

# PawBoost

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[Post your lost pet on PawBoost for free](#). PawBoost is like an AMBER Alert for lost & found pets. Over 3 million pet lovers have signed up for their local lost & found pet alerts. 1,300+ pets are added to PawBoost's [lost & found pets database](#) every day.

## Our Goal

Our goal is to save more animal lives by increasing the reclaimed by owner rate for strays taken in to City of Amarillo: Animal Management & Welfare.

We would do this by integrating the stray pets at your shelter into our lost & found database, which gets 1,300+ lost & found pets reported per day. This way, people who have lost a pet can view your stray pets on our website/app, and our Rescue Squad of almost 3 million pet lovers who have signed up for alerts can make more connections and create more happy reunions. It would be free (of course!), and automatic, with no extra work required from employees at your shelter.

## PawBoost Background

PawBoost is like an AMBER Alert for lost pets. Over 3,000,000 people have joined our Rescue Squad by signing up for local lost & found pet alerts. More importantly, PawBoost has helped reunite [over 350,000 pets with their families](#).

PawBoost operates on a freemium business model. It is 100% free to add a pet to PawBoost, which includes posting to the lost & found pets Facebook page for your area, alerting local people who have signed up for our email alerts, and adding your pet to [our lost & found database](#). Those looking to spread the word further can purchase one of our premium packages. We will then allocate a budget to an ad campaign that advertises the Facebook post to local people.

We take privacy very seriously, and we are fully GDPR compliant. We only collect the data necessary to spread the word about a lost or found pet, and we only use the data for that purpose. Our Privacy Policy outlines in plain english exactly what data we collect, how and why we collect it, and how it is used. It can be read here: <https://www.pawboost.com/site/privacy-policy>

A snapshot of PawBoost by the numbers...

- Over 3,000,000 pet lovers have signed up for our local lost & found pet alerts.
- Over 1,300 lost & found pets are reported to PawBoost every single day.
- PawBoost Alerts are seen 200,000,000 times per month.
- 54% of lost pets posted to PawBoost are later reported reunited with their families. 30% of these reunions are directly attributed to PawBoost.
- PawBoost has helped reunite over 350,000 lost pets with their families.