



# Friday, June 25



Monday, June 21



June 21-25

**Celebrate pets. Promote adoptions.**



Event Creator

## Pet Sitters INTERNATIONAL

# www.takeyourdog.com

Follow us online:



## 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®), Take Your Cat To Work Day® (TYCTWDay®) or Take Your Pet To Work Week® (TYPTWWeek®).

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

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

You must have PSI's permission before using TYDTWDay, TYCTWDay or TYPTWWeek 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.





Spread the word!



## 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 and we've added Take Your Cat To Work Day® and Take Your Pet To

Work Week® to expand our celebration and impact. PSI works year round to provide information to businesses and local media who want to participate in these unique events. 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 celebration. (Who doesn't love a chance to show off their pet...for a good cause?!) I'd like to personally thank you for your interest in these events. Even with the uptick of pet adoption and remote work during the COVID-19 pandemic, we know that animal homelessness is an ongoing problem and that there are many different ways to take part in Take Your Dog To Work Day. Planning an event for your company—whether it's in-person or virtual—offers more than just a fun day for employees. You could also be changing a pet's life!

**Patti Moran,**  
PSI Founder & CEO



Patti Moran, PSI Founder & CEO

#takeyourdogtoworkday

#takeyourcattoworkday

#takeyourpettoworkweek



Use these hashtags on Facebook, Instagram and Twitter when you post about your celebrations.

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

Are you ready to **PLAN** a TYDTWDay event for 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, NJ

*"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, MD



## 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 who can safely participate 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 21-25, 2021, is Take Your Pet To Work Week® and Monday, June 21 is Take Your Cat To Work Day®. Learn more on p. 8-10.



## 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 2021 materials for your event:

- 2021 participating company press-release template
- 2021 employee participation form
- Sample "dogs at work" policy
- Participant door sign
- 2021 certificate of participation

# #takeyourdogtoworkday

Follow us online:





Friday, June 25, 2021 marks  
the 23rd 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 25, 2021. Remember, if your company cannot participate on June 25, you can select a day any time during Take Your Pet To Work Week®, June 21-25.

Be prepared to address [possible concerns](#) management may have, including safety protocols; 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 safety 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 & receive the 2021 TYDTWDay® participant logo, for your company's website.

# 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 participation on the day.

[See more celebration ideas on Takeyourdog.com.](https://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 employee's 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 your employees work remotely...

Consider these virtual celebration options:

- **Invite employees' dogs to a virtual staff meeting.** While co-workers can't meet one another's dogs face to face at the office, seeing their canine co-workers on the screen during a virtual meeting will be a morale booster.
- **Share photos of employees' dogs on the company's blog or social-media sites.** Encourage employees to submit photos of their dogs in their home office and post on the company blog or social-media pages to celebrate the important role dogs (or other pets) play in the lives of employees.
- **Invite a local animal shelter or pet rescue to virtually introduce adoptable pets to staff.** The goal of TYDTWDay is to promote pet adoptions. Whether inviting a local pet-rescue organization to attend a staff Zoom meeting to introduce pets available for adoption or sending photos of adoptable pets through a company email, businesses can help pets find their forever homes.
- **Host a virtual lunch and learn with a pet-care expert.** Invite a veterinarian, professional pet sitter or other pet-care professional to speak on an important pet-care topic, such as pet first aid or helping pets deal with separation anxiety post-pandemic. Businesses could host this talk through a virtual meeting platform for staff.

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



# Tips for Take Your Dog To Work Day® Success

To ensure a peaceful, productive day of humane and canine camaraderie, event creator PSI provides pet owners seven tips to ensure a successful office visit on Take Your Dog To Work Day®:

- 1. Do an office check.** No one will mind your dog being in the office, right? *Well, maybe.* 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. 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, 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 being 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.
- 7. Have an exit strategy.** Although most dogs enjoy TYDTWDay, your pet may not. Should your dog become overly boisterous, agitated or withdrawn, consider taking him or her home or plan in advance for your professional pet sitter to offer a midday check-in visit. Never, under any circumstance, leave your pet alone in a vehicle while you work.





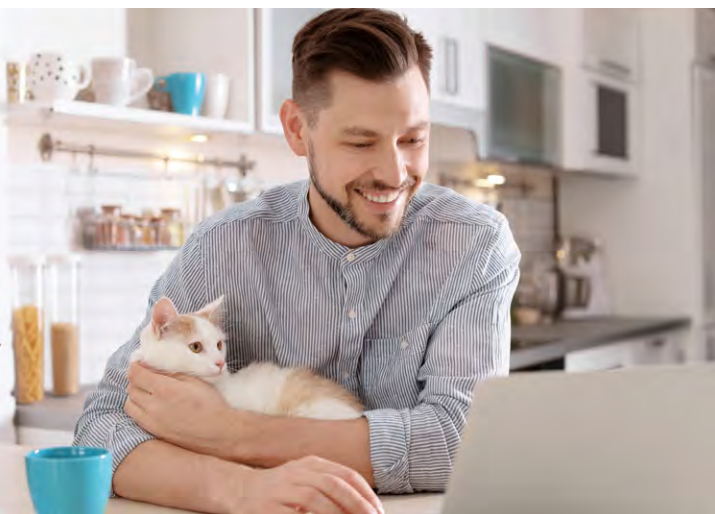
# Celebrating virtually?

If you're working from home, there are still ways to celebrate Take Your Dog To Work Day, Take Your Cat To Work Day and Take Your Pet To Work Week! Many companies plan virtual celebrations to highlight employees' pets and promote the theme of pet adoption.

## When celebrating virtually, be sure to keep these tips in mind:

**Show off your pet.** This is a day to highlight your pet and let your co-workers know just how much she means to you. (And hopefully, any of your co-workers who don't have pets of their own will be inspired to adopt one!) If your pet will be featured in a photo on the company's blog or in a Zoom call, you could even have your pet wear a pet bowtie or a company-branded bandana—but only if there are no choking hazards and if your pet will not be stressed while wearing it. This is a time to celebrate pets and let them be the star of the show!

**Highlight your participation online.** Post online to let all of your friends, family and co-workers know that you're participating in the day. On your social-media accounts, share photos of your pet, any links to company blog posts featuring your pet, and information about a local pet shelter or rescue group you and/or your company are supporting on this day. When posting, don't forget to use the appropriate hashtag—[#takeyourcattoworkday](#), [#takeyourpettoworkweek](#) or [#takeyourdogtoworkday](#). For infographics and other information to share online, visit [www.petsit.com/toolkit](http://www.petsit.com/toolkit).



**Make sure your home office is pet friendly.** Before your pet joins you in your home office, you want to make sure your workspace is pet proof. Remove any items that your pet shouldn't get into or that could provide a distraction while you're working or on video. And it's a good idea to have treats nearby in case your pet isn't feeling cooperative while you're participating in that online staff meeting or trying to capture that perfect photo of your pet working with you for social media. You may also want to have a puzzle toy or a Kong that you've filled with goodies and frozen in your workspace to keep your pet busy while you're concentrating on work.

**Give your pet(s) a break.** Just like human employees need a break from the desk or other workspace during the workday, pets need breaks to stretch their legs, too. Make sure you have time blocked off in your schedule to feed and water the pets and take them on a walk or play with them. If you are busy with work or have other limitations that prevent you from giving your pet the attention it needs during the workday, a professional pet sitter or dog walker would be happy to drop by to provide exercise, administer medications, etc. You can visit Take Your Dog To Work Day creator Pet Sitters International's website to [search for a local pet sitter](#).

**Remember the purpose.** Don't forget—the purpose behind these celebrations is to promote pet adoption. If you got your pet from a shelter or rescue group, share your adoption story with your co-workers and on your social-media accounts. You might be surprised how many people will be inspired by your story and consider adopting a pet, too! If you have a favorite shelter or rescue group—or if your company is hosting a fundraiser for one—share those details with friends and family as well so they can get involved in supporting pet adoption.

*If other pet lovers want equal time...*



Not able to participate on June 25? 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 21-25) 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. Or, if you want to focus on cats, celebrate Take Your Cat To Work Day® on Monday, June 21.

If your company is participating in Take Your Cat To Work Day or Take Your Pet To Work Week and would like us to share your contact information with media contacts seeking local participants, please [complete this brief form](#).



# Celebrate Take Your Cat To Work Day®

We're kicking off the week on #MeowMonday, June 21, with [Take Your Cat To Work Day®](#)!

If your cat will be coming into work with you on that Monday, be sure to post your pictures with hashtag #takeyourcattoworkday. We'll share our favorite posts!

## Keep these Take Your Cat To Work Day best practices in mind:

**Get permission first.** While your cat likely rules your house, you do need to get permission before participating in Take Your Cat To Work Day. Check with management and co-workers to see if anyone is allergic, afraid of or opposed to you bringing your cat to work on this special day. This is especially important because cat allergies are twice as common as dog allergies.

**Decide if this is right for your cat.** Cats are sensitive by nature and even minor changes in their environment can sometimes cause stress. But, that doesn't mean that many cats don't enjoy exploring new environments and meeting new people and pets. You know your cat best, so be sure your cat is comfortable being transported in a carrier and spending time at a different location before you decide to participate.



**Keep your kitty comfortable.** To make Take Your Cat To Work Day a success, don't forget your kitty's comforts of home. You'll need your cat carrier, a food and water bowl and litter box, as well as a bed (or maybe box) your cat can use to relax or hide in and his or her toys.

**Don't force interaction.** Remember, cat lovers will make themselves known. Even if management and co-workers have agreed to allow participating cats to roam freely, be mindful that cats in new environments may hide—or escape—so keeping your cat close is your best option. This may mean keeping your office door closed, and then having your cat on a harness and leash when you allow them to explore your workplace.

**Participate with a purpose.** Just like with Take Your Dog To Work Day, the purpose behind Take Your Cat To Work Day is to highlight the wonderful companions these pets make and to promote their adoptions. Think of ways to give back to your pet community. Could you invite a local pet rescue or animal shelter to visit to show off cats available for adoption, or use your event as a way to raise funds for them?

**Plan for an exit.** With pre-planning it's likely that you and your cat will enjoy Take Your Cat To Work Day, but have a plan in place in case your cat shows signs of stress or decides she's not interested in "working like a dog." Take your cat home or plan in advance for your professional pet sitter to transport them home at a certain time. Remember, never leave your pet in a vehicle while you work.

[Download a Take Your Cat To Work Day participation form, certificate and participation sign.](#)

# Celebrate Take Your Pet To Work Week®!

Planning to celebrate [Take Your Pet To Work Week](#)? This celebration runs June 21-25, 2021, and is the perfect opportunity for dog lovers who can't participate on Take Your Dog To Work Day® or who want to bring a different type of pet to work. Be sure to use hashtag #takeyourpettoworkweek when posting photos online so we can share our favorites!

## Keep in mind these Take Your Pet To Work Week tips:

**Check with management.** Always get permission before bringing any pet—regardless of species—to work during Take Your Pet To Work Week. Check with management and co-workers to see if anyone is allergic, afraid of or opposed to you bringing your pet to work during this special week. Be respectful of those you work with and plan an alternate celebration, if necessary. PSI makes a Take Your Cat To Work Day participation form and a Take Your Dog To Work Day participation form available on its [website](#), and you can edit these to apply to other pet types if needed. Not able to bring any pet to work? Consider posting your pet's picture in your office or cubicle, or even plan a funny pet photo or video contest with your co-workers as another way to celebrate instead.

**Coordinate with co-workers.** If your company is participating, the event coordinator should know which co-workers will be bringing in what types of pets—and on what day. Depending on your pet type, plan accordingly. If your pet is uncomfortable around or hasn't been exposed to specific pet types, schedule your pet to come in on a different day during the week. Regardless of your pet type, you know your pet best—and if he or she will experience anxiety or discomfort being in a new environment, you should choose an alternate way to celebrate.

**Make your pet feel at home.** To make your participation a success, don't forget your pet's comforts of home. Your needed supplies will vary depending on the type of pet you will bring with you, but be sure you have your pet's food, some type of habitat/carrier/bed and other toys or supplies that may be needed.



**Avoid forcing interaction.** Remember, pet lovers will make themselves known, but you do need a way to keep your pet in your workspace unless management and co-workers have agreed to allow participating pets to roam freely. This may mean keeping your office door closed, and then having your pet in some type of carrier or using a harness/leash (depending on pet type) when you allow him or her to explore your workplace.

**Don't forget the purpose.** Just like with Take Your Dog To Work Day and Take Your Cat To Work Day, the purpose behind Take Your Pet To Work Week is to highlight the wonderful companions these pets make and to promote their adoptions. Think of ways to give back to your pet community through your participation. Could you invite a local pet rescue or animal shelter to visit to show off pets available for adoption, or use your event as a way to raise funds for a local organization that helps pets looking for their forever homes?

**Have an exit strategy.** With pre-planning it's likely that you and your pet will enjoy Take Your Pet To Work Week, but have a plan in place in case your pet shows signs of stress or decides she's not interested in being at work with you. Take him or her home or plan in advance for your professional pet sitter to transport your pet home at a certain time. Never, under any circumstance, leave your pet alone in a vehicle while you work.

[Download a Take Your Pet To Work Week certificate.](#)



# Thank you for your support!

## 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 these events. 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 at other times. Hiring a professional pet sitter ensures that your pet will get the exercise and care it needs while you are busy working—whether at home or the office—or when you're on vacation.

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](#).

