

PROFESSIONAL PET SITTERS WEEK

2024 OBSERVANCE: MARCH 3-9

Celebrating 30 years of pet-sitting excellence!

Thank you for being a PSI member—and for your interest in PSI’s 2024 celebration of Professional Pet Sitters Week™. We are happy that you are taking advantage of this kit to promote not only this year’s Professional Pet Sitters Week, but also your business and the professional pet-care services you offer.

We know that the services you offer are vital to the overall well-being of pets—and peace of mind for pet parents. We commend you for your commitment to this profession and thank you for your desire to share with pet parents why it is so important to use a professional, educated pet sitter or dog walker.

PSI has compiled this kit to give you access to easy-to-use resources and templates, as well as easy-to-implement ideas and suggestions, to celebrate Professional Pet Sitters Week.

Professional Pet Sitters Week Overview

Professional Pet Sitters Week was first introduced by Pet Sitters International (PSI) in 1995 and takes place annually the first full week of March.

This annual observance honors professional pet-care providers, seeks to educate the pet-owning public about the advantages of professional in-home pet care and encourages pet-loving entrepreneurs to explore professional pet sitting as a viable career.

This year marks the 30th annual observance of the week that is all about YOU—professional pet sitters!

As the world’s leading educational association for pet sitters and dog walkers, we are committed to supporting professional pet-care providers like you and to highlighting to pet parents how professional pet sitters and dog walkers offer the best pet-care solutions. Participation from you, our PSI members, is vital to the success of PSI’s campaigns and in promoting the importance of professional pet-care businesses. We encourage you to use this media kit to promote Professional Pet Sitters Week and generate positive attention for your business and your commitment to professionalism in pet sitting.

This kit includes:

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PLANNING TO PROMOTE PROFESSIONAL PET SITTERS WEEK

Professional Pet Sitters Week offers an ideal opportunity to promote the professional pet-sitting industry, as well as your individual business and why pet parents should choose qualified, professional pet sitters and dog walkers.

To fully take advantage of this public awareness campaign, PSI recommends beginning your planning at least by mid- to late February to be ready for the March 3-9, 2024, observance.



How can you get prepared?

Consider these tips:

1. Read through this media kit completely, making note of and downloading the specific resources you plan to use.
2. If you haven't already, block off some time to compile a list of your credentials, as well as some examples of your commitment to professionalism as a local pet-care business owner (e.g., continuing education, support of local charitable efforts, involvement in local business organizations, etc.). Decide how you will highlight this information on your company's website, on your social-media pages and in outreach to local media—during Professional Pet Sitters Week and all year long!
3. If you do not already have a list of local media contacts, work to compile one. In many areas, the local Chamber of Commerce (or similar organization) may have a prepared media list available. If not, compile your own list of local media, including newspapers, radio stations, television stations and local magazines. You will use this list to distribute your Professional Pet Sitters Week press release (template provided in this media kit). Your local media list will be a resource you can use throughout the year.
4. Download the social-media images provided in this media kit and review the list of suggested social-media posts. Decide which posts you plan to use and add them to your social-media calendar. Pre-schedule social-media posts when possible. For example, Facebook's scheduling tool will allow you to upload your posts and schedule for a later date. This way, you can plan all of your posts for Professional Pet Sitters Week at one time.
5. In addition to reviewing this media kit, also connect with fellow PSI members in PSI's private Facebook group, [Professional Pet Sitters Chat](#). This group offers a convenient opportunity to share your Professional Pet Sitters Week plans and to also get ideas from other members.

PPSW CELEBRATION IDEAS:

In addition to promoting the week and your business to your local community and local media outlets through the social-media images and press-release template PSI provides, also look for fun ways to celebrate your business—and your staff sitters, if applicable—during the week.

Here are some ideas to consider:

- Meet up with other local pet sitters for a special luncheon or dinner during the week.
- Offer a special discount on any pet-sitting visits booked during PPSW. Promote your “gift to clients during PPSW” in advance!
- Hold an “open house” or offer a special seminar or training to clients and local pet owners during the week.
- Make a special donation—or designate a percentage of your profits during that week—to a local shelter or rescue group.
- Place an ad in your local newspaper (print or online) thanking your customers and staff, if applicable, during the week.
- If you have staff sitters, host a special PPSW party or give bonuses during the week.
- Do something nice for yourself! This week honors you—the professional pet sitter. Book a spa treatment, catch up with an old friend or take a day off!



SAMPLE PRESS RELEASE FOR PROFESSIONAL PET SITTERS WEEK

To help generate awareness about Professional Pet Sitters Week and promote your company and services, consider sending this press release to your local media. Remember, your local media list should include newspapers, radio stations, television stations and local magazines.

When you send your release to local media, be sure to also mention if you have a high-quality photo of yourself with pets and/or you with your staff sitters and pets that you can provide if needed.



[Your Company Name] to celebrate 30th Professional Pet Sitters Week™ March 3-9
Business owner [Your First and Last Name] will use the annual observance to celebrate industry growth and encourage local pet owners to learn more about the advantages of using a professional pet-sitting company.

[CITY, State abbreviation (Month Day, 2023)]—[Your Company Name] encourages local pet parents to join them in celebrating the 30th annual Professional Pet Sitters Week, March 3-9, 2024. Professional Pet Sitters Week (PPSW) was introduced by Pet Sitters International (PSI) in 1995.

PSI is the world's largest educational association for professional pet sitters and represents more than 4,000 member businesses in the United States, Canada and more than 20 other countries.

[Your Company Name] has been a member of PSI since [year you joined PSI] and offers services to pet parents in [include your service area(s)].

PSI created PPSW to educate pet owners about the advantages of using professional pet sitters and to encourage the public to explore professional pet sitting as a viable and rewarding career opportunity.

"With pet ownership at an all-time high and the need for pet-care services continuing to grow, it's important for pet parents to understand that they don't have to rely on friends, neighbors, or family members to care for their pets," said PSI President Beth Stultz-Hairston. "Whether pet parents are traveling or working long hours at the office or from home, we encourage them to look for qualified, professional pet-care providers who have the business credentials and training to offer top-notch services."

"These business owners and their staff sitters truly deserve recognition for the optimal pet care they provide and the ways they've adjusted their services to meet the needs of today's pet parents," added Stultz-Hairston.

"[Your Company Name] is happy to join PSI and thousands of fellow pet-care professionals around the globe in celebrating this week that recognizes professional pet-sitting businesses like mine," said [Your First and Last Name], [your title] of [Your Company Name].

"It's also an opportunity to remind pet owners that professional pet sitters like me are available and that professional pet-care businesses can provide peace of mind that other options cannot," added [Your Last Name].

This year, [Your Company Name] is commemorating Professional Pet Sitters Week by [add how you plan on participating in PPSW—hosting a workshop, making a donation to a local animal shelter, offering pet-owner tips for selecting a professional pet sitter on your website or social-media pages, etc.].

To learn more about [Your Company Name], visit [Your Web Address]. To learn more about PPSW or the pet-sitting industry, visit the PSI website, www.petsit.com.

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(Note to Editors: For more information on [Your Company Name], please visit [Your Web Address] or call [Your Phone Number]. All media requests should be directed to [Name of Appropriate Contact]. For further information concerning the professional pet-sitting industry, please visit www.petsit.com or contact PSI at media@petsit.com.)

+ CELEBRATE THANK YOUR PET SITTER DAY™ ON WEDNESDAY, MARCH 6!



While PSI's Professional Pet Sitters Week™ has served as an annual week-long observance since 1995 to promote pet sitting as a career and highlight the work of professional pet sitters, we thought professional pet sitters deserved even more recognition!

So in 2023, we announced a new annual celebration—[Thank Your Pet Sitter Day™](#)—which is observed the Wednesday during Professional Pet Sitters Week each year.

PSI promotes this special day to pet parents and the general public through public relations and social-media promotions. The PSI team also reaches out to media contacts and pet-related companies and organizations around the globe.

Be sure to check out PSI's Facebook and Instagram throughout the day on March 6 where we'll be sharing reasons pet parents should thank their pet sitters and tips for how to show gratitude for your pet sitter. We'll also be asking pet parents to share how using their professional pet sitter has made life better for them and their pets.

We encourage you to share these posts!

Also, if you have a local media contact you would like PSI to notify about Thank Your Pet Sitter Day, please email info@petsit.com to provide the contact's name and email address, and we will be happy to help you spread the word.

Don't forget to promote PPSW and your business on social media...

Social media offers one of the best ways to promote Professional Pet Sitters Week and your business! Be sure to check out your [Monthly Member Toolkits](#) in February and March for social-media images you can share on your company's social-media pages.

Also be sure to follow PSI on [Facebook](#) and [Instagram](#) and feel free to share or re-post the Professional Pet Sitters Week images and posts we make available.

We look forward to learning how you celebrate Professional Pet Sitters Week! Email us at info@petsit.com to share how you decide to promote this observance in your local community.