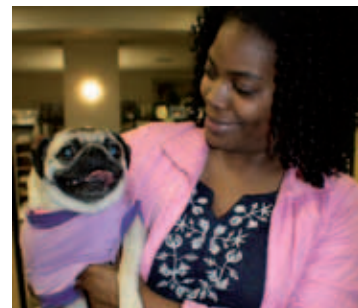
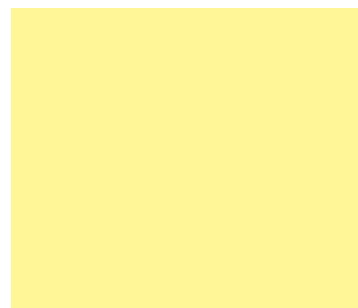


PSI's 18th Annual

# Take Your Dog To Work Day<sup>®</sup> Toolkit



Friday, June 24, 2016



[takeyourdog.com](http://takeyourdog.com)



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# A Word

from the Event Creator:

Since 1994 Pet Sitters International (PSI) has helped professional pet sitters offer the best possible care to their clients' precious pets. Our pets bring such joy to our lives, yet I saw story after story about the rising intake rates at shelters across the country and was torn apart thinking about the millions of shelter pets that were euthanized each year. I wanted to find a way for PSI to give back to the pet community from which our members earn their living and find a unique way to celebrate dogs and promote their adoptions.

With this in mind, we created PSI's Take Your Dog To Work Day® in 1999.

We called businesses, faxed media outlets (remember, it was 1999!) and promoted the event to everyone we could think of. We estimate that 300 businesses participated that first year.

Since that time, Take Your Dog To Work Day® has grown by leaps and bounds. PSI works year round to provide information to businesses and local media who want to participate in this unique event. In recent years, the event website, [www.takeyourdog.com](http://www.takeyourdog.com), has received hundreds of thousands of visits from people like you who love pets and want to get involved by planning a Take Your Dog To Work Day celebration (Who doesn't love a chance to show off their dog...for a good cause?!).

I'd like to personally thank you for your interest in Take Your Dog To Work Day. Planning an event at your workplace offers more than just a fun day for employees—you could also be saving a pet's life!

Patti Moran,  
PSI Founder & President



Patti Moran, PSI Founder & President

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### About Pet Sitters International (PSI):

[Pet Sitters International](http://www.pet-sitters.com) (PSI) is dedicated to educating professional pet sitters and promoting, supporting and recognizing excellence in pet sitting. Established in 1994, PSI is the world's largest educational association for professional pet sitters, representing nearly 7,000 independent professional pet-sitting businesses across the United States, Canada and abroad. PSI members have access to affordable liability insurance and bonding, business and marketing tools and unparalleled educational resources, including the PSI CPPS Program and PSI's annual educational conference.

### PSI encourages pet owners to Get A Real Pet Sitter®

Pet owners can take advantage of [PSI's Official Pet Sitter Locator](http://www.pet-sitters.com/locator). PSI's Locator is the largest online directory of professional pet sitters and pet owners can search free of charge for professional pet sitters in their areas.

Thank you to TYDTWDay's 2016 Print Media Sponsor **modern dog** magazine

Visit [www.moderndogmagazine.com/tydtwd](http://www.moderndogmagazine.com/tydtwd) to a one-year Modern Dog subscription for the discounted rate of **only \$10!**

# Make it your business to help pets in need on June 24, 2016

to celebrate dogs and promote pet adoptions.

**Please Note:** You will want to download this action pack and save it to your computer. There are many links throughout this pack that provide you with access to helpful forms and resources that you will not be able to access if you simply print out this action pack.

**Congratulations!** You are taking the first step in joining thousands of pet lovers and their employers in celebrating PSI's Take Your Dog To Work Day® (TYDTWDay®).

Pet Sitters International (PSI) thanks you for your involvement and encourages you to celebrate TYDTWDay by:

- focusing on the fun employees and employers have,
- celebrating the value of pets in the workplace, and
- encouraging pet adoptions.

You must have PSI's permission before using TYDTWDay to advertise or specifically promote your company's service and/or product. Celebrating is encouraged. Advertising requires permission.

[Learn more about licensing opportunities.](#)

## Fun Facts

About PSI's Take Your Dog To Work Day®

- 🐾 TYDTWDay was first celebrated in 1999.
- 🐾 It was created by PSI to celebrate the great companions dogs make and encourage their adoptions.
- 🐾 It encourages employers to experience the joy of pets in the workplace on this special day and support their local pet community.
- 🐾 It is an annual event and is always celebrated on the Friday following Father's Day.
- 🐾 It accommodates cat lovers and others who cannot participate on TYDTWDay. The entire week leading up to the day, June 20-24, 2016, is Take Your Pet To Work Week™.



## Something to TWEET About!



# #takeyourdogtoworkday

Follow us online:



# Why Participate

## in PSI's Take Your Dog To Work Day®?

Are you ready to plan a TYDTWDay event at your office but need permission from your boss or HR department? Win them over with these facts:

### TYDTWDay 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.
- most importantly, support an important cause—pet adoption!

*“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.

*“Treat bags were made and given to the dogs. We also had a dog parade and gave prizes for “best trick” and “best outfit.” The day went great and we can’t wait to participate next year!”*

-Tiffany Wingard, IMRE  
Sparks Glencoe, M.D.



Visit the TYDTWDay 2016 Resource Center to download important forms for your event.

[CLICK HERE](#)

According to a 2008 national poll of working Americans 18 and older by the American Pet Products Association (APPA), 17 percent reported their company permits pets at work. In 2012, the group reported in a separate study that workers surveyed brought their dogs with them to work 22 times in 2012, compared with 17 times in 2008.

According to a 2012 Virginia Commonwealth University study, employees who bring their dogs to work produced lower levels of the stress-causing hormone cortisol. Studies have also shown that dogs at work help increase interaction between co-workers and increase employee satisfaction.

### Can we promote your participation?

If you'd like event creator PSI to share your information with media outlets looking for local TYDTWDay participants, please [enter your information here](#).

Also, don't forget to tag your event photos on social media with #takeyourdogtoworkday. We'll share our favorites on Facebook, Twitter and Instagram!

### A 2006 survey by the 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.

Friday, June 24, 2016 marks the 18th annual celebration!

# Planning

## Your TYDTWDay Event

There is no specific prescription for a successful TYDTWDay event. Many companies begin planning their event months in advance, while others decide to participate a week before the event. The steps below are meant to provide a general guideline for planning your event.

**1. 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 PSI's Take Your Dog To Work Day® (TYDTWDay®) on Friday, June 24, 2016. Remember, if your company cannot participate on June 24, you can select a day any time during Take Your Pet To Work Week™, June 20-24.

Be prepared to address [possible concerns](#) management may have, share [event materials](#) and discuss your [celebration ideas](#).

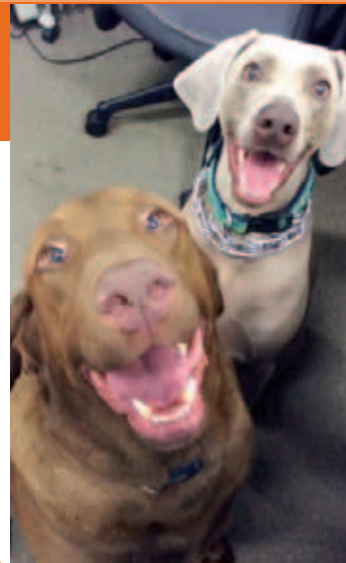
**2. Select an event coordinator.** Depending on the size of your company, you may need a committee to work on the event or you may simply need to pick one staff member to serve as the lead organizer. The staff member or committee should take the lead on organizing the event, communicating the event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

**3. Decide how your company will celebrate.** Some participants simply allow employees to bring their dogs to work on TYDTWDay. Others host elaborate celebrations with fashion shows, pet look-alike contests, games, prizes and more.

Explore these [celebration ideas](#) and the examples of other participating companies in this Action Pack. 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.

**4. 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.



## Find a Pet Sitter (for TYDTWDay or any other day)

TYDTWDay creator, Pet Sitters International, gives you access to the Official Pet Sitter Locator™ free of charge to help you find passionate, professional pet sitters in your local area.

### [Find a local pet sitter.](#)

**5. Take advantage of services offered by local pet professionals.** Consider hiring a [PSI-member pet sitter](#) to provide midday dog walks on the day of the event. Or, ask a PSI member or other local pet professional to come in and speak to employees about a specific pet-care topic. In addition to pet sitters, other local pet professionals, such as veterinarians, groomers, dog trainers or pet-store owners may be interested in providing informational materials, door prizes or other items for your event.

**6. Notify your local media.** Making your local media—newspapers and news stations—aware of your participation supports TYDTWDay's goals of celebrating pets and promoting their adoption; and can garner positive media attention for your business. Consider using the [media announcement in the TYDTWDay Resource Center](#) to distribute to your local media a month in advance, if possible. Then follow up with media contacts the week before and the week of your event to encourage their coverage of your TYDTWDay celebration.

**IMPORTANT: Any press releases you create about your event should properly cite the event as PSI's Take Your Dog To Work Day® in the first mention.**

**7. Let PSI know about your celebration!** [Send us your information](#) as soon as possible if you would like PSI to share your contact information with media looking for local participants.

Participating businesses are often featured on [Takeyourdog.com](#) and the TYDTWDay [Facebook](#) page. Please complete the [How Was Your Day? Form](#) to let us know how your company chose to celebrate this event.

[Submit your business information](#) to share with local media & download the 2016 TYDTWDay® participant logo.

# Spread the word

about Take Your Dog To Work Day®!

Event creator PSI encourages you to spread the word about Take Your Dog To Work Day®!

 **#takeyourdogtoworkday**



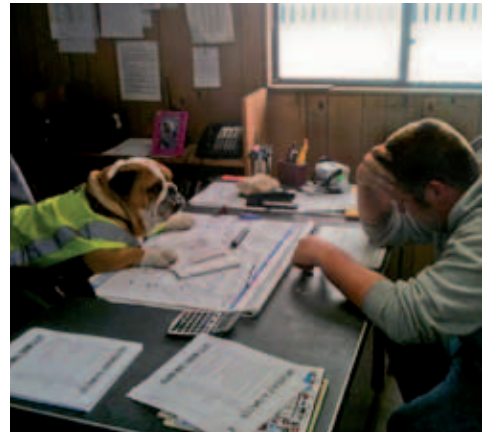
Use hashtag **#takeyourdogtoworkday** on Facebook, Instagram and Twitter when you post about the day.



PSI offers a sample press release for your business to use in the 2016 Take Your Dog To Work Day® [Resource Center](#).

## 2016 TYDTWDay “Dogs at Work” Photo Contest

Upload a picture of your professional pooch at your workplace for your chance to win!



**Entries accepted**

June 1, 2016 – June 30, 2016

Enter to win the 2016 TYDTWDay Photo Contest.

## Keep in Touch

Stay up-to-date on important TYDTWDay announcements and updates by following the event on:



Official TYDTWDay Website



TYDTWDay on Facebook



TYDTWDay on Twitter



TYDTWDay on Instagram

Find out how you can promote your company's product or services through [licensing & sponsorship opportunities](#).

# TYDTWDay

## Celebration Ideas



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.

[See more celebration ideas on Takeyourdog.com](http://Takeyourdog.com)

If you want your business information shared with local media, don't forget to [let us know!](#)

**Visit the event website** to check out other companies who have gone to the dogs for a good cause.



## If The Cat Lovers Want Equal Time...

Not able to participate on June 24? If your office is closed on Fridays, the “cat people” demand equal time or the boss says you can participate, but it has to be on a Wednesday--we've got you covered. Celebrate Take Your Pet To Work Week™ any day during June 20-24.

Learn how you can address other [possible concerns](#) management may have.



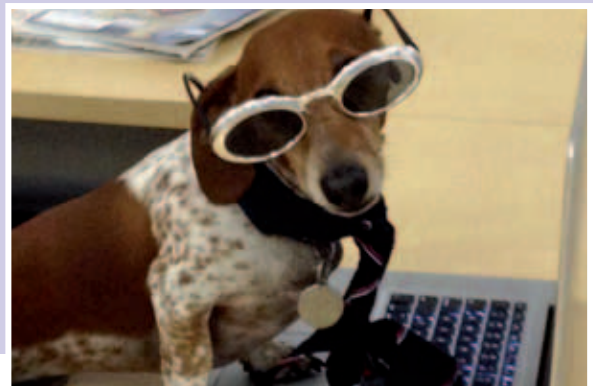
## Visit the [TYDTWDay 2016 Resource Center](#) to download these important forms for your event:

- Sample “Dogs in the Workplace” policy
- Employee participation form
- Dog’s workplace readiness checklist
- Customizable TYDTWDay media announcement
- TYDTWDay participation sign for office/cubicle
- Plus, a variety of tips and rules HR/management can share with event participants!

### On Take Your Dog To Work Day®:

- 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.



### Do you need a professional pet sitter for TYDTWDay...or any day?

While your workplace may allow you to bring your pets to work for this fun annual event, you are likely to need the services of a pet-care provider for other times when work or travel keep you from home. Event creator PSI encourages pet owners to only use the services of *professional* pet sitters. You can visit the PSI website to learn seven questions you should ask any potential pet sitter and download PSI’s free [Pet Sitter Interview Checklist](#).



**Get A Real Pet Sitter.®**



# Tips for Take Your Dog To Work Day<sup>®</sup> 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.
- 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.
- 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 Advantage  
of this special  
offer from  
TYDTWD's  
2016 Print Media  
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modern**dog**  
magazine

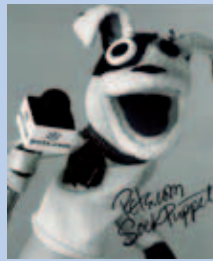


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to a one-year Modern  
Dog subscription for  
the discounted rate of  
**only \$10!**

# 18 Years of Take Your Dog To Work Day®



**1999** - PSI holds the first Take Your Dog To Work Day® in the U.S. An estimated 300 companies participate nationwide.



**2000** - Pets.com purchases the rights to Take Your Dog To Work Day® (TYDTWDay®). That same year, Pets.com closes its doors and PSI regains the rights to the day.



**2001** - PSI celebrates the 3<sup>rd</sup> annual TYDTWDay® and Ernie, the adopted pet of PSI President Patti Moran, becomes the 1<sup>st</sup> TYDTWDay poster dog.



**2002** - Sandy becomes the official Poster Dog for the 4<sup>th</sup> annual celebration of PSI's Take Your Dog To Work Day®.



**2003** - PSI's Take Your Dog To Work Day® and 2003 Poster Dog Cabel celebrate five years of recognizing the great companions dogs make and promoting pet adoptions.



**2004** - Ten-year-old Little Nicky becomes the newest and eldest Poster Dog for PSI's 6<sup>th</sup> annual Take Your Dog To Work Day® celebration.



**2005** - More than 37K dog lovers visit the TYDTWDay website and Chloe, the 2005 Poster Dog, shows the world that all breeds can make great pets!



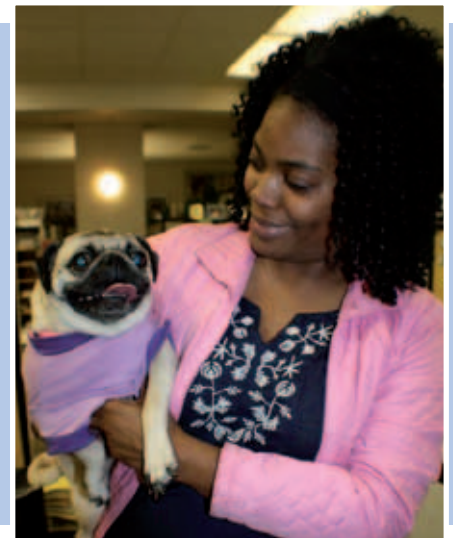
**2006** - Web visits increase to more than 52K looking to learn more about the day in June 2006. Hoover Charleston "Roo" McGinnis is the 2006 Poster Dog.



**2007** - PEDIGREE® JUMBONE® becomes the presenting sponsor of PSI's 2007 event. They joined PSI and Poster Dog Abby in celebrating dogs and promoting adoption.

*"My dogs bring me so much joy at home and work. I value that my company recognizes the role pets play in its employees' lives and uses this fun Take Your Dog To Work Day® celebration as a way to give back to our community. Thank you for starting this day of fun, Pet Sitters International!"*

-Christine Eluskie, software support specialist Village Green



Continued



Continued

# 18 Years of Take Your Dog To Work Day®



2008 - PSI's Take Your Dog To Work Day® turns ten years old and celebrates by launching a new event website, [Takeyourdog.com](http://Takeyourdog.com).



2009 - PSI's 11<sup>th</sup> annual Take Your Dog To Work Day® campaign continues to promote adoptions. The 2011 theme was "Secondhand Dogs' Offer First Rate Love."



2010 - PSI encourages businesses to "Go Furry" to celebrate dogs and promote pet adoptions for its 2010 Take Your Dog To Work Day® celebration.



2011 - For its 13<sup>th</sup> annual Take Your Dog To Work Day® campaign, PSI asks businesses worldwide: "Is your new co-worker a total dog?"



2012 - More than 380K visitors explore [Takeyourdog.com](http://Takeyourdog.com) during the summer of 2012. PSI encourages businesses to help increase the "canine employment rate."



2013 - PSI encourages businesses to work with a dog for the 15<sup>th</sup> annual celebration of Take Your Dog To Work Day on Friday, June 21.

**Thank you**  
for your support of PSI's 2016 Take Your Dog To Work Day®!  
**"Make it your business to help pets in need."**  
We'd love to hear about your event. Remember to complete the How Was Your Day? form to let us know how your company chose to celebrate this event.  
If you have any questions, [please contact us.](#)



2014 - Businesses around the globe opened their doors to employees' dogs for a good cause on Friday, June 20, the 16<sup>th</sup> annual TYDTWDay.



2015 - PSI's 17<sup>th</sup> annual event revived its 2001 theme of "Because who's ever heard of working like a cat?!" to playfully highlight the joys of dogs in the workplace.



2016 - This year, PSI and event sponsors are encouraging pet lovers to "Make it your business to help pets in need" by planning a TYDTWDay event.

# #takeyourdogtoworkday

Follow us online:

