



Staff usage guide — by scenario

For each moment, here's the piece to hand over and the line to say with it.

SCENARIO → ASSET → SCRIPT

SCENARIO	HAND THEM THIS	SAY THIS
Euthanasia discharge	Main brochure + Start Here card	"This is for you when you're ready. The QR code on the front opens immediate support — you don't need to download anything."
Anticipatory grief / chronic diagnosis	Preparing / QoL handout	"This is a private daily check-in for the days when it's hard to tell. Bring the printout to your next appointment."
What-to-expect conversation	What to Expect handout	"Take this home. It explains what the next few days might look like — and what is and isn't something to worry about."
Aftercare decision	Aftercare Decision Sheet	"You don't have to decide right now. This compares the options and gives you the questions to ask any provider."
Family with children or other pets	Family / Children / Pets handout	"This is for the rest of the household — what to say to children, and what to watch for in your other animals."
Phone inquiry — recent loss	Email or text the client link	"I can text you a single link with everything you need — guided support, a memorial space, and aftercare options. No login."
Aftercare follow-up (1-2 weeks later)	One True Detail card + client link	"We thought of you. This is a small writing prompt. The link goes to a private space if you'd like to keep something."
Walk-in / waiting room curiosity	Rack card or tabletop sign	(Passive — let the signage do the work. No script required.)

QUICK RULES OF THUMB

- If you only hand over one thing today: the **Start Here card**.
- If you can hand over two: **brochure + start-here card**.
- If they ask "what comes next?": **First 72 Hours handout**.
- If they have other pets at home: **Family / Children / Pets handout**.
- If they're in shock — don't explain. Just hand the start-here card and say "this opens the rest."

WHERE TO PRINT

The whole kit lives at rainbow-meadow.org/for-professionals. Use the "Print the entire kit" button to print all 12 pieces in one pass, or use the individual print pages to refill what you've run out of.