



The Purpose of Take Your Dog to Work Day (TYDTW Day):

- To celebrate dogs and promote pet adoption
- Focus on the fun employees and employers have,
- Celebrate the value of pets in the workplace,
- Encourage pet adoptions and responsible pet ownership
- Celebrate the human/animal bond

Fun Facts About *Take Your Dog To Work Day*®

A 2006 survey by the American Pet Products Association (APPA), found that:

- 55 million Americans believe having pets in the workplace leads to a more creative environment.
- 50 million believe having pets in the workplace helps co-workers get along better.
- 38 million believe having pets in the workplace creates a more productive work environment.:
- 37 million believe having pets in the workplace helps improve relationships between managers and their employees.

Why Participate in *Take Your Dog To Work Day*®

TYDTW Day offers businesses a positive, unique opportunity to:

- increase community involvement.
- establish new community ties by partnering with a local animal shelter, rescue group, humane society and/or professional pet sitter to organize the event.
- show employees you care about the role pets play in their lives.
- provide a low-cost “pet perk” to employees at a time when many companies have been forced to decrease benefits.
- garner positive media attention.
- support an important cause—pet adoption!

Marketing Ideas for your Clinic:

Offer a step-by-step guide to hold a TYDTW Day for local companies and offer to be the ‘guest veterinarian’ (see below)

Offer to provide special services for companies that hold TYDTW Days such as micro-chipping, vaccines, special pricing for services and products.

Hold a photo contest on Facebook asking companies to post their photos of pets at the office. The winner gets a special exam package you have put together with your vendor partners.

“We had a local shelter do an adoption event and we raised \$215 for Castle of Dreams Animal Rescue. We plan to make this an annual event!”

-Holly Reycraft, Township of Aberdeen Aberdeen, N.J.

Planning Your *Take Your Dog To Work Day* Event

Step One: Share your idea (and this guide) with your boss or the head of human resources. Ask him or her to consider hosting an event to celebrate *Take Your Dog To Work Day*® (TYDTWDay®) on Friday, June 20, 2014. Remember, if your company cannot participate on June 20, you can select a day any time during *Take Your Pet To Work Week*™, June 16-20 or your company could designate other dates appropriate for your business culture. Be prepared to address possible concerns management may have, share event materials and discuss your celebration ideas.

Step Two: Select an event coordinator. Depending on the size of your company, you may need a committee to work on the event or you may simply need to pick one staff member to serve as the lead organizer. The staff member or committee should take the lead on organizing the event, communicating the event plans and guidelines to the rest of the staff and notifying local media of your company's participation and coordinating with outside partners and vendors.

Step Three: Decide how your company will celebrate. Some participants simply allow employees to bring their dogs to work. Others host elaborate celebrations with fashion shows, pet look-alike contests, games, prizes and more. Others partner with animal shelters for adoption events. We have provided ideas in this guide under "celebration ideas." Select activities that work best for your place of business. Remember to notify your landlord, office leasing agent or insurance provider of your event, if necessary. Be aware that some employees have allergies to pets and make provisions for them through Human Resources. y

Step Four: Select a local shelter or rescue organization to benefit from your TYDTWDay event. Notify the shelter or rescue and, if possible, invite a representative to take part in your day. Remember TYDTWDay was created to celebrate dogs AND promote their adoptions. Give thought to how your company can use your event to promote adoption or raise supplies and/or money for a local shelter or rescue group.

Step Five: Use the services of local pet sitters/trainers and veterinarians. They can provide valuable educational tips and services for your employees and their pets. They can help teach responsible pet ownership. Have a pet walker offer to come in and walk the dogs or offer some training tips. Many veterinarians can teach about spay/neutering, vaccines, flea and tick and many more specialized topics relevant to your community and staff.

Step Six: Send press releases to the local newspaper, radio and television stations. Most love the human interest aspect of TYDTW Day and would love to cover your story.

Allowing dogs in the office for one fun day is just the first step in planning a successful TYDTWDay event. Consider adding some of these components to make your participation a real celebration.

- 1. Pet-care "lunch and learns":** Invite a professional pet sitter, dog trainer, veterinarian, etc. to present a pet-care presentation during lunch. Possible topics include basic pet first aid, basic grooming tips for pet owners or pet-health and nutrition advice.
- 2. Fido fundraisers:** Host a silent auction, pet photo contest or hot dog luncheon and donate the proceeds to a local shelter or rescue group of your choice.
- 3. Canine contests:** Hold a best trick, best outfit or even pet and owner look-a-like contest to add fun and increase interaction among participants on the day.



Tips for Take Your Dog To Work Day® Success

Some first-time participants have concerns about organizing an event that allows dogs in the workplace, but once companies participate and see what fun the day is, they choose to participate year after year. Keep these simple tips in mind to ensure dog day success:

1. Do an office check. Check with management and co-workers to see if anyone is allergic, afraid of or opposed to you bringing your dog to work on this special day. Be respectful of those you work with and plan an alternate celebration, if necessary.

2. Puppy-proof your work space. If you plan on working with your dog, make sure your office environment is safe. Remove poisonous plants, hide electrical cords and wires and secure toxic items such as correction fluid and permanent markers. If your office has received any pest control/extermination services, ensure there are no hazardous products accessible by your dog. Any office items in question should be placed out of paw's reach. This includes the staff kitchen/lunch room where many forbidden food items (for pets) could be sitting out.

3. Make sure Fido is fit for work. Even dogs don't get a second chance to make a first impression. Be sure your dog's shots are current. Make plans to have your dog bathed and groomed before accompanying you to work. Be mindful of your dog's "work-readiness." You know your dog's demeanor, so if he is aggressive or overly shy, it's best to leave him at home. Consider how your dog has behaved in the past around strangers before making the decision to bring him – if your dog has shown fear, irritability or aggression, or if your dog has never met strangers, the workplace is not the best place for him. If bringing him to the office is a goal, work with a trainer in a class or private setting first until your dog is ready. Instead, consider bringing a favorite picture of your pooch. **This is an ideal time to do some prep work and offer the services of a local veterinarian to provide vaccines at the workplace.**

4. Prepare a doggie bag. Include food, treats, bowls, toys, leash, paper towels, clean-up bags and pet-safe disinfectant. If you are routinely in and out of your work space, consider bringing a baby gate for your doorway or a portable kennel for your dog's comfort and your peace of mind.

5. Plan your pet's feeding times carefully. During an important sales call is probably not the best time for a puppy potty break. Plan your dog's feeding time around your work schedule and be sure to choose an appropriate area for your dog to relieve himself afterward.

6. Avoid forcing co-workers to interact with your dog. Dog lovers will make themselves known. Sally from accounting and Joe in human resources may not want to play fetch or offer belly rubs, so be mindful of fellow employees' time and space. To avoid pet accidents, monitor the amount of treats your pet is given from your co-workers. Remember that chocolate, candy and other people food should not be shared with dogs and that not all non-dog owners will be aware that these items can be very toxic to your pooch.

Take Your Dog To Work Day® Rules:

- Dogs should be kept on a leash, unless in an employees' office or cubicle.
- Participating employees should use a baby gate to prevent dogs from leaving their office unsupervised.
- Specific areas, such as bathrooms or employee dining halls, can be designated dog-free.
- Have a backup plan for taking the dog home if he is not comfortable in the work environment.
- Use a [local pet sitter](#) to provide midday walks or potty breaks for employees' dogs.

Take Your Dog to Work Day® was created by Pet Sitters International (PSI). Go to takeyourdog.com for more fun details.

