

20 years of dogs at work for a paws-itive cause



TYDTWDay participants at Switch, St. Louis, Mo.

Participate in **Take Your Dog To Work Day®** on June 22 to celebrate dogs and promote pet adoptions.

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.](#)



Please Note:

You will want to save this event toolkit to your computer. There are many links throughout this PDF that provide you with access to helpful forms and resources that you will not be able to access if you simply print out this document.

Event Creator

Pet Sitters
international

#takeyourdogtoworkday

Thank you to the 2018 sponsors:



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.



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 18-22, 2018, is Take Your Pet To Work Week™.

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!

Download and customize these 2018 materials for your event:

- [2018 participating company press-release template](#)
- [Sample "dogs at work" policy](#)
- [2018 employee participation form](#)
- [Participant door sign](#)
- [2018 certificate of participation](#)

#takeyourdogtoworkday

Follow us online:



Friday, June 22, 2018 marks
the 20th annual celebration!

PLANNING

Your TYDTWDay Event

There is no specific prescription for a successful TYDTWDay event. Many companies begin planning their events 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 22, 2018. Remember, if your company cannot participate on June 22, you can select a day any time during Take Your Pet To Work Week™, June 18-22.

Be prepared to address [possible concerns](#) management may have, share the event materials included in this toolkit 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 event toolkit. 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 adoptions, and it can garner positive media attention for your business. Consider using the media announcement in this toolkit 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 2018 TYDTWDay® participant logo.

TYDTWDAY

Celebration Ideas

Deciding to allow 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!](#)

On Take Your Dog To Work Day®:

- Dogs should be kept on a leash, unless they are in an employees' office or cubicle.
- Participating employees should use a baby gate to prevent dogs from leaving their offices unsupervised.
- Specific areas, such as bathrooms or employee dining halls, can be designated dog-free.
- Have a backup plan for taking a 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.



If the cat lovers want equal time...

Not able to participate on June 22? If your office is closed on Fridays, you want to include cats or other types of pets, or the boss says you can participate but it has to be on a Wednesday—we've got you covered! The entire week leading up to the event (June 18-22) is Take Your Pet To Work Week™. Make plans to bring your dogs or other pets any time during the week if you can't participate on Friday.

[Want to focus on cats specifically?](#)

We're kicking off the week on #MeowMonday, June 18, with Take Your Cat To Work Day™!

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



Brunswick County Utilities Supply, N.C.

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.



2018 TYDTWDay “Dogs at Work” Photo Contest

Entries accepted
June 22-24.

Voting begins June 25.

[Upload a picture of your professional pooch](#) at your workplace for your chance to win!



Meow Monday during
Take Your Pet To Work Week™

If you want to get your feline friends involved, we're kicking off Take Your Pet To Work Week™ with Take Your Cat To Work Day™ on Monday, June 18. If your cat is coming into work on Monday (before all the dogs arrive on Friday), post your pictures with hashtag #takeyourcattoworkday. We'll share our favorites!

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, 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 changing a pet's life!

Patti Moran,
PSI Founder & President



Patti Moran, PSI Founder & President



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.



Housing Authority of the City of San Buenaventura, Calif.

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. Instead, consider bringing a favorite picture of your pooch. 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.
- 4. Prepare a doggie bag.** Include food, treats, bowls, toys, a 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.

4 COMMON

Pet Insurance Questions... Answered

EMBRACE

PET INSURANCE

Your pets are family. Protect them with Embrace Pet Insurance.

We can't predict when our pets will get sick or injured, and the cost of unexpected vet bills can put serious strain on your budget. Pet insurance guarantees your pets get the best care, no matter the cost. If you haven't thought about it, now's the time.

1. What is pet insurance?

When an unexpected accident or illness leads to expensive vet bills, pet insurance pays you back. Think car insurance – but for your dog or cat!

Simply visit your preferred vet and pay the bill. Then submit your claim and Embrace will reimburse you directly.

2. What does pet insurance cover?

There are lots of pet insurance plans available, but not all are created equal. There are differences in what they cover, what they exclude, what they cost, their level of customer service, how they pay claims, and many others. In other words, don't just pick a plan because it's the cheapest.

Pet insurance plans from Embrace cover:

- Treatment for accidents, illnesses, & diseases
- Treatment for allergies
- Cancer & chemotherapy
- Surgery, hospitalization, & nursing care

- Laboratory & diagnostic tests including X-rays & MRI scans
- Medications

3. What about pre-existing conditions?

No pet insurance companies cover pre-existing conditions. Embrace defines a pre-existing condition as “any injury, illness, or irregularity noticed by you or your veterinarian before the end of your waiting period, even if your pet never went to the veterinarian for it.”

4. Does pet insurance cover routine care?

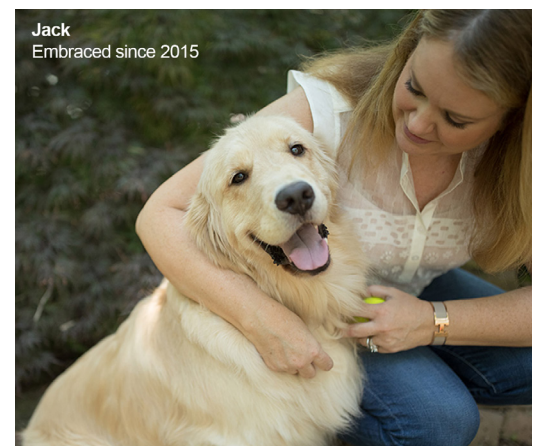
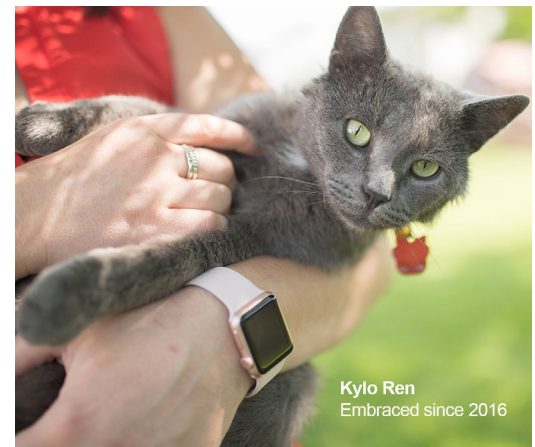
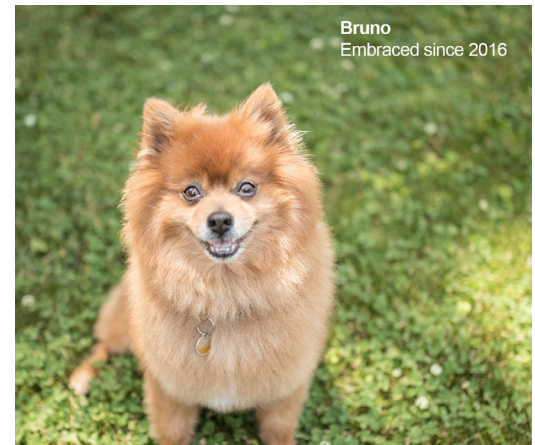
Pet insurance covers unexpected accidents and illnesses. However, Embrace offers Wellness Rewards for those everyday pet care expenses including vaccinations, grooming, flea, tick, and heartworm preventatives, and more. It works like a health savings account and rewards you with free money for being proactive with your pet's care.

Take the next steps to protect your pets. [Get a free quote from Embrace Pet Insurance today.](#)

Pet health insurance is administered by Embrace Pet Insurance Agency, LLC and underwritten by one of the licensed insurers of American Modern Insurance Group, Inc., including American Modern Home Insurance Company d/b/a in CA as American Modern Insurance Company (Lic. No 2222-8), and American Southern Home Insurance Company.

Coverage is subject to policy terms, conditions, limitations, exclusions, underwriting review, and approval, and may not be available for all risks or in all states. Rates and discounts vary, are determined by many factors, and are subject to change. Wellness Rewards is offered as a supplementary, non-insurance benefit administered by Embrace Pet Insurance Agency in the United States.

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Tips for DRIVING YOUR DOG TO WORK



For those of us who have the option of bringing our dogs to work for Take Your Dog To Work Day®, it is an absolute joy. Dogs create more relaxed and healthier work environments – requiring employees to get up from their desks to take their dogs outside during the day. While having your dog with you during the day is comforting and wonderful, it's necessary to consider the varying safety options for transporting your dog to and from work.

In a recent Kurgo survey, we found that 96% of people who work at dog-friendly offices bring their dog to work via car. Do you let your dog ride anywhere in the car, unrestrained? If so, it may be time to reconsider. A 50 lb. dog can exert up to 1500 lbs. of force upon impact in an accident. That is dangerous for not only your dog, but for you as the driver, as well as any other passengers. So what should you do?

Use A Restraint

Dog car restraints come in all shapes and sizes, for any kind of dog. For dogs that typically ride in the back seat, consider using a [dog seatbelt](#). This type of device attaches to a dog's harness, and then either attaches to the car seatbelt, or inserts directly into a car seatbelt buckle. For dogs that like a bit more mobility, there are also [ziplines](#) that run across the middle seat of your car, that you can attach to your dog's harness. Smaller dogs should consider dog car seats, so that they stay safely restrained in one place. This is also a comfortable spot for them.



Contain Your Dog in A Specific Area

It's inevitable, dogs can be a distraction while in the car. If your dog likes to jump into the front seat or move about a lot, it might be worthwhile to contain your dog in a certain area of a vehicle. This can be accomplished by placing a [barrier](#) between the front and back seat, or between the back seat and the cargo area. No matter if your dog rides in the cargo area or middle row, these barriers will keep him or her contained and provide a safer ride overall. Test which area of the car works best for you and your dog.

Consider A Crash Tested Harness

The type of harness your dog wears in the car is very important. A crash tested harness usually has a bit more chest padding, and the seams are extremely strong – built to last. Here at Kurgo we sell two [crash tested harnesses](#) and like all our other products, they have a lifetime warranty. If you are ever in an accident with your dog and are using a crash tested harness, remember to always replace the harness afterwards, just as you would with a child car seat. As part of our [Safe Again Harness Replacement Program](#), we will replace your harness for free after an accident.

Whether you're heading off on an adventurous road trip with your dog, or heading to and from work together, always make sure that your pup is safe!

Thank you for your support of PSI's 2018 Take Your Dog To Work Day®! 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](#).

Keep in Touch

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



Official TYDWDDay
Website



TYDWDDay
on Facebook



TYDWDDay
on Twitter



TYDWDDay
on Instagram



Do you need a professional pet sitter for TYDWDDay...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](#).



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