Educated professionals like you elevate our industry!

Thank you for being a PSI member—and for your interest in PSI’s 2022 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 28th 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.
**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.

**OTHER 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!

*Depending on ongoing COVID concerns and necessary safety measures, these activities may need to be virtual in 2022.
PROFESSIONAL PET SITTERS WEEK

[Your Company Name] to celebrate 28th Professional Pet Sitters Week™ March 6-12

Business owner [Your First and Last Name] will use the annual observance to celebrate industry resilience and encourage local pet owners to learn more about the advantages of using a professional pet-sitting company.

[CITY, State abbreviation (Month Day, 2022)]—[Your Company Name] encourages local pet parents to join in celebrating the 28th annual Professional Pet Sitters Week, March 6-12, 2022. 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 nearly 5,000 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, as well as to encourage the public to explore professional pet sitting as a viable and rewarding career opportunity.

The association says this year’s observance is particularly exciting as they also celebrate the resiliency of professional pet sitters who have navigated the pandemic, as well as the rebound in the demand for professional pet-care services after the pet-sitting industry was hard hit in the past year and a half.

“[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.].

“During PPSW and throughout the year, PSI works to educate pet parents on the importance of only using the services of professional pet-sitting businesses,” said Patti J. Moran, founder and CEO of PSI. “It’s essential that pet parents rely on qualified, professional pet-care providers who are committed to providing top notch—and safe—services, whether pet parents are traveling or working long hours at the office or from home.”

“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 Moran.

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.)
PROMOTING PROFESSIONAL PET SITTERS WEEK AND YOUR BUSINESS ON SOCIAL MEDIA

Social media offers one of the best ways to promote Professional Pet Sitters Week and your business!

Click here to download the social-media images featured below (and more) to use 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.

Post ideas:

Consider sharing the images available, along with copy highlighting your business and professionalism.

Examples include:

• This week, March 6-12, marks the 28th annual observance of Professional Pet Sitters Week. As a PSI member, I’m committed to offering high-quality, professional pet-care services. Visit [Your Website Address] to learn more about why [Your Company Name] is the best choice for [City/Town/Province Name] pet parents.

• It’s Professional Pet Sitters Week! At [Your Company Name] we understand that pet care goes far beyond dog walks and litterbox scooping. Your pets are a part of your family—and we treat them like a part of ours as well! That’s why we are [list credentials that apply: insured, bonded, certified, trained in pet first aid, etc.] to ensure that your pets receive the best possible care and that you have peace of mind when leaving your pets in our care. Contact me to learn more or visit [Your Website Address].

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 to your local community.