**SUBJECT: Have you activated your pet's new tag?**

You know that new digital pet tag you got? It is so much more than just a basic tag!

If you have already activated your tag, nice job! If you haven't activated yours yet, make sure you do so!

Activating your pet's tag is simple:

1. Go to PetHub.com
2. Click ACTIVATE MY PET'S NEW ID TAG
3. Fill out your contact information and information about your pet to create your accounts, then link their tag.

There are so many cool features that come with your new tag. With each license tag, you have access to PetHub’s FREE Basic Membership which includes:

* **Online Pet Profile –** Enter your contact information and your pet’s information into your PetHub account and link your account to your pet’s new PetHub tag
* **Lost Pet Call Center –** PetHub's Found Pet Hotline is staffed 24/7 by real humans, not an automated computer
* **Lost Pet Poster –** Ability to report your pet missing and create a lost-pet poster for printing and sharing
* **Pet Resources –** PetHub’s website offers over 500 searchable articles to help you raise and nurture your pet

Or, you can upgrade to PetHub’s Premium Membership and receive additional benefits...

* **Community Alerts –** When you report your pet as missing on PetHub’s website, PetHub will send a virtual “Lost Pet” notification to local shelters, rescue groups, vet offices, pet professionals, and the PetHub community within 50 miles of your location
* **Tag Scan & GPS Notification –** If someone finds your pet and scans the QR code on the tag, you’ll be notified with instant text alerts and/or email alerts (the finder also has the option to share their GPS location which PetHub pulls from their phone and sends to you so you know exactly where your pet was)
* **Social Sharing –** Have your lost-pet poster shared on social media to spread the word even faster
* **Discounts –** Receive special offers and discounts from PetHub’s partners

If you choose to upgrade to Premium, PetHub will donate a portion of that *back* to us here at [insert agency name]. So by helping your pet, you can in turn help other pets too!