recall - Ensure your pet is trained to return when called. For dogs going on walks, keep them on a lead - especially when visiting new places. For cats, always call them home at the end of the day to keep them inside overnight.

Supervision is key - If your pet is in the garden or other exterior space, keep an eye out for them. Lock any gates, and add alarms so that you can tell if they've been opened. Security cameras can also help to dissuade thieves. Remember, keeping your pet in a front garden makes them particularly vulnerable to theft.

Be aware of what you share - Thieves often target high-value pets, staying close by while waiting for their opportunity. Don't share your location on social media, try to take different routes while walking your pet, and be wary of any strangers who ask a lot of pet-related questions - both in person and online.

If you need assistance with any of the above, or would like to make a microchipping or neutering/spaying appointment for your pet, please book online here or call us on +441234123123.

We hope you found these tips useful. Please don't hesitate to get in touch with our team if you have any questions.

From your friends at [Vet clinic name].

Book an appointment online
Call in an emergency: +44 1234 123 123

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