

A calmer next step for families after pet loss

A ready-to-deploy system for veterinary clinics, emergency teams, aftercare providers, shelters, and animal-welfare organisations.

CLIENT-FACING + STAFF-READY

Includes handout copy, email and SMS templates, conversation guidance, a 15-minute launch plan, accessibility notes, and governance controls.



Built for the moment your team has no spare time

Families need compassion. Teams need language, boundaries, and a repeatable next step.



LAUNCH

01

15-minute setup

Choose the channels, add your team signature, place the current link, and brief staff with one ten-minute huddle.

USE

02

Six ready tools

Client note, email, SMS, phone script, staff prompt card, and print deployment guidance in one governed pack.

TRUST

03

Clear boundaries

Optional, non-clinical, non-religious-by-default language with accessibility, authorship, and version controls.

One resource, three moments of care

Use the pack where it reduces friction - not as a generic attachment.

01

At the goodbye

OFFER CHOICE

Ask permission. Offer one quiet resource. Do not explain the entire pack in the room.

>

02

Within 24-48 hours

FOLLOW UP GENTLY

Send the approved email or SMS with the family-facing page and one clear next step.

>

03

When they are ready

SUPPORT REMEMBRANCE

Invite reading, printing, a message, or a small ritual without registration pressure.

The operating principle

Every touchpoint should answer only three questions: What can I offer? What words can I use? When should I step back or escalate through our existing protocol?

Launch the pack in 15 minutes

A practical checklist for a clinic manager, aftercare lead, or shelter coordinator.

1

Select channels

Choose email, SMS, printed folder, website resource page, or a combination.

2

Set ownership

Name one person responsible for the live link, printed stock, and annual review date.

3

Approve language

Keep the optional and non-clinical wording; add only your sign-off and local support details.

4

Brief the team

Use the ten-minute huddle on page 12. Practise asking permission and accepting a no.

5

Test the journey

Open every link, print one copy, check mobile readability, and verify the current version.

A short note a family can receive today

Use as a folder insert, a quiet-room handout, or the opening copy in an aftercare message.

A GENTLE RESOURCE, IF AND WHEN IT FEELS HELPFUL

The Rainbow Bridge

The Rainbow Bridge is a widely shared pet-loss poem that many families find comforting. Some read it spiritually; others understand it as a gentle picture of continuing love and remembrance.

PetLoss.net offers the poem's history, a plain-language meaning guide, and original remembrance resources. There is no right way to use them - and no need to do anything today.

Visit when you are ready:

petloss.net/rainbow-bridge-poem/

Suggested introduction: 'There is no pressure to read this. We are sharing it only in case a quiet resource feels helpful.'

Copy-ready aftercare email

Warm, concise, and designed to preserve choice.

SUBJECT

A gentle resource for remembering [Pet Name]

Dear [Name],

We are thinking of you and of [Pet Name]. There is no expectation to read or do anything right now.

If, at some point, a quiet resource feels helpful, PetLoss.net has a Rainbow Bridge page with an explanation of the poem, original remembrance printables, and a short reflection guide.

petloss.net/rainbow-bridge-poem/

With care,

[Team / Organisation Name]

Keep: [Pet Name], one link, a human sign-off. Remove: promotions, urgency, automated upsells, or language that assumes a belief system.

SMS and client-portal copy

Short enough to send; gentle enough to receive.

SMS / UNDER 320 CHARACTERS

A quiet option

We are thinking of you and [Pet Name]. If and when it feels helpful, this gentle Rainbow Bridge resource includes the poem's history, meaning, and original remembrance printables:
petloss.net/rainbow-bridge-poem/ - [Team Name]

CLIENT PORTAL

Resource-library description

A calm, optional resource for families after the loss of a companion animal. Explore the Rainbow Bridge poem's history and meaning, along with original reflection and remembrance printables. No sign-up is required.

Channel guardrails

Send only through an established consented channel. Avoid late-night automation. Do not track grief as a marketing conversion. Keep the current link under one named owner and review it after every site update.

A 60-second follow-up structure

A script is a support for staff - never a substitute for listening.

OPEN

'I wanted to check in and let you know we are thinking of you and [Pet Name].'

ASK

'Would it be helpful if I sent one quiet remembrance resource, or would you prefer not to receive anything right now?'

RESPOND

If yes: confirm email or SMS. If no: 'Of course. There is nothing you need to do.'

CLOSE

'If you have practical questions about aftercare, please contact us. We are here to help.'

If someone expresses immediate danger or crisis, stop the resource script and follow your organisation's emergency or referral protocol.

Words that preserve choice

The goal is not to find the perfect phrase. It is to avoid adding pressure.

SAY

- 'Would a quiet resource be useful?'
- 'Some people find this comforting; others may not.'
- 'You can take only what feels right.'

ASK

- 'Would you prefer email, print, or nothing today?'
- 'May I use [Pet Name]'s name?'
- 'Would practical information be more helpful?'

AVOID

- 'They are definitely in a better place.'
- 'This will make you feel better.'
- 'Everything happens for a reason.'

Team standard: ask permission once, make the resource optional, accept a no immediately, and never infer religion, family structure, or the meaning of the bond.

Match the offer to the family's preference

Personalisation means choice and relevance - not data collection.

FAMILY SIGNAL	A RESPECTFUL RESPONSE
They want practical information	Send aftercare logistics first; place this resource in a secondary 'when ready' section.
They welcome spiritual language	Offer the poem as one possible image; do not present interpretation as fact.
They prefer secular language	Use remembrance, bond, story, and continuing significance.
They are overwhelmed	Offer one link or one printed page. Reduce choices and do not ask for immediate action.
Children are involved	Let the adult decide when and how to share; use plain language and avoid certainty.

Know when this resource is not enough

This pack supports communication. It is not assessment, diagnosis, treatment, crisis care, legal advice, or spiritual authority.

USE THIS PACK

When the need is

A gentle explanation, a remembrance activity, optional language for a follow-up, or a consistent staff resource.

PAUSE

When the family says

No, not now, stop, or that the poem does not fit. Accept the answer without persuasion or follow-up pressure.

ESCALATE

When the need is

Immediate safety, acute crisis, clinical guidance, conflict, legal advice, or any issue covered by your existing professional protocol.

Add your local protocol before launch

Owner: _____ / Internal contact: _____

Emergency or crisis protocol location: _____

Next annual review: _____



10-MINUTE TEAM HUDDLE

Brief the team before the first family receives it

0-2 MIN

Why

A consistent, optional next step after loss.

2-5 MIN

How

Practise asking permission and accepting a no.

5-8 MIN

Where

Show the print location and approved digital link.

8-10 MIN

Boundary

Confirm who handles crisis, clinical, legal, or faith-specific needs.

Make the printed experience feel considered

A professional resource loses trust when it is badly printed, out of date, or left in the wrong context.

PAPER

Warm white, uncoated, 100-120 gsm. Avoid glossy stock.

SIZE

US Letter at 100%. Do not shrink below 90%.

COLOUR

Colour preferred; grayscale must preserve readable contrast.

PLACEMENT

Optional aftercare folder, private room, or staff-offered handout.

VERSION

Keep the version date visible. Recycle superseded copies.

PRIVACY

Do not write family details on shared master copies.

Quality check: print one copy, read it under ordinary room light, scan the live link on a phone, and ask a colleague unfamiliar with the pack to find the next action in under ten seconds.

Make the resource easier to receive

Accessibility is part of emotional safety: the family should not have to work hard to understand the next step.



Readable

Use 11 pt or larger print, comfortable line spacing, high contrast, and short paragraphs.



Described

Use descriptive link text and meaningful alt text for Golden Retriever imagery.



Operable

No autoplay. Any future audio or video needs captions, transcript, and keyboard controls.



Optional

Offer email, print, or no resource. Do not make downloading conditional on registration.



Translated

Use a qualified reviewer. Preserve cautious wording around authorship, rights, and belief.



Private

Do not require a family to disclose grief details to access the resource.

Approved website and directory copy

Use this description wherever families browse resources independently.

50-WORD DESCRIPTION

A calm, optional resource for families after the loss of a companion animal. Learn the Rainbow Bridge poem's history and meaning, then explore original reflection and remembrance printables. The resource is free to access, requires no sign-up, and may be read spiritually, symbolically, or simply as a story of continuing love.

Preferred link text: **Rainbow Bridge poem, meaning, and remembrance resources**

URL: petloss.net/rainbow-bridge-poem/

No backlink exchange is required. Do not imply endorsement, partnership, clinical approval, or exclusive affiliation with PetLoss.net.

Keep it useful, current, and accountable

Measure whether the resource is easy to deploy - not whether grief converts.

TRACK

Operational signals

Link works; printed copies current; staff know where to find it; families can access without sign-up; accessibility checks completed.

DO NOT TRACK

Sensitive behaviour

Do not score grief, retarget bereaved families, require testimonial content, or treat remembrance actions as sales conversions.

Quarterly owner check

Owner: _____ / Last link test: _____

Print version in use: _____ / Next review: _____

Feedback route for staff: _____

Rights, authorship, and use boundaries

Trust depends on saying clearly what this pack is - and what it is not.

Authorship

National Geographic reported Paul Koudounaris's research identifying Scottish artist Edna Clyne-Rekhy as the author. She wrote the poem in 1959 after the death of her Labrador, Major.

Poem text

The full poem has circulated in varied versions. This professional pack does not reproduce the complete poem and makes no public-domain or copyright-free claim.

Permitted use

Organisations may link to the family page and adapt the approved short messages with their own sign-off. Do not sell the pack, remove version information, or imply endorsement.

Review

Review annually, and sooner if linked resources, authorship reporting, rights guidance, accessibility standards, or organisational protocols change.



READY TO DEPLOY

Give your team language they can trust - and families a choice they can receive.

Family resource: petloss.net/rainbow-bridge-poem/

Remembrance message tool: petloss.net/condolence-message-generator/

Version 2.0 / September 2026

Next scheduled editorial review: September 2027

Prepared for professionals who support families after the loss of a companion animal.