

Best Practices Series

Compiled by Members of the AKC Delegate Companion Events Committee

Issue: Enhancing Public Awareness of the Activities and Community Contribution of our Dog Clubs

With various restrictive dog ownership legislation, and various media campaigns that are critical of the Dog Fancy, Clubs would like to promote our activities in a positive light.

Response : Create a Club Brochure

Submitted by Gail A LaBerge, Atlanta Obedience Club

A Brochure can be a very positive vehicle by which to inform the general public about your Club's Mission Statement, Classes offered, and attendant Community Activities. A Trifold format offers a Professional appearance, and is easily displayed.

- *Use an attractive, eye-catching Font
- *Prominently display your Club's Name, and Logo
- *Use a picture of a happily working dog
- *Use a general statement about the types of Classes offered
- *Statement if Club is a Member or Licensed AKC Club
- *State the number of years the Club has been serving its Community

The inside of the Brochure should introduce:

- *The Club's Mission Statement
- *What training accomplishments could be made
- *A listing of Classes offered
- *Other Training activities such as CGC, Seminars, Show-N-Go's, and Responsible Dog Owner Days
- *Pictures! Pictures! Pictures!
- *Club Name, Address, Phone Number, and Web Site

On the Interior folded page:

- *Information on Competition, Types sponsored by your Club
- *A statement about promoting good sportsmanship
- *A statement related to good stewardship regarding the care of our dogs
- *A statement of what activities, as a Not-For-Profit the Club contributes to

The back page of your Brochure:

- *Feature the Name, Logo, and Contact information
- *An invitation to visit the Web Site for more information
- *information regarding General Meetings
- * An Invitation to visit any Training Classes

When the Brochure is finished, suggested placements include:

- *Veterinarian Clinics

- *Grooming Shops

- *Independent Dog Supply Stores

- *Library Community Resource Areas

- *Store Bulletin Boards

- *Public Parks, Dog Parks that have resource areas

- *Any Public Area that would permit the posting of a few Brochures.