



Participate in
**Take Your Dog
To Work Day®**
on June 21 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.](#)

Event Creator

Thank you to the 2019 sponsor:

Pet Sitters
international

FEAR FREE
HAPPY
HOMES
Helping pets live happy, healthy, full lives

#takeyourdogtoworkday

Follow us online:



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.

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.

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"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!"

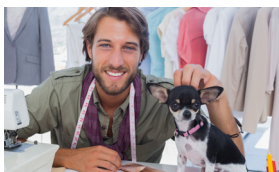
-Tiffany Wingard, IMRE
Sparks Glencoe, M.D.



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 17-21, 2019, is Take Your Pet To Work Week® and Monday, June 17 is Take Your Cat To Work Day®.



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 2019 materials for your event:

- [2019 participating company press-release template](#)
- [2019 employee participation form](#)
- [Sample "dogs at work" policy](#)
- [Participant door sign](#)
- [2019 certificate of participation](#)

#takeyourdogtoworkday

Follow us online:



Friday, June 21, 2019 marks
the 21st 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 21, 2019. Remember, if your company cannot participate on June 21, you can select a day any time during Take Your Pet To Work Week™, June 17-21.

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 PSI's 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 2019 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 21? 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 17-21) 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 17, with Take Your Cat To Work Day®!

Learn more about [Take Your Cat To Work Day®](#)

Tips for Take Your Dog To Work Day® Success

Workplaces go to the dogs on the Friday following Father's Day each year. Take Your Dog To Work Day® is more than a yearly perk for employees; it raises awareness about pet adoption and boosts office morale. Plus, it's just plain fun.

But before you pack Baxter's briefcase and print out an employee badge for him, take some steps to make the event a stress-buster and not a stressor for all involved.

We've gathered five tips from Fear Free Happy Homes on ways to ensure that furry coworkers as well as their human colleagues experience job satisfaction on this special day.

1. **Get buy-in from coworkers.** The two-legged ones. Some people have allergies or are afraid of dogs. Go over your dog's training resumé with the boss so she knows that Bella's manners are office-worthy, and assure officemates that she'll be on leash with you, not wandering loose seeking petting or offering kisses.
2. **Stock up on canine office supplies.** At your cubicle or office, you'll need food and water dishes, a favorite toy or two, a bed or crate, bags for poop pickup, and an enzymatic cleanser and paper towels, just in case there are any regrettable accidents. Consider plugging in a pheromone diffuser to release calming chemical signals.
3. **Schedule, schedule, schedule.** Keep Jake on as normal a timetable as possible, taking him out to potty and giving treats, playtime, or meals at close the same times as at home. That will help him feel relaxed in an unfamiliar setting.
4. **Keep Buster busy with a puzzle toy or a Kong that you've filled with goodies and frozen.** That will help him concentrate on his work—being your officemate—and not barking out orders to employees or other visiting dogs. It will also reduce his temptation to turn over your trash or swallow the thumb drive with the minutes from yesterday's meeting.
5. **There's no casual Friday for dogs.** Brush Chloe's coat until it shines—and brush her teeth, too. You want clients and coworkers to be knocked over by her charm, not her breath. Besides, we all know that when we look good, we feel good. It's true for dogs, too.



**FEAR FREE
HAPPY
HOMES**

Helping pets live happy, healthy, full lives

The above tips were provided by 2019 event sponsor Fear Free Happy Homes. Become a member of Fear Free Happy Homes and get access to the most cutting-edge content and education to help brighten and enrich your pet's life to the fullest.

Join Today!



Spread the word about
**Take Your Dog
To Work Day®!**

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



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.

Don't forget,
Take Your Cat To Work Day®
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 17. 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!

Visit www.petsit.com/takeyourcat for more information.

Thank you for your support of PSI's 2019 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 TYDTWDay announcements and updates by following the event on:



Official TYDTWDay
Website



TYDTWDay
on Facebook



TYDTWDay
on Twitter



TYDTWDay
on Instagram

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](#).

