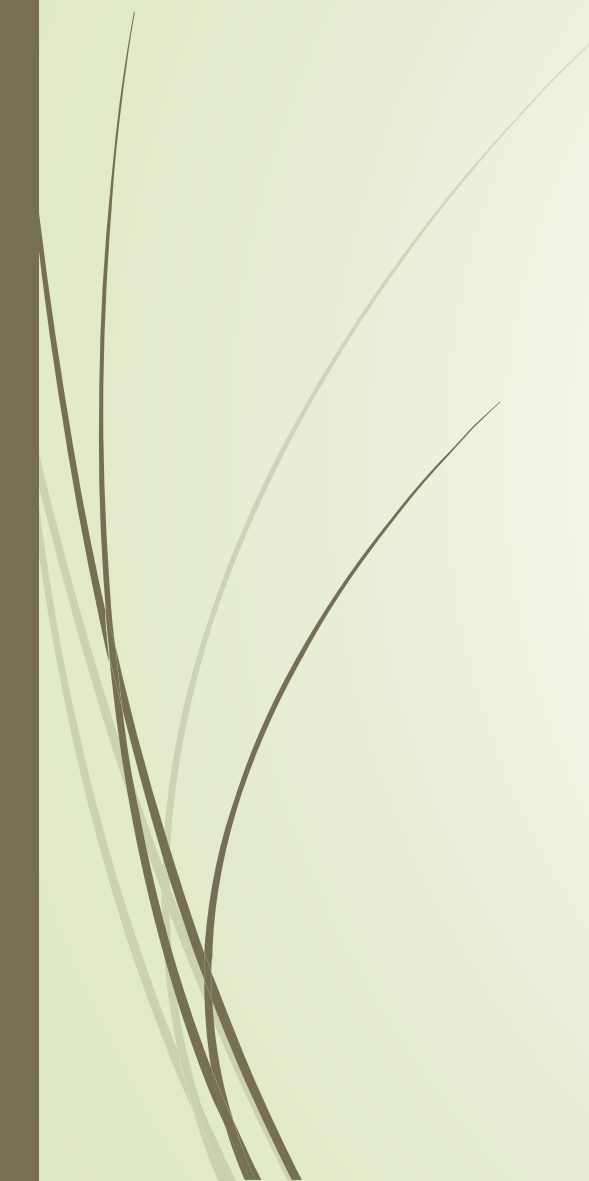



# **June 2019 Report Community Outreach Recommended Best Practices**

**All-Breed Delegate Committee - Best Practices Sub Committee**

**(Cathy Rubens, Chair, Margaret DiCorleto, Nancy Fisk,  
Michael Houchard, John Ronald)**


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- The All-Breed Clubs committee has set a goal to establish recommended best practices for all-breed clubs. In the Fall of 2014, a subcommittee consisting of Margaret DiCorleto, Nancy Fisk, John Ronald, Ann Wallin, Peggy Wampold, and Cathy Rubens, chair, began work on the first phase of the project, which dealt with club membership. In 2016, Mike Houchard joined the committee. The 2018 survey, which was sent to licensed and member all-breed club presidents, secretaries, and delegates, addressed club community involvement.
  - Complete survey results and the entire Best Practices: Community Involvement document can be found at the All-Breed Clubs Resource Library located on the AKC website. The document can be revised, updated, and amended as needed in the future. The committee welcomes suggestions from other delegates.
  - Please feel free to send any comments and suggestions to [Cathy.Rubens@gmail.com](mailto:Cathy.Rubens@gmail.com) .


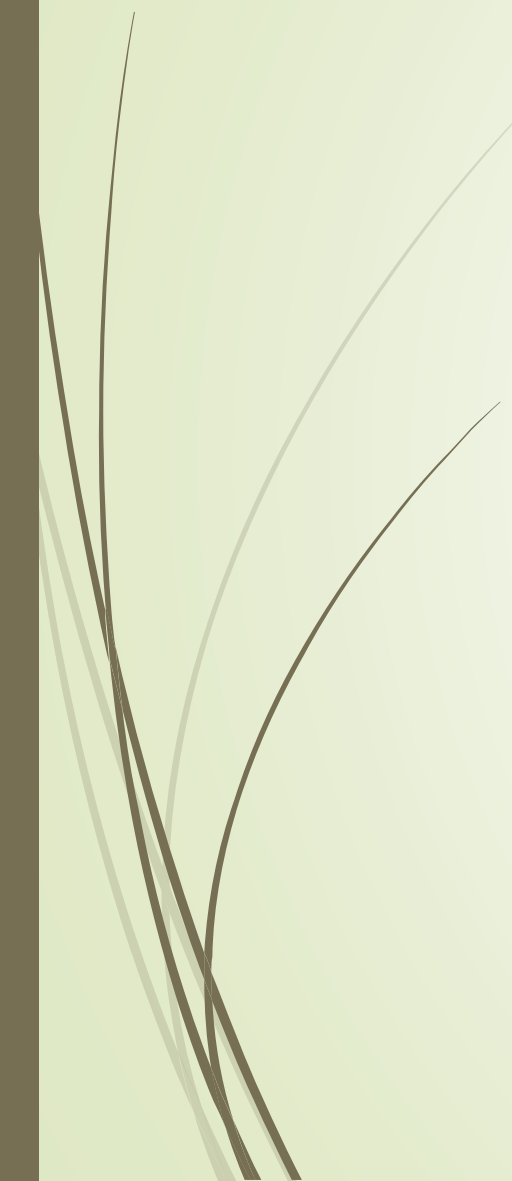



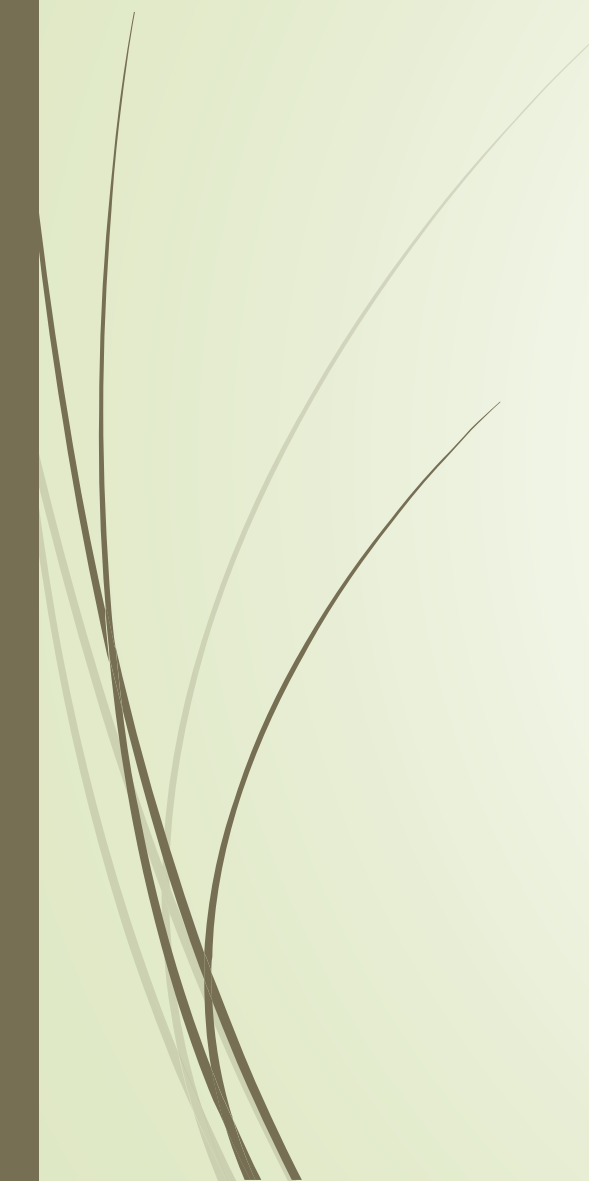
**➔ The All-Breed Clubs committee urges all clubs to play an active role in their communities. Like legislative involvement, community involvement is paramount to the survival of our sport and our right to own dogs. Communities must view local clubs as an asset and a benefit, as a resource to be drawn upon when canine issues are before the community. The only way this will happen is for you to be active and involved. The future is in our hands.**


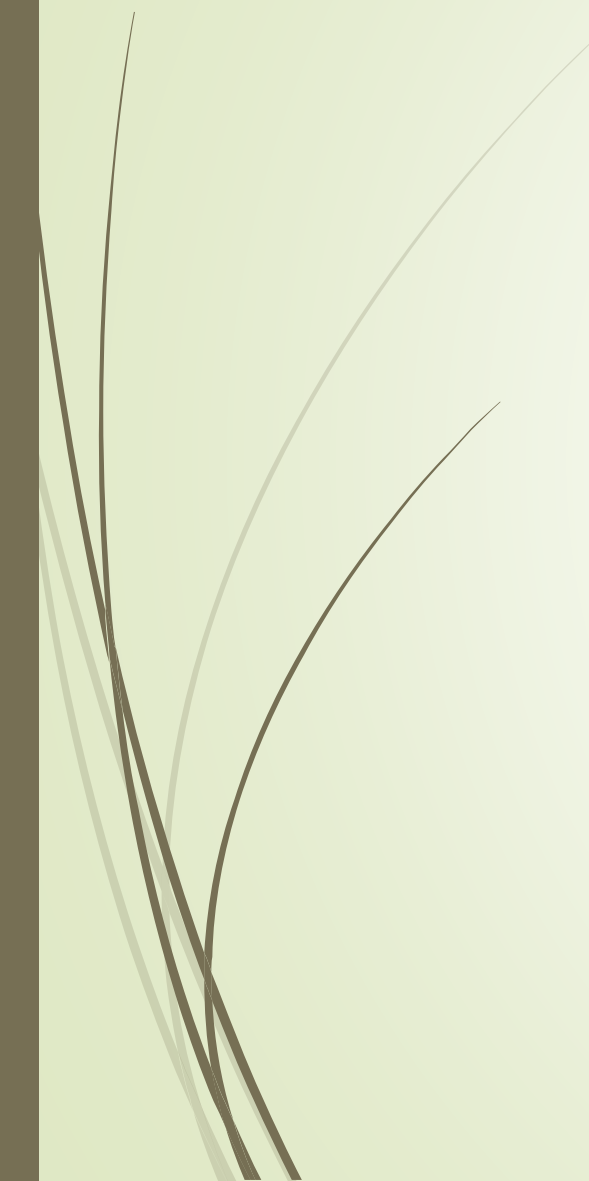


After carefully reviewing all the survey results, the committee offers the following recommendations:


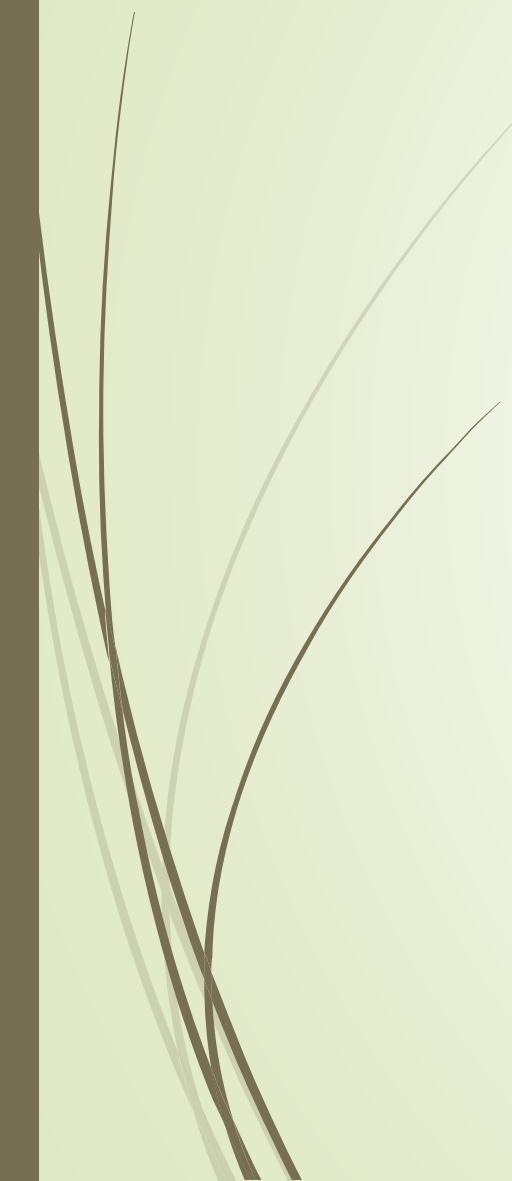
- Clubs should consider community involvement an important part of their club's mission and vital to their existence.
  - Clubs should have a designated Outreach Liaison who will work closely with community leaders and organizations to promote the benefits and rewards of dog ownership. The individual will also work closely with the club's Legislative Liaison.
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- Become the “GO TO” organization in your community that citizens and/or government officials think of when looking for a source of accurate canine information.
  - Clubs need to be viewed by their community as an asset. To achieve this, clubs need to be highly visible with active involvement in community affairs.


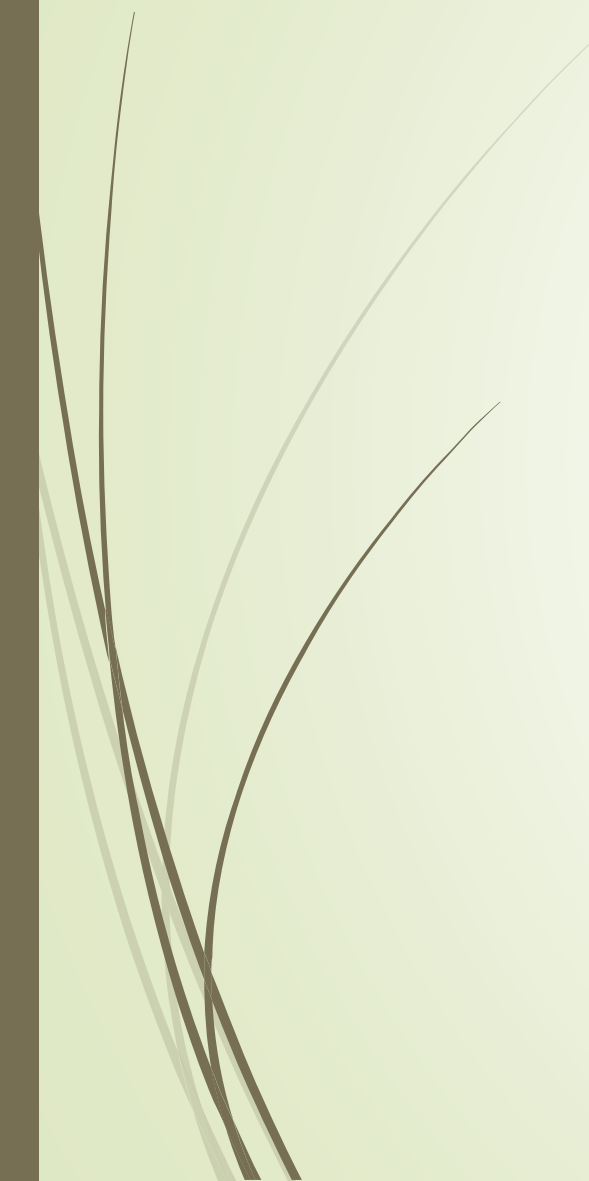
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- ➔ Clubs should use any and all means to create public awareness of the club and its activities, e.g. social media and local media event pages, local newspapers and TV stations. Post useful canine information. Recognize any positive dog related activity. Get the club and AKC logos on police cars or an AKC Disaster Relief Trailer.

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- Club members who want to share their animal expertise can take the free FEMA ICS-100 course which will allow them to help with a deployed Disaster Relief Trailer in their area or respond to a disaster. The course is required before most agencies will allow anyone to volunteer.


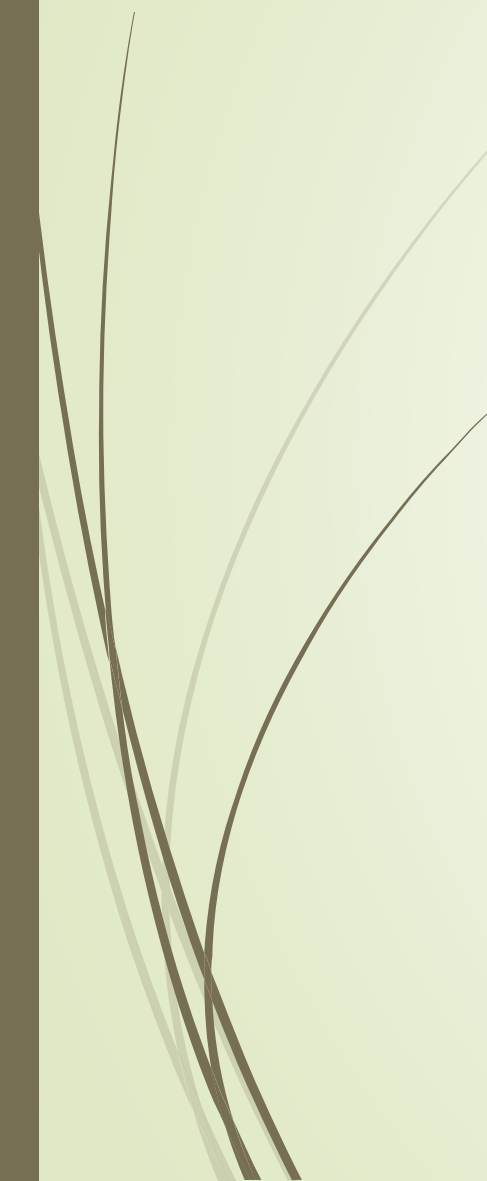
<http://training.fema.gov/is/courseoverview.aspx?code=IS-100.c>


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- Community outreach is very important. We encourage all clubs to develop a list of strategies for increasing club visibility such as:
    - ❑ Host an annual AKC Responsible Dog Ownership Day event
    - ❑ Offer dog training classes or other dog related events. Consider offering Star Puppy Classes, Canine Good Citizen and AKC Community Canine Tests
    - ❑ Take your training, either as an individual or small group, into public places


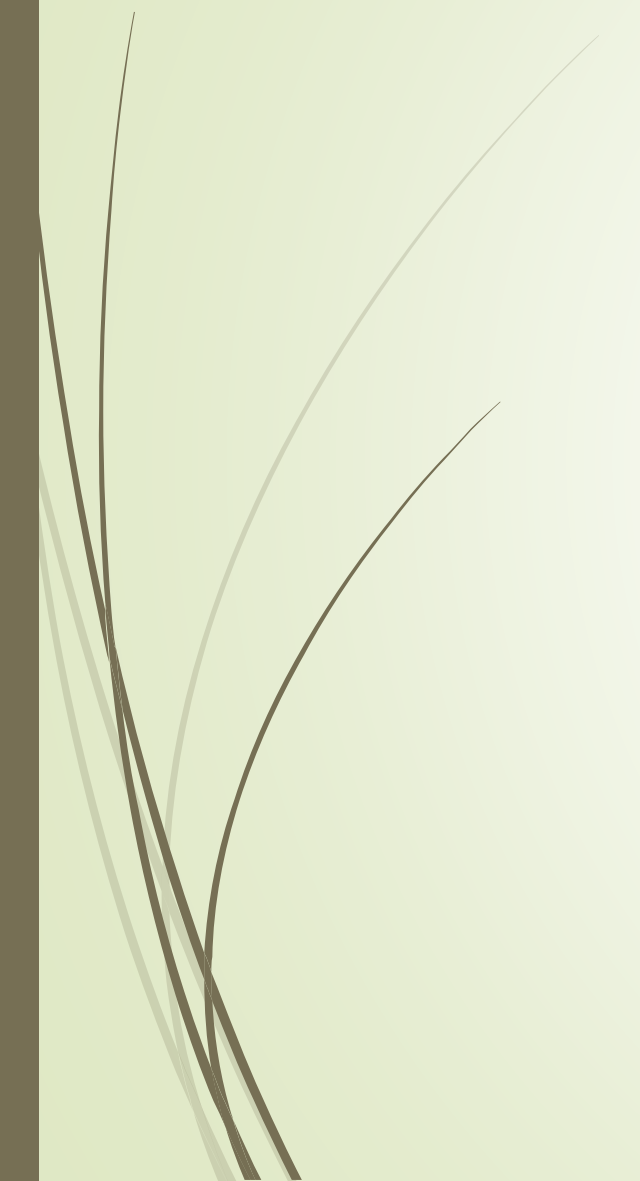


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- ❑ Get to know elected officials
  - ❑ Network with animal control boards, shelters, etc.
  - ❑ Participate in a Therapy Dog or Reading Dog Program
  - ❑ Encourage club members to join local Fun Groups or Meet Up Groups where they can share club information and general canine information


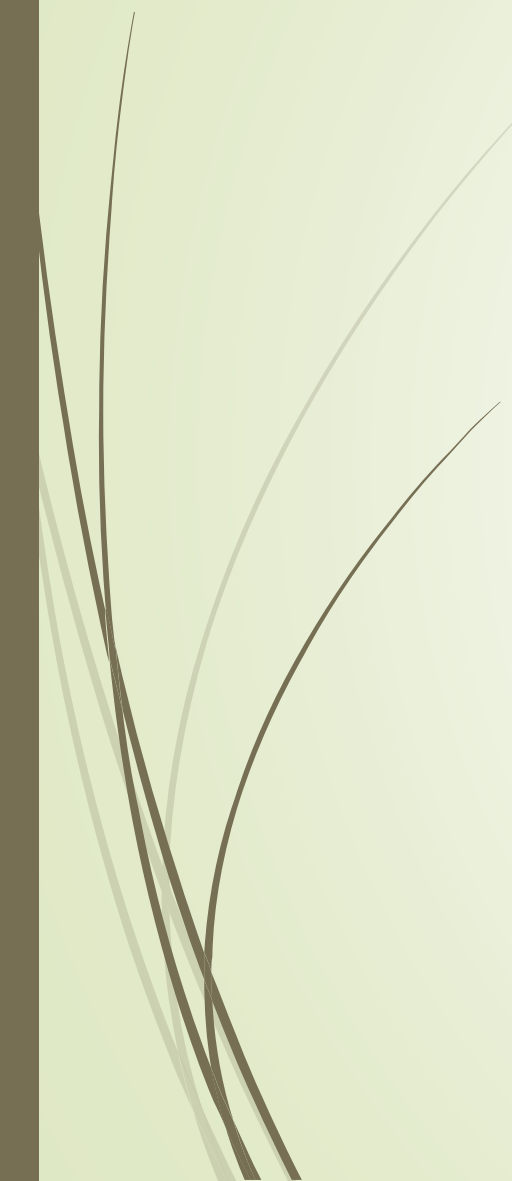
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- ❑ Invite community leaders and local businesses to your shows and remind them of the financial benefits of being a dog-friendly community. Share the AKC Financial Benefits of Dog Shows handout. [http://images.akc.org/pdf/canine\\_legislation/EconBenFlyer.pdf](http://images.akc.org/pdf/canine_legislation/EconBenFlyer.pdf) Have community leaders or legislators present group or Best in Show trophies
  - ❑ Organize a Neighborhood Fit Dog group

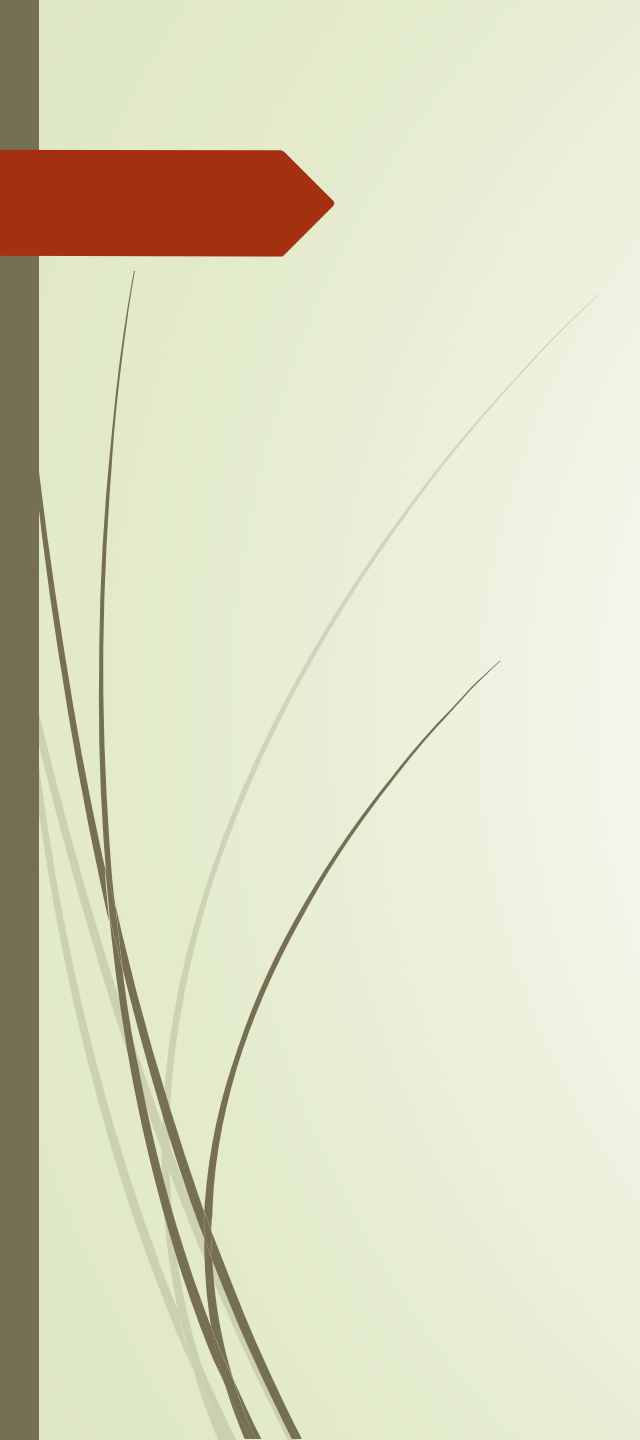
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- ❑ Participate in or organize Bark in the Park type events open to all dogs
  - ❑ Promote your dog show and greet spectators with the Welcome to the Dog Show handout [http://images.akc.org/pdf/Dog\\_show\\_Dos\\_and\\_Donts\\_final.pdf](http://images.akc.org/pdf/Dog_show_Dos_and_Donts_final.pdf). Offer dog show tours throughout the day
  - ❑ Have a booth at county and state fairs or local community events
  - ❑ Offer demonstrations of “fun” events such as rally or agility

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- Because of the importance of involving young people in the community in our sport, the committee has chosen to highlight some of the many creative activities reported in the survey that relate to school children, Junior handlers, and youth groups. The listing below is a sampling of ways to connect with young people that were reported in the survey. We strongly urge you to review the whole survey if your club is looking for ideas and/or activities for involving children or young people. Remember they are the **FUTURE** of our sport.


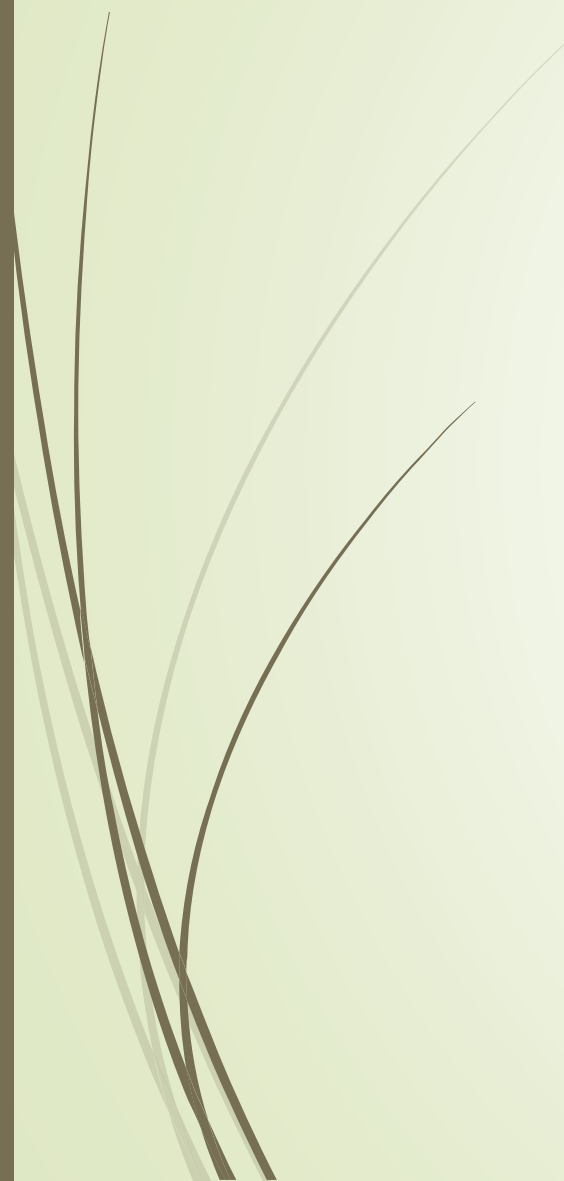
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- ❑ 4-H, Future Farmers, Scout groups, Boys & Girls Clubs, after school programs
  - ❑ Civic groups that focus on youth such as Kiwanis and American Legion
  - ❑ Area Churches
  - ❑ Libraries
  - ❑ Art contests
  - ❑ Electronic media outlets

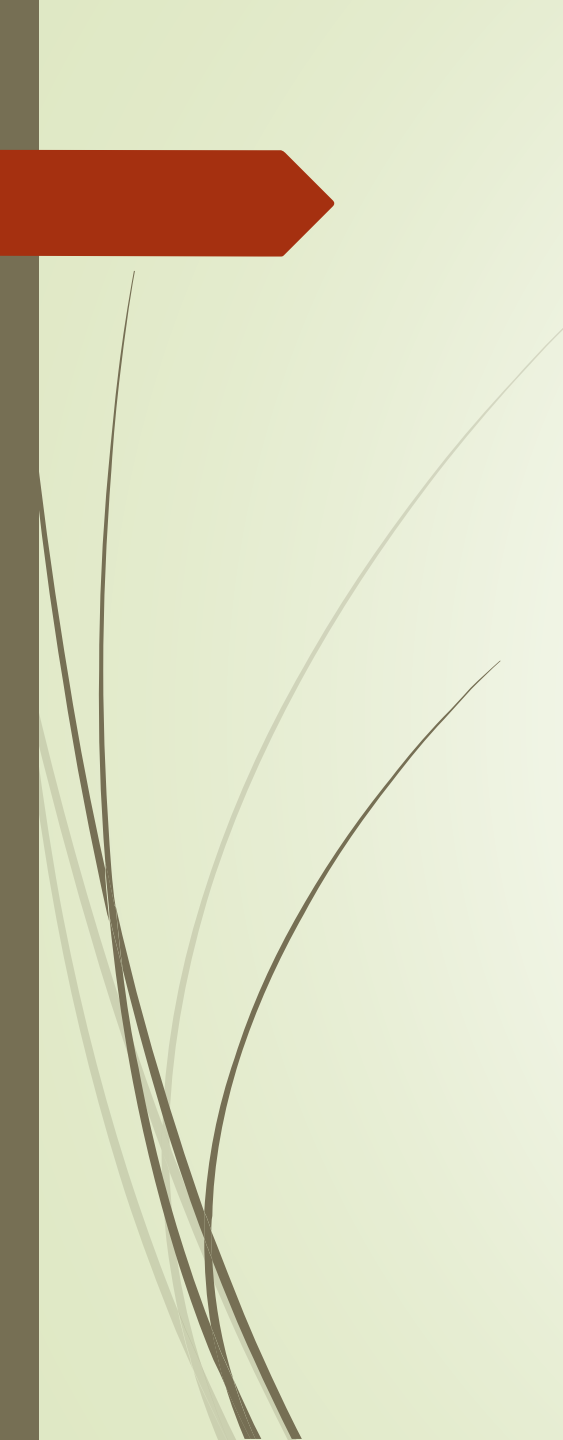
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- ▶ Particular attention should be given to using social media that is currently the focus of young people, such as Twitter and Instagram, in order to stay relevant in an ever-changing world.
    - \* For assistance in any of these areas, AKC Public Relations is more than willing to help. (<mailto:Communications@akc.org>)

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- Clubs must be aware of dog related issues in their community. The Club Outreach Liaison and the Club Legislative Liaison should work closely together.
  - Club members can be involved by:
    - ❑ Being well informed. Become known as the knowledgeable resource for dog-related issues.
    - ❑ Attending local or state legislative meetings and becoming a recognizable face.

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- ❑ The presence of well-informed constituents at hearings will have a greater impact than only sending letters and emails to legislators.
  - ❑ Be prepared to speak and offer facts and recommendations when canine issues are under discussion.
  - ❑ Reach out to AKC Government Relations Department if any anti-dog issues arise.



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- Many clubs support canine officers in their community. Reminder to apply for the Canine Officer Program to provide a PR opportunity and invite the officer and dog for a presentation at your show or community event.  
[http://images.akc.org/pdf/Canine\\_Officer\\_Program\\_Form.pdf](http://images.akc.org/pdf/Canine_Officer_Program_Form.pdf)



**The dog community faces daily threats and challenges from animal rights organizations. We must combat the anti-dog sentiment and unreasonable restrictions on dog ownership and care by making our presence known in our local communities. There are many ways this can be accomplished, and the committee hopes that these Best Practices will inspire each club to take advantage of the suggestions and add to them. Become the “visible experts”.**

**The future is in our hands.**



Senator Dean A. Tran



@SenatorDeanTran

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Senator Dean A. Tran

August 18 at 11:05 PM

Thank you to Wachusett Kennel Club for inviting me to their AKC All Breed Dog Show today. My family and I had a great time and I was honored to be able to present the Best In Show award. After decades of participating, it was a first for the winner and she will also be the first to receive a Senate citation.

With 500 dogs registered for this event and participants from all across the Commonwealth and some from out of state, not only did the hotel benefited from the event, the community and all the surrounding businesses benefited as well.

Congratulations to all the winners and participants.



82

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Senator Dean A. Tran

One of just a handful of Americans who are of Vietnamese descent to be elected to public office in t...

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