
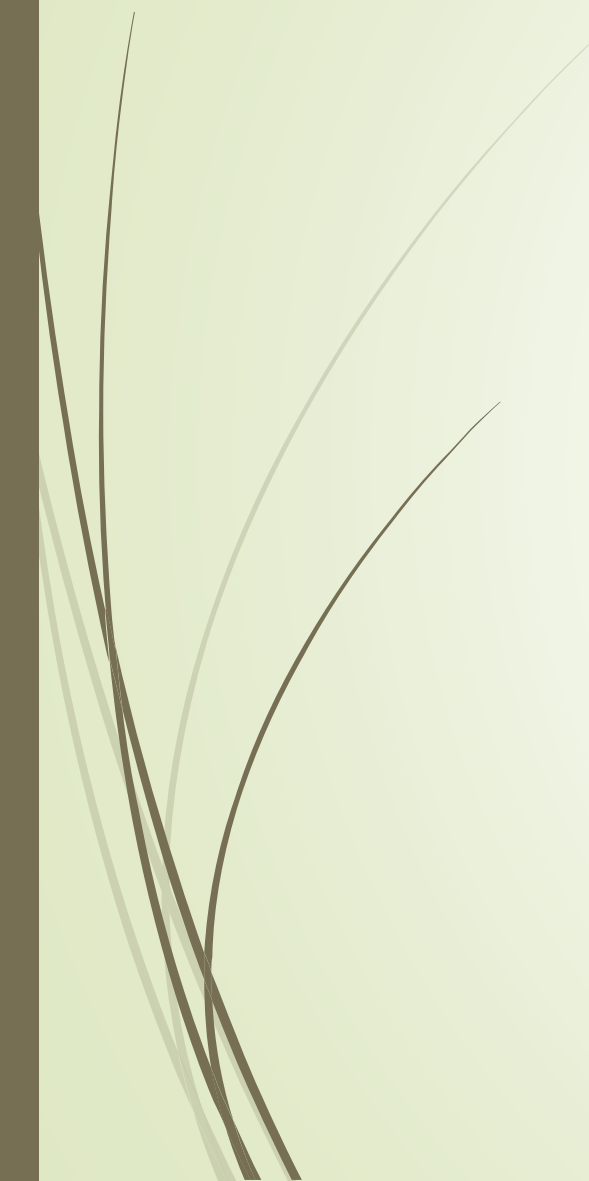




June 2019 Report Detailed Community Outreach Survey Summary Results

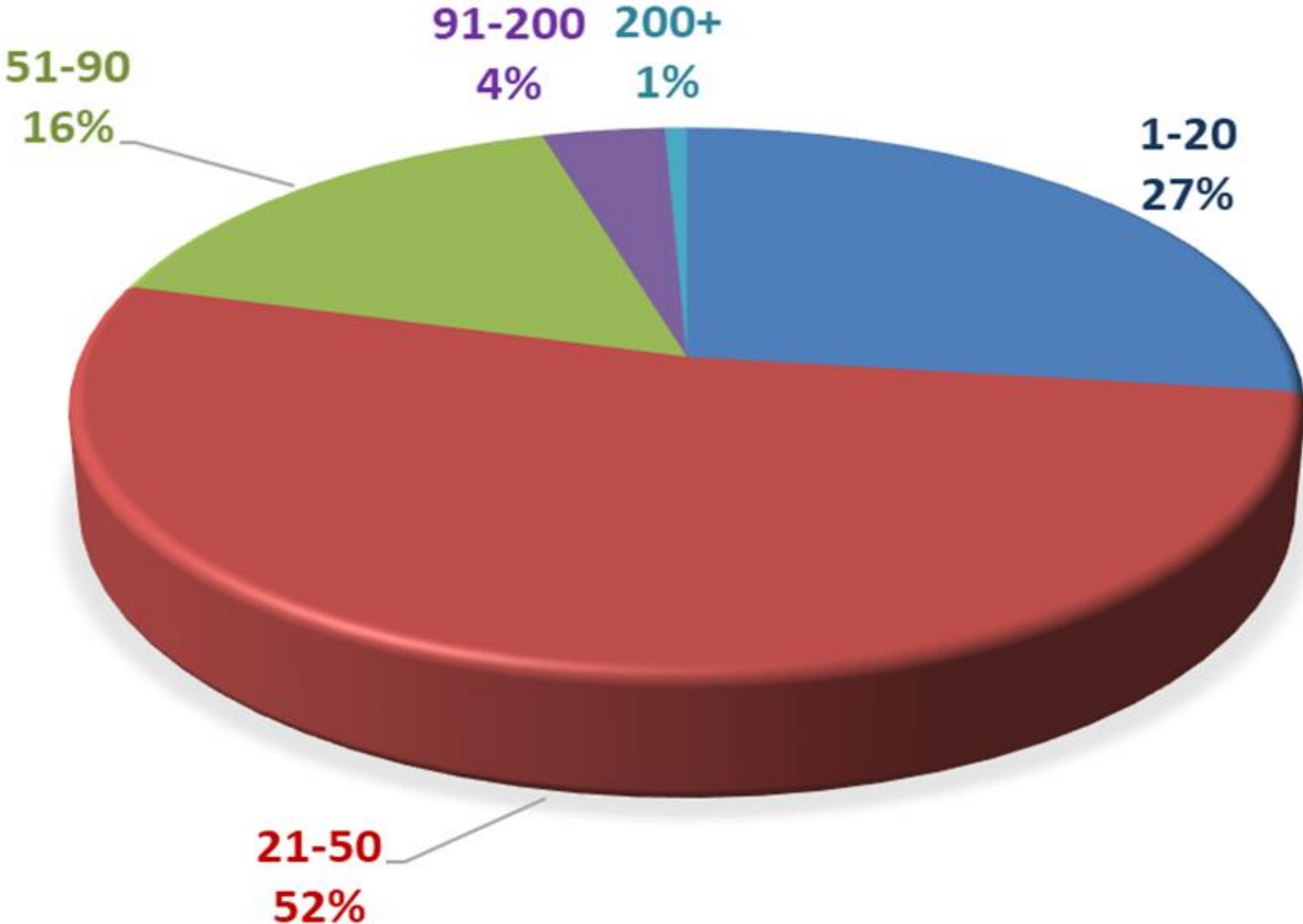
All-Breed Delegate Committee - Best Practices Sub Committee

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

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- The Best Practices sub-committee of the AKC Delegate All-Breed Clubs Committee was formed in 2014 to gather information and develop protocols that will help clubs of various sizes function more productively in different areas. As this will be an electronic presentation, any future additions or revisions can be incorporated.
 - The 2018 Community Outreach Survey was our 5th survey and sent to over 800 club presidents, secretaries and delegates and resulted in 292+ responses and pages of input!
 - We have prepared this summary report below and have incorporated information into the Best Practices document.
 - Please feel free to send any comments and suggestions to Cathy.Rubens@gmail.com .

How many members does your club have?

1.

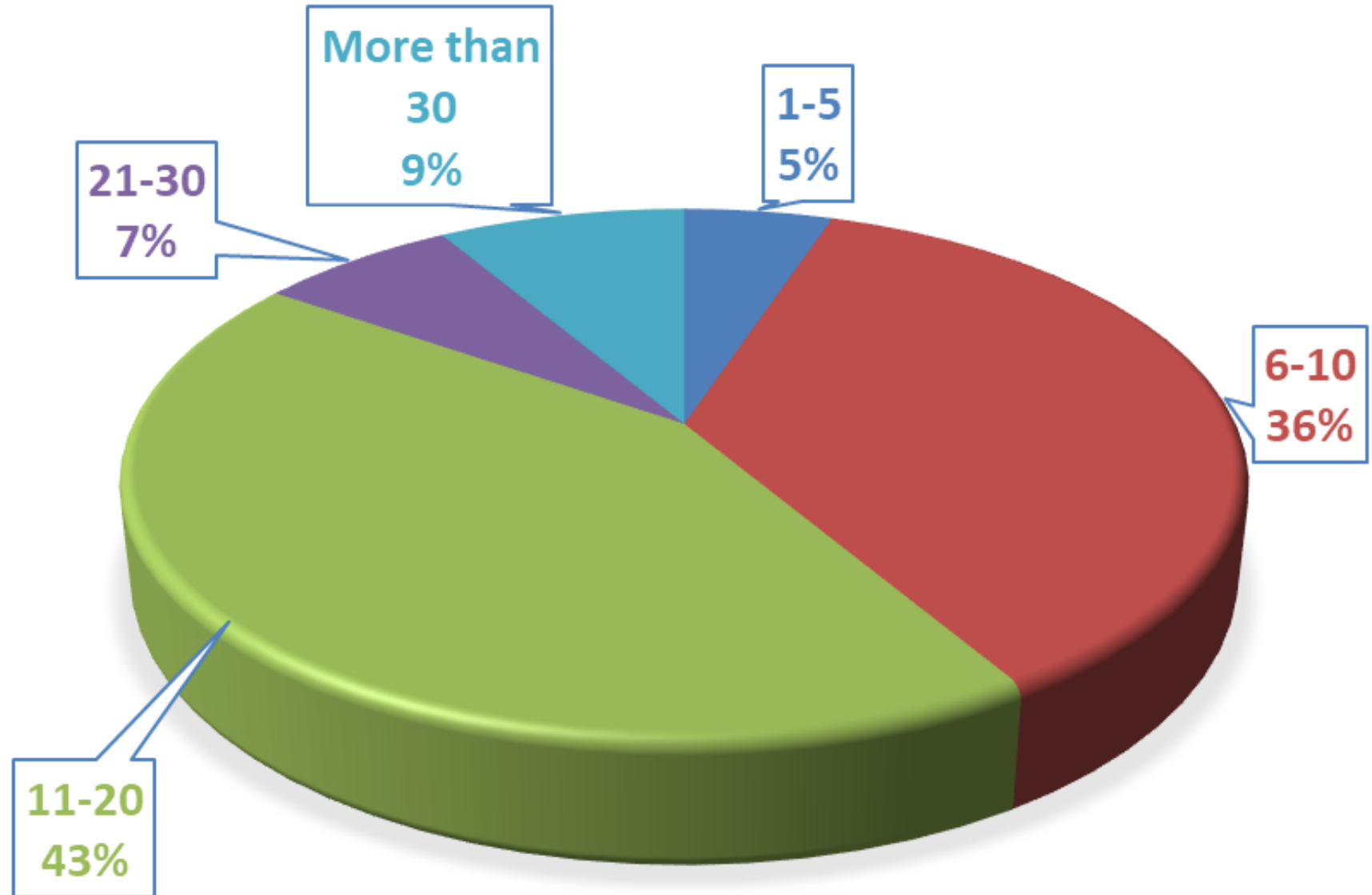


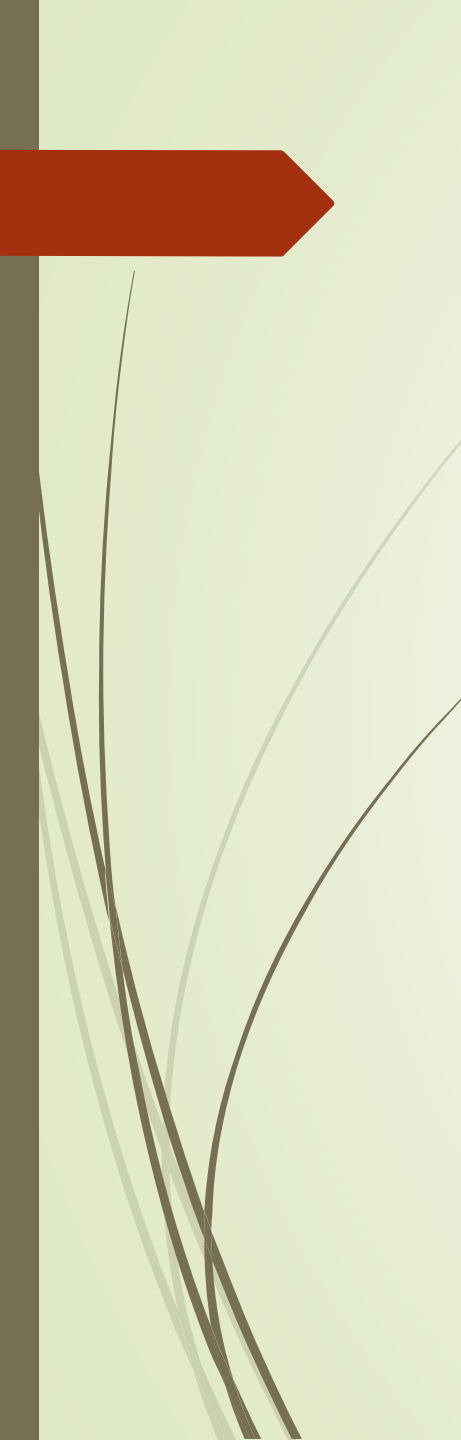
How many members does your club have?

Answer Choices	Responses	
1-20	27.05%	79
21-50	52.40%	153
51-90	16.10%	47
91-200	3.77%	11
200+	0.68%	2
	Answered	292
	Skipped	0

2.

How many active members does your club have?
(Active - participation in 2 events, hold office,
chair committee, etc.)

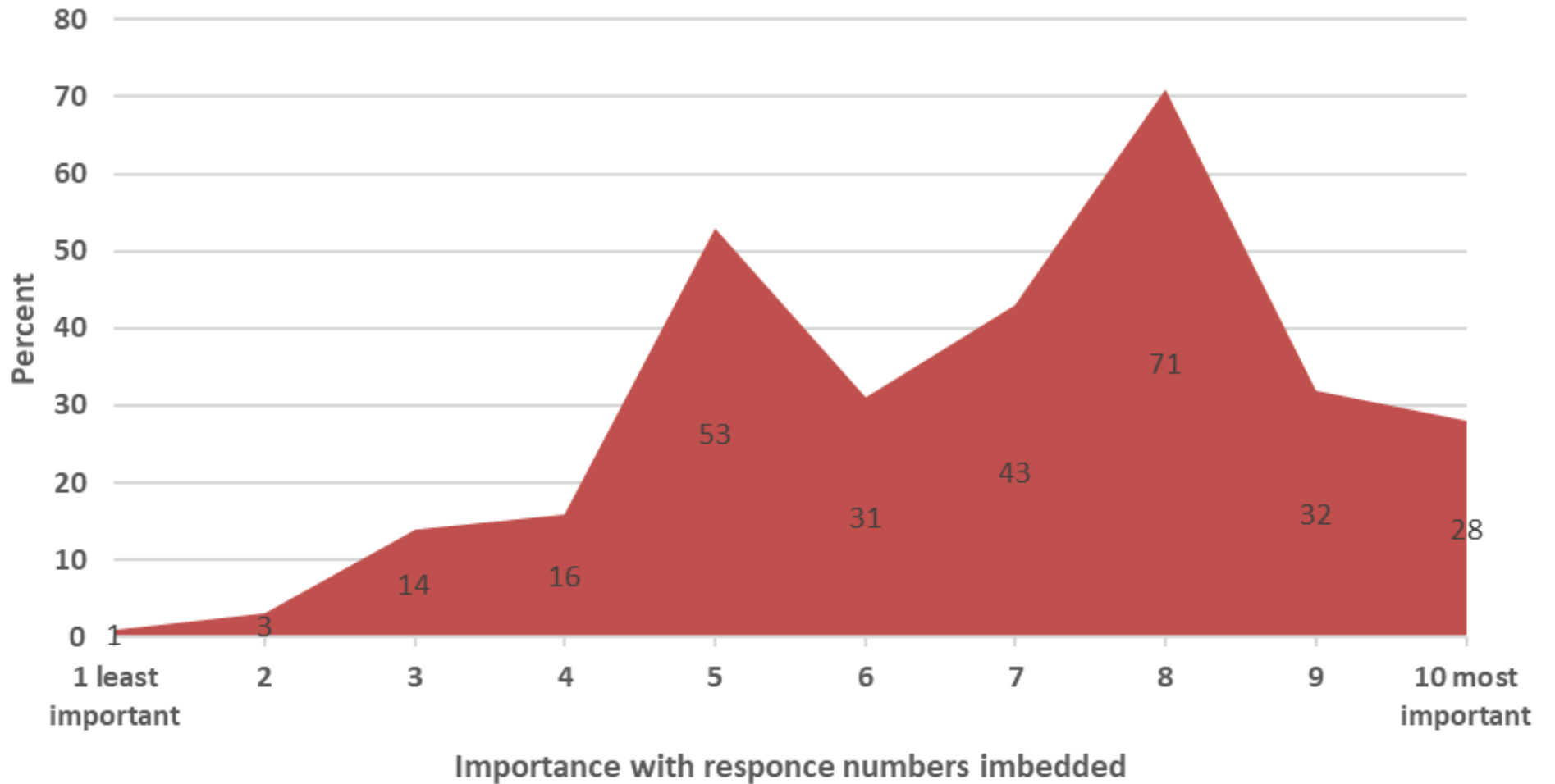





Answer Choices	Responses	
1-5	5.14%	15
6-10	36.30%	106
11-20	43.15%	126
21-30	6.85%	20
More than 30	8.56%	25
	Answered	292
	Skipped	0

3.

On a scale of 1-10, 1 being the least important and 10 the most, where does your club place the importance of community outreach/involvement?

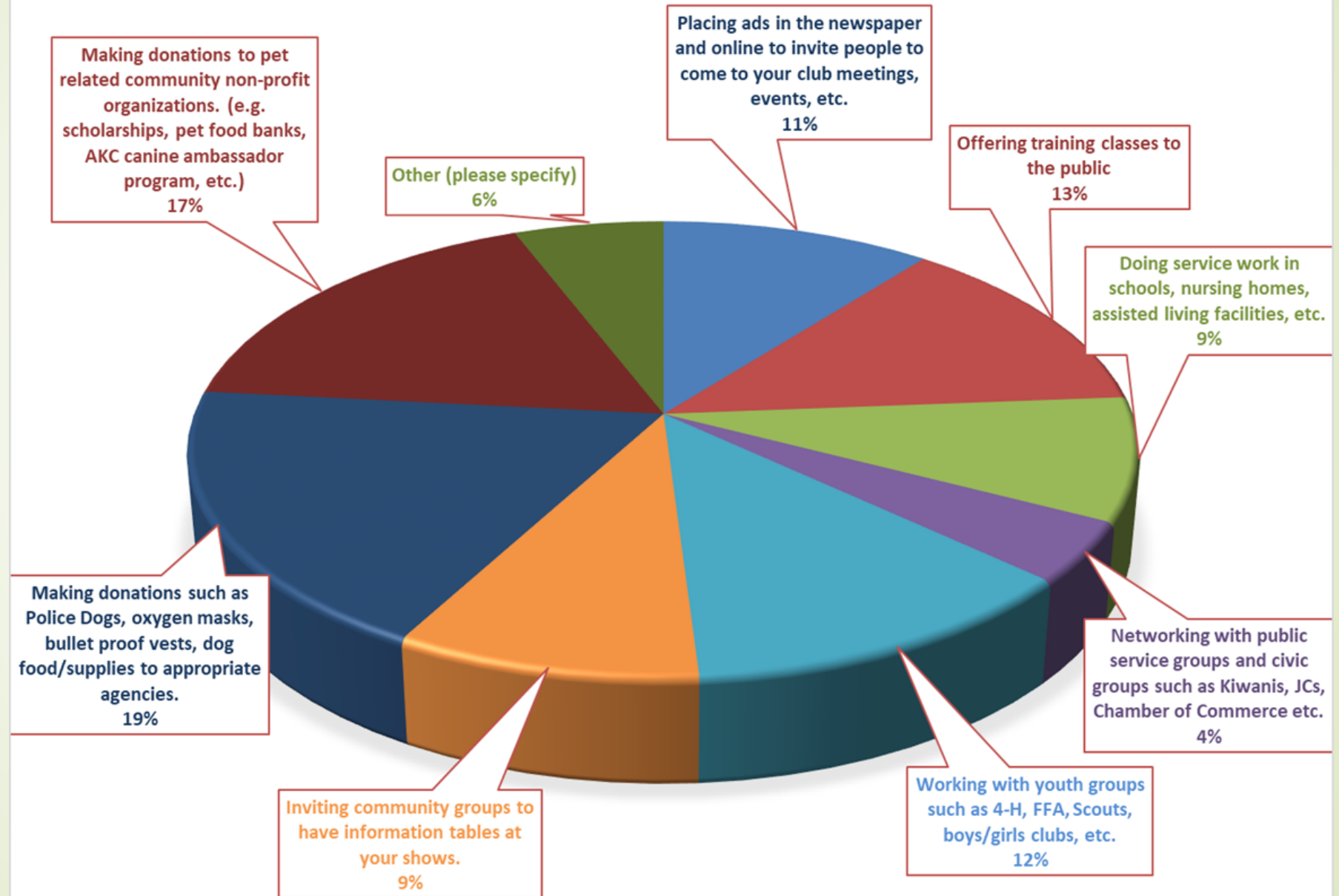




1 least important	2	3	4	5	6	7	8	9	10 most important
0.00%	1%	5%	5%	18%	11%	17%	24%	11%	10%
1	3	14	16	53	31	43	71	32	28

4.

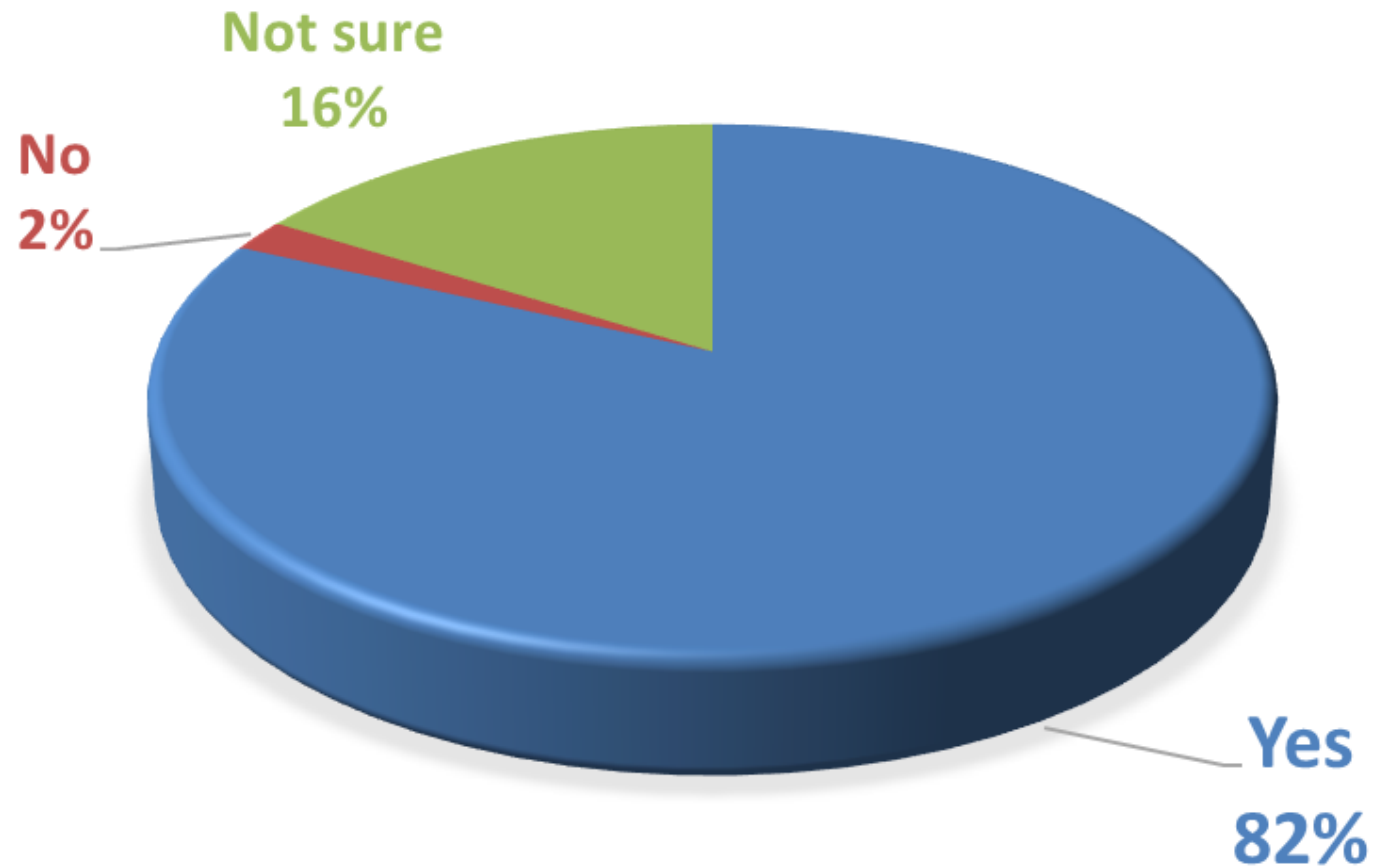
Below are some examples of Community Outreach.
Select all that apply to your club:

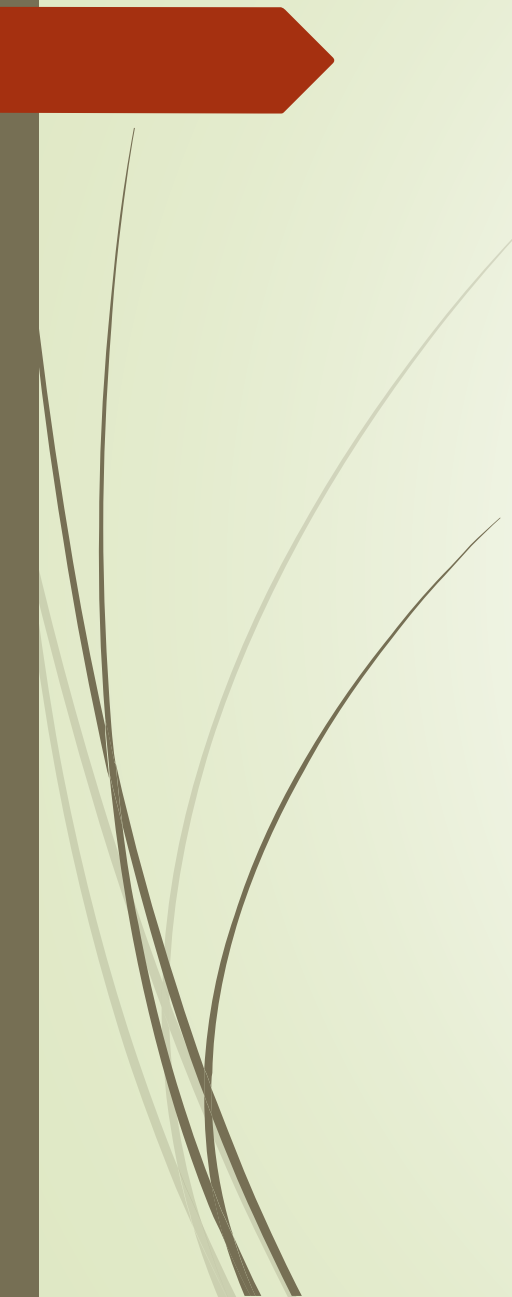


Answer Choices	Responses	
Placing ads in the newspaper and online to invite people to come to your club meetings, events, etc.	44.52%	130
Offering training classes to the public	54.45%	159
Doing service work in schools, nursing homes, assisted living facilities, etc.	36.30%	106
Networking with public service groups and civic groups such as Kiwanis, JCs, Chamber of Commerce etc.	17.81%	52
Working with youth groups such as 4-H, FFA, Scouts, boys/girls clubs, etc.	50.68%	148
Inviting community groups to have information tables at your shows.	37.67%	110
Making donations such as Police Dogs, oxygen masks, bullet proof vests, dog food/supplies to appropriate agencies.	77.40%	226
Making donations to pet related community non-profit organizations. (e.g. scholarships, pet food banks, AKC canine ambassador program, etc.)	72.60%	212
Other (please specify)	24.66%	72
	Answered	292
	Skipped	0

5.

Are your club members aware of the current and pending animal ordinances that affect them and the local dog community?

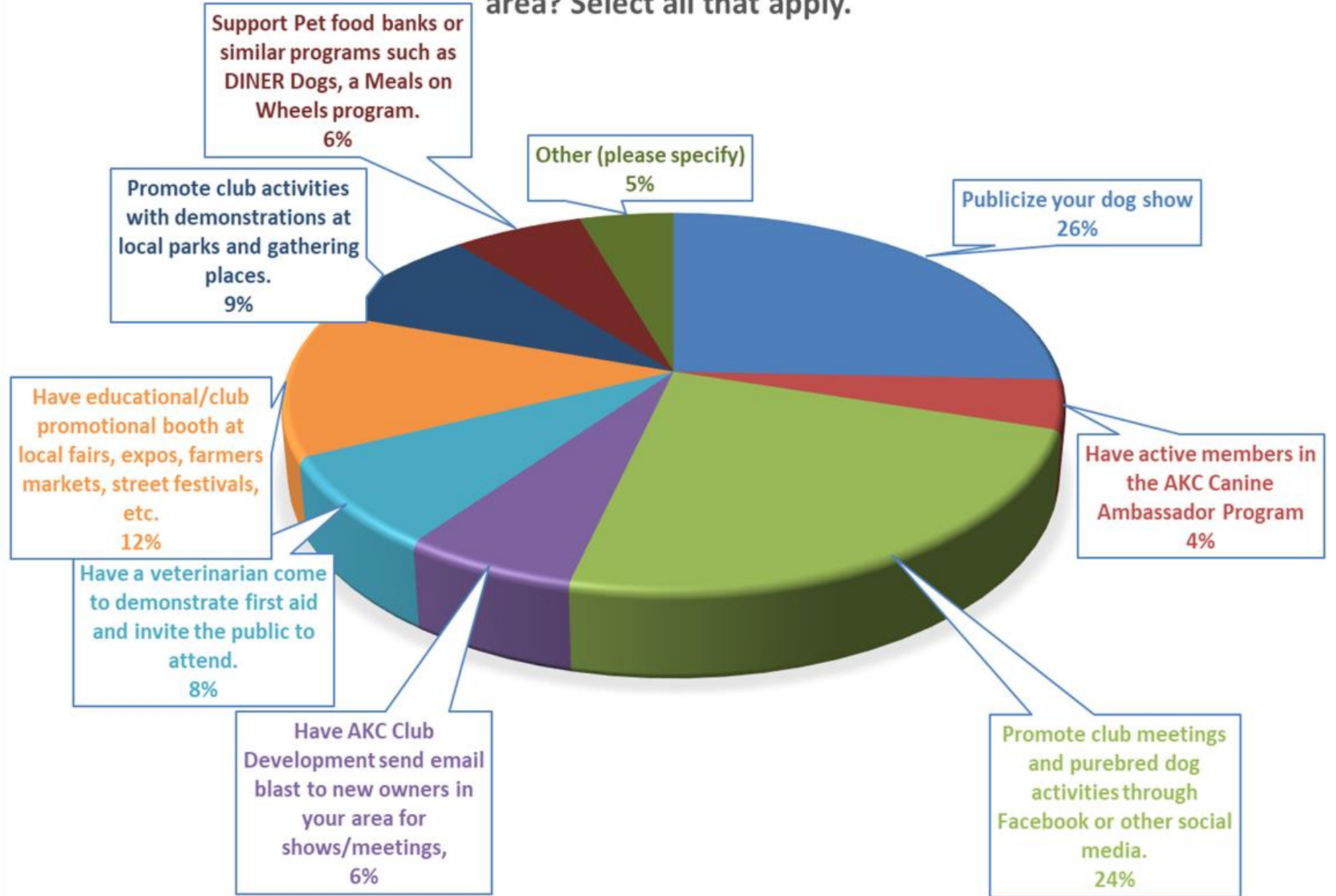





Answer Choices	Responses	
Yes	81.99%	214
No	1.92%	5
Not sure	16.09%	42
	Answered	261
	Skipped	31

6.

What do you do at the club level to promote purebred dog interests in your area? Select all that apply.





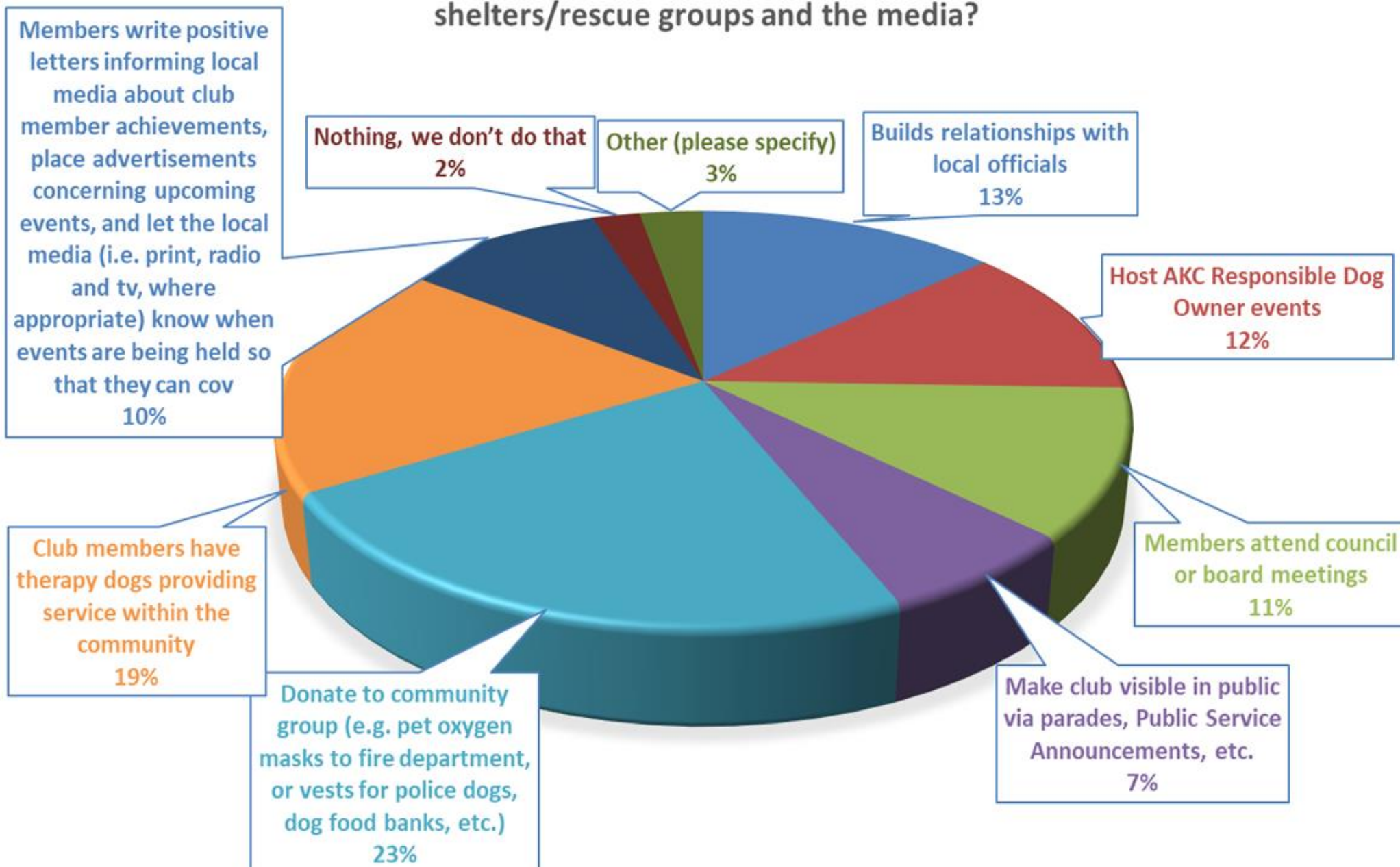
Answer Choices	Responses	
Publicize your dog show	90.42%	236
Have active members in the AKC Canine Ambassador Program	14.94%	39
Promote club meetings and purebred dog activities through Facebook or other social media.	83.91%	219
Have AKC Club Development send email blast to new owners in your area for shows/meetings,	22.22%	58
Have a veterinarian come to demonstrate first aid and invite the public to attend.	27.59%	72
Have educational/club promotional booth at local fairs, expos, farmers markets, street festivals, etc.	44.06%	115
Promote club activities with demonstrations at local parks and gathering places.	31.03%	81
Support Pet food banks or similar programs such as DINER Dogs, a Meals on Wheels program.	22.22%	58
Other (please specify)	16.09%	42
	Answered	261
	Skipped	31


Other responses include:

- Donations to worthy causes
 - Fire and flood victims
 - Give dog books to libraries
 - Food to food banks and shelters
 - To veterinarians to defray expenses for those without sufficient funds
 - Local rescue organizations
 - Health studies (eg. NIH & CHF)
- Promoting purebred dogs at the dog shows
 - Invite media coverage
 - Invite local elected officials to participate
 - Provide positive information at the veterinarian booth
 - Meet the Breeds
 - Hold shows locally
 - Hold matches
 - Health clinics
- Events promoting “Club” outreach
 - RDO (responsible dog ownership) days
 - Participate in local parades
 - Have a website and post the Club’s calendar on the website
 - Hold open meetings with educational programs for the general public
 - Work with such organizations as 4-H at AKC shows and also support their events
 - Work with the Boy and Girl Scouts
 - Promote AKC “Patch “ programs
- Media outreach
 - Do public service announcements (PSA) for local media coverage
 - Write pro-dog articles for newspapers and magazines
 - Invite the local media to your events


7.

What does your club do within your community to network and establish positive relationships with legislators, animal control officers/law enforcement, local shelters/rescue groups and the media?

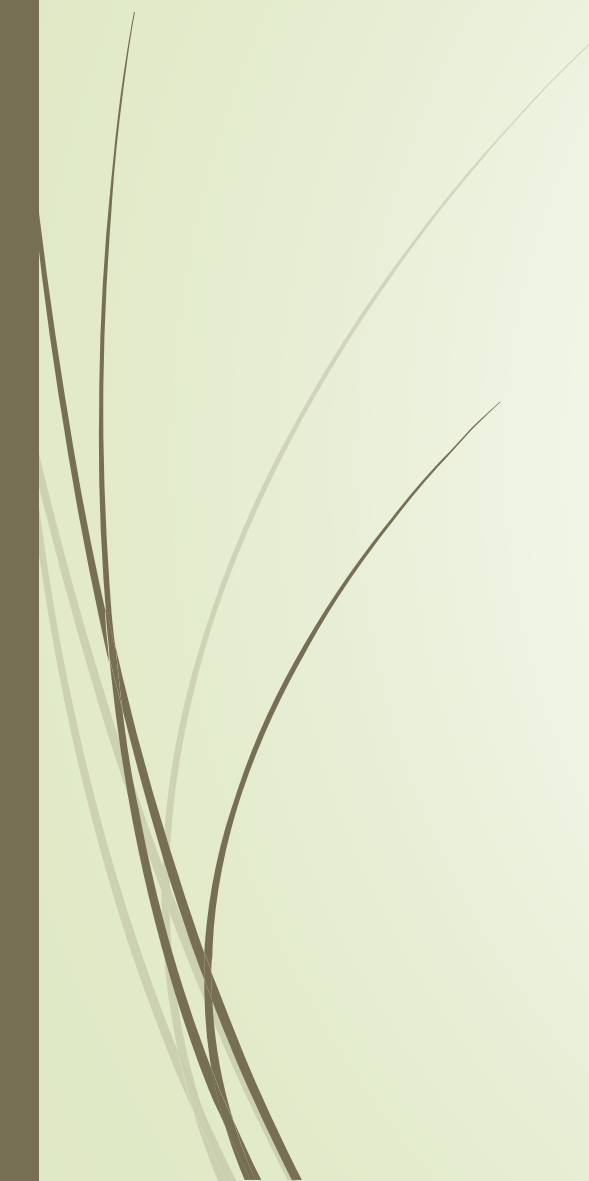




Answer Choices	Responses	
Builds relationships with local officials	41.38%	108
Host AKC Responsible Dog Owner events	36.78%	96
Members attend council or board meetings	35.25%	92
Make club visible in public via parades, Public Service Announcements, etc.	20.31%	53
Donate to community group (e.g. pet oxygen masks to fire department, or vests for police dogs, dog food banks, etc.)	70.11%	183
Club members have therapy dogs providing service within the community	57.47%	150
concerning upcoming events, and let the local media (i.e. print, radio and tv, where appropriate) know when events are being held so that they can cover them.	29.89%	78
Nothing, we don't do that	6.51%	17
Other (please specify)	8.81%	23
	Answered	261
	Skipped	31

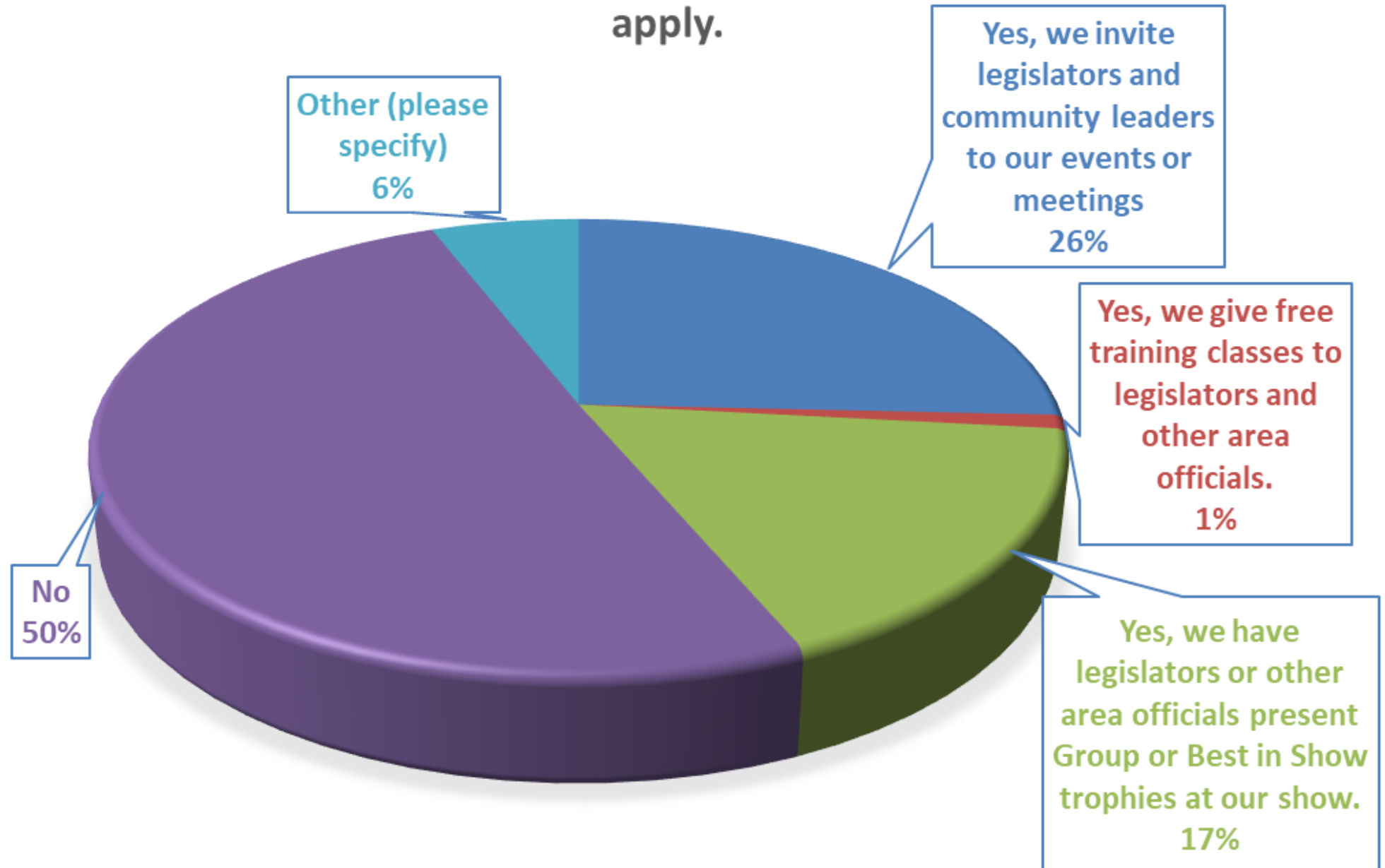


Other responses include:

- Donate:
 - food and supplies to local shelter
 - bullet proof vests to police/sheriff departments
 - money to police departments towards purchase of K-9 officers
 - Support state federations of dog owners and attend meetings and events
 - Join community groups involved in animal welfare
 - Host dog related events such as:
 - AKC Responsible Dog Owners Day
 - Dog Fairs
 - Free rabies clinics
 - Establish and maintain relationships with local and state officials
 - Invite politicians to kennel club events
 - Establish relationships with local press and TV stations
 - Support local 4-H groups
- 

8.

Does your club promote partnership at your events with local legislators and community leaders? Select all that apply.



Answer Choices	Responses	
Yes, we invite legislators and community leaders to our events or meetings	30.27%	79
Yes, we give free training classes to legislators and other area officials.	1.15%	3
Yes, we have legislators or other area officials present Group or Best in Show trophies at our show.	19.92%	52
No	59.39%	155
Other (please specify)	6.90%	18
	Answered	261
	Skipped	31

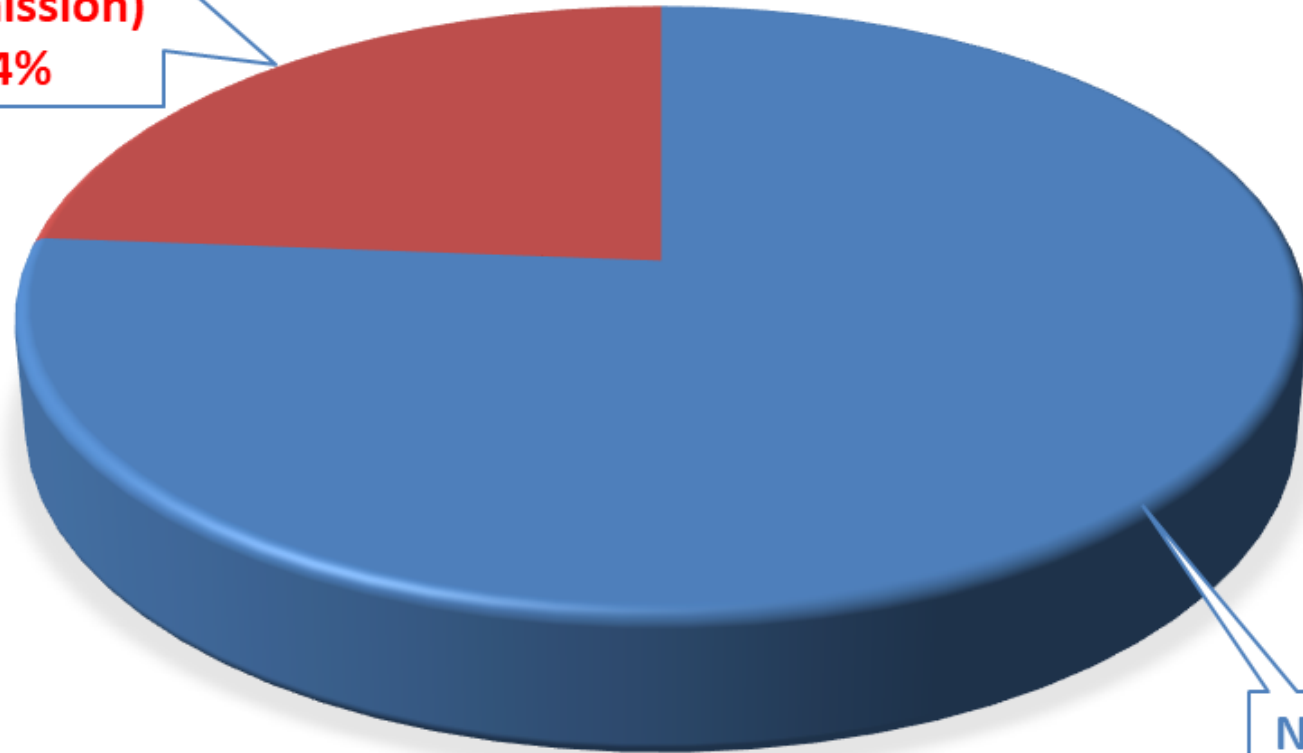
Other responses include:

- Engage elected officials in activities at dog shows such as presenting awards.
- Provide training opportunities to new dog owners.
- Recognize first responders and animal control officers at dog shows and/or club activities.
- Belong to or support state federations or coalitions.
- Communicate with legislators or elected officials on important or critical issues.
- Make use of a volunteer lobbyist.


9.

Do any of your club members sit on commissions or boards dealing with any dog related issues?

Yes (please specify name of board or commission)
24%



No
76%



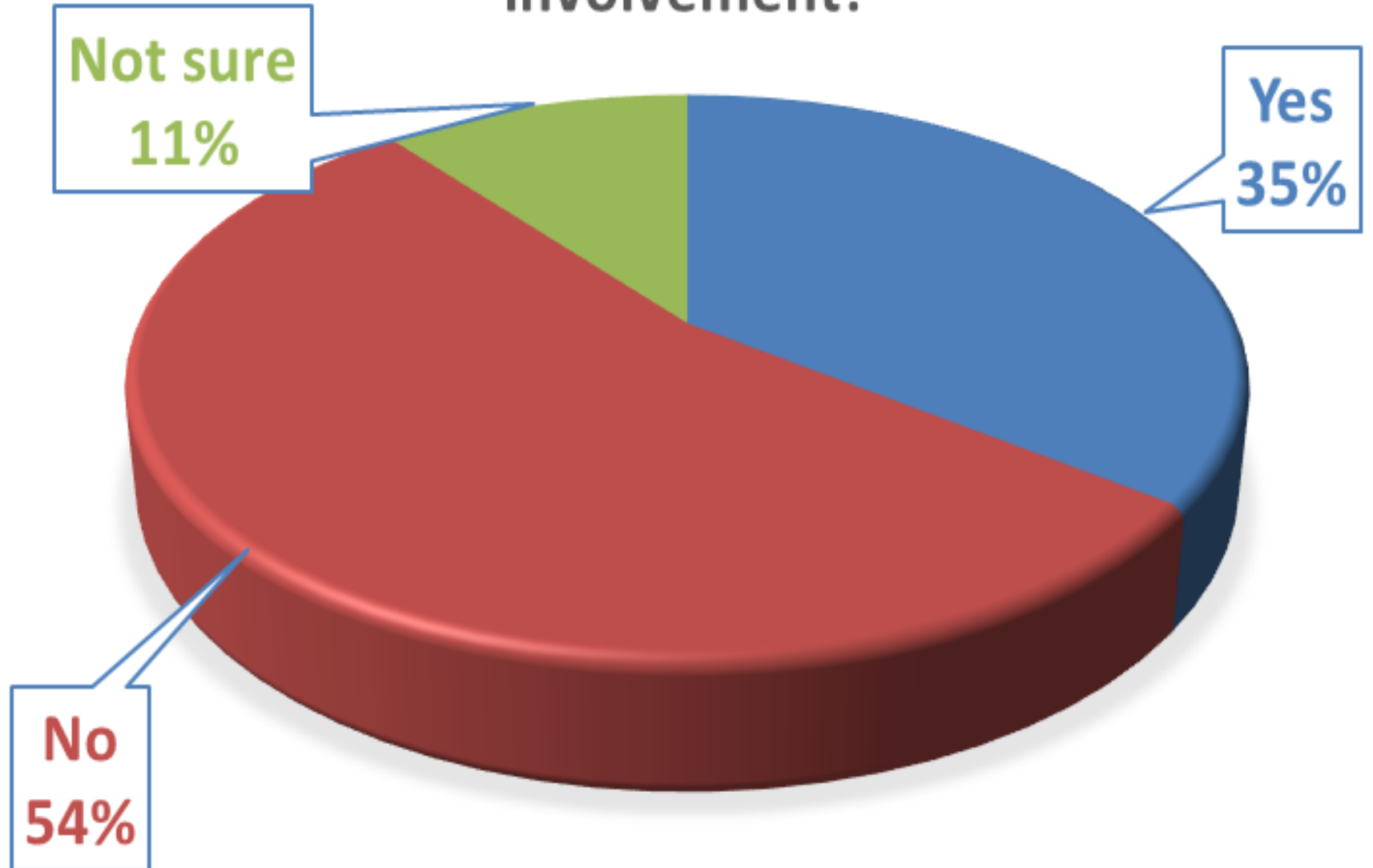
Answer Choices	Responses	
No	76.25%	199
Yes (please specify name of board or commission)	23.75%	62
	Answered	261
	Skipped	31

Other responses include:

- Belong to/ Serve on:
 - State federations or coalitions
 - Animal advisory commissions or hearing boards
 - County foundations or boards
 - City councils
 - Local or county advisory boards

10.

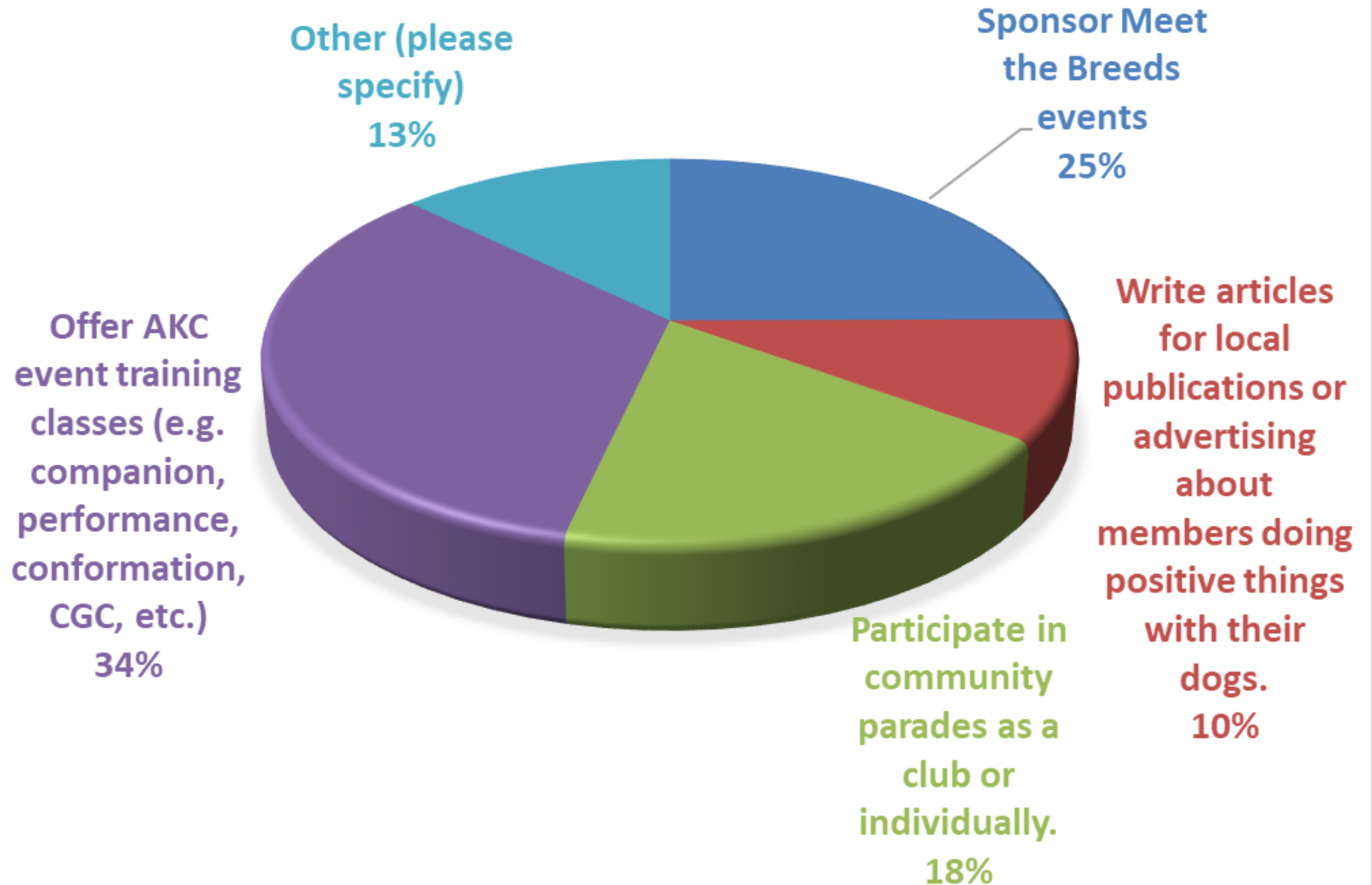
Does your club have a dedicated person or committee to encourage community involvement?



11.

How does your club project pride of ownership of AKC purebred (purpose bred) dogs and their breeders?

Select all that apply.



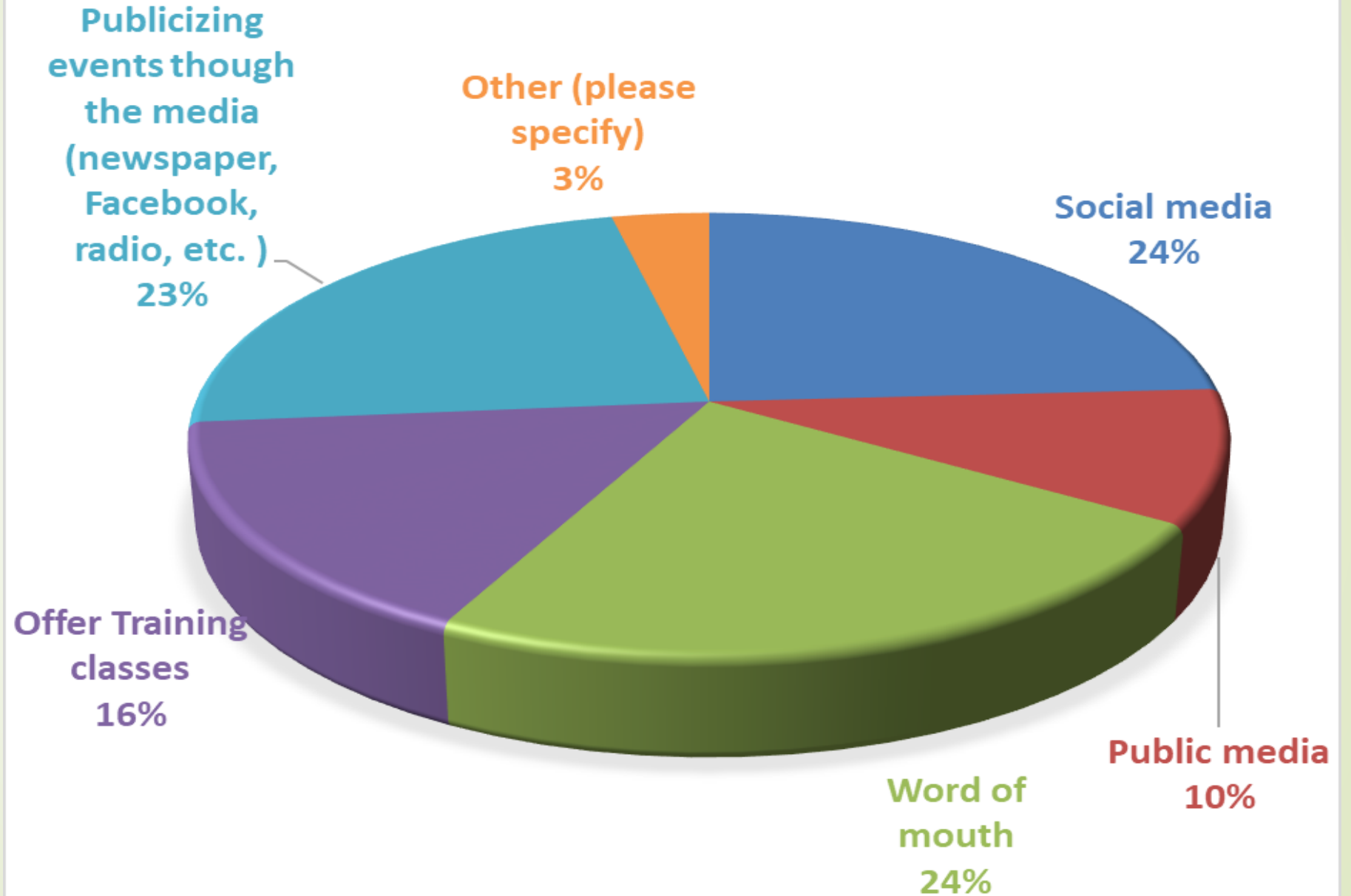
Answer Choices	Responses	
Sponsor Meet the Breeds events	42.53%	111
Write articles for local publications or advertising about members doing positive things with their dogs.	17.24%	45
Participate in community parades as a club or individually.	31.80%	83
Offer AKC event training classes (e.g. companion, performance, conformation, CGC, etc.)	57.47%	150
Other (please specify)	21.84%	57
	Answered	261
	Skipped	31


Other response include:

- Word of mouth
- Facebook
- Programs at meetings
- Public Events—dog shows, booths at community events, training classes, microchip clinics, Responsible Dog Owner Day, 4-H and puppy matches

12.


How does your club reach out to and embrace owners of all dogs? Select all that apply.





How does your club reach out to and embrace owners of all dogs? Select all that apply.

Answer Choices	Responses	
Social media	76.25%	199
Public media	31.03%	81
Word of mouth	74.71%	195
Offer Training classes	50.96%	133
Publicizing events though the media (newspaper, Facebook, radio, etc.)	72.80%	190
Other (please specify)	11.11%	29
	Answered	261
	Skipped	31

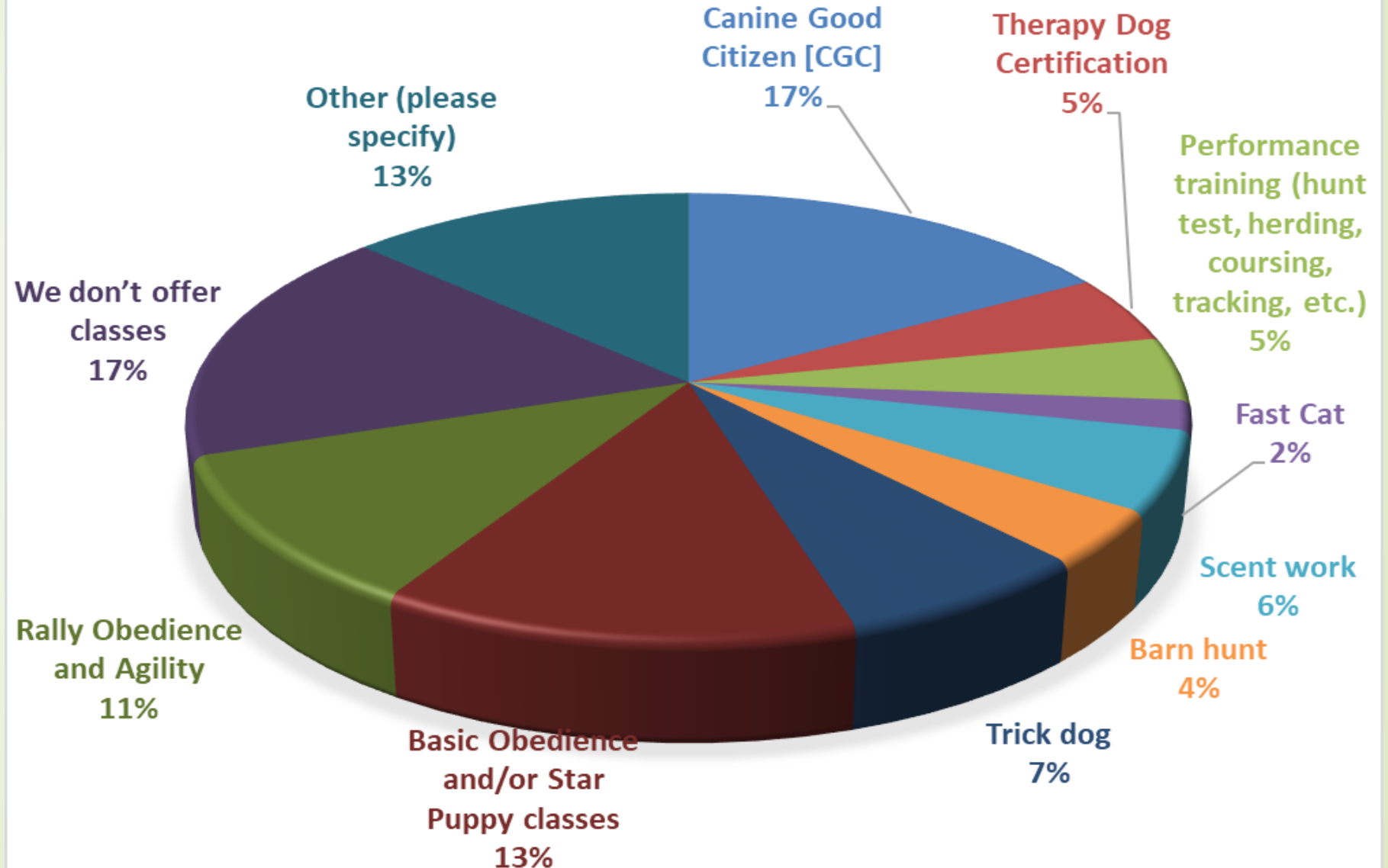


Other responses include:

- Make use of the "All-American Dog" concept.
- Encourage owners of any dog to participate in events such as CAT, FastCAT, Trick Dog, & Scent Work.
- Enable for Canine Partners to participate where allowed.
- Offer CGC to local rescued dogs and their new owners at no cost.
- Invite all dog owners, purebred and non-purebred, to our events.
- Offer discounted prices on entries of 4-H members.
- Hold Pee Wee events.
- Make training classes available to any dog and its owner.
- Open club membership to any dog owner.
- Hold RDO events.

13.

Does your club offer training classes for any of the following: (select all that apply)



Does your club offer training classes for any of the following: (select all that apply)

Answer Choices	Responses	
Canine Good Citizen [CGC]	39.08%	102
Therapy Dog Certification	11.49%	30
Performance training (hunt test, herding, coursing, tracking, etc.)	10.73%	28
Fast Cat	4.98%	13
Scent work	13.41%	35
Barn hunt	9.20%	24
Trick dog	16.86%	44
Basic Obedience and/or Star Puppy classes	31.42%	82
Rally Obedience and Agility	25.67%	67
We don't offer classes	40.23%	105
Other (please specify)	30.27%	79
	Answered	261
	Skipped	31



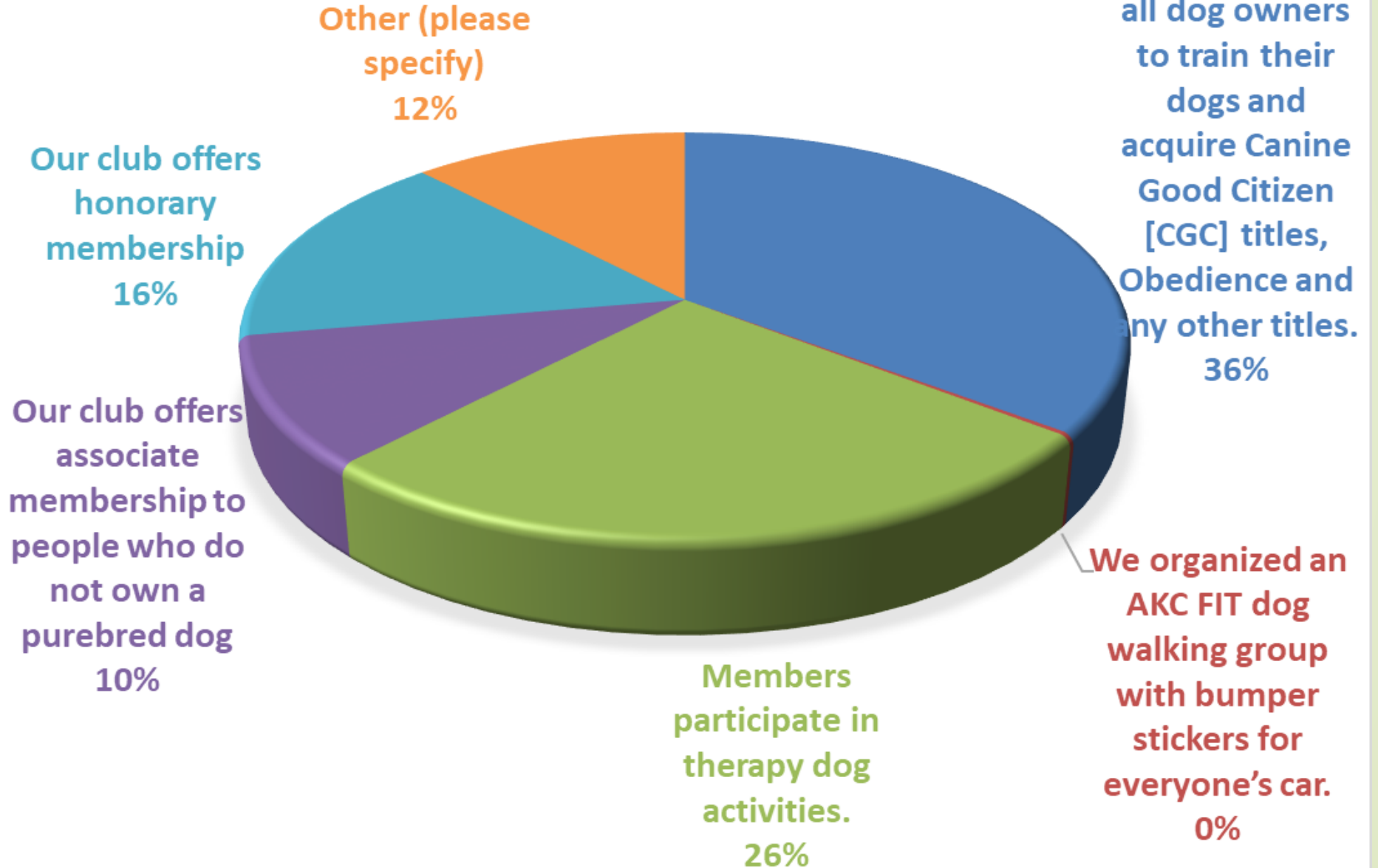
Other responses include:

- Offer conformation/handling classes and classes for Juniors.

(There were 79 “other” responses. Over 50 of them were conformation/handling classes.)


14.

In what ways does your club embrace and encourage all dog owners to join in its club activities and camaraderie? Select all that apply.





Answer Choices	Responses	
We encourage all dog owners to train their dogs and acquire Canine Good Citizen [CGC] titles, Obedience and any other titles.	62.45%	163
We organized an AKC FIT dog walking group with bumper stickers for everyone's car.	0.38%	1
Members participate in therapy dog activities.	46.36%	121
Our club offers associate membership to people who do not own a purebred dog	18.01%	47
Our club offers honorary membership	27.97%	73
Other (please specify)	21.07%	55
	Answered	261
	Skipped	31



Other responses include:

Hold Dog Activities (with encouragement to join club)

- All breed dog shows, matches, classes, agility, Peewee, RDO, Dock Diving scent work
- Health Clinics, Members get at cost
- Discount for dogs from rescue organizations, students over the age of 18
- Host education events
- Pub & Pups event
- Airport volunteer with a canine ambassador which helps to take folks attention off their stresses

Allow a variety of Membership with discounts/incentives for some

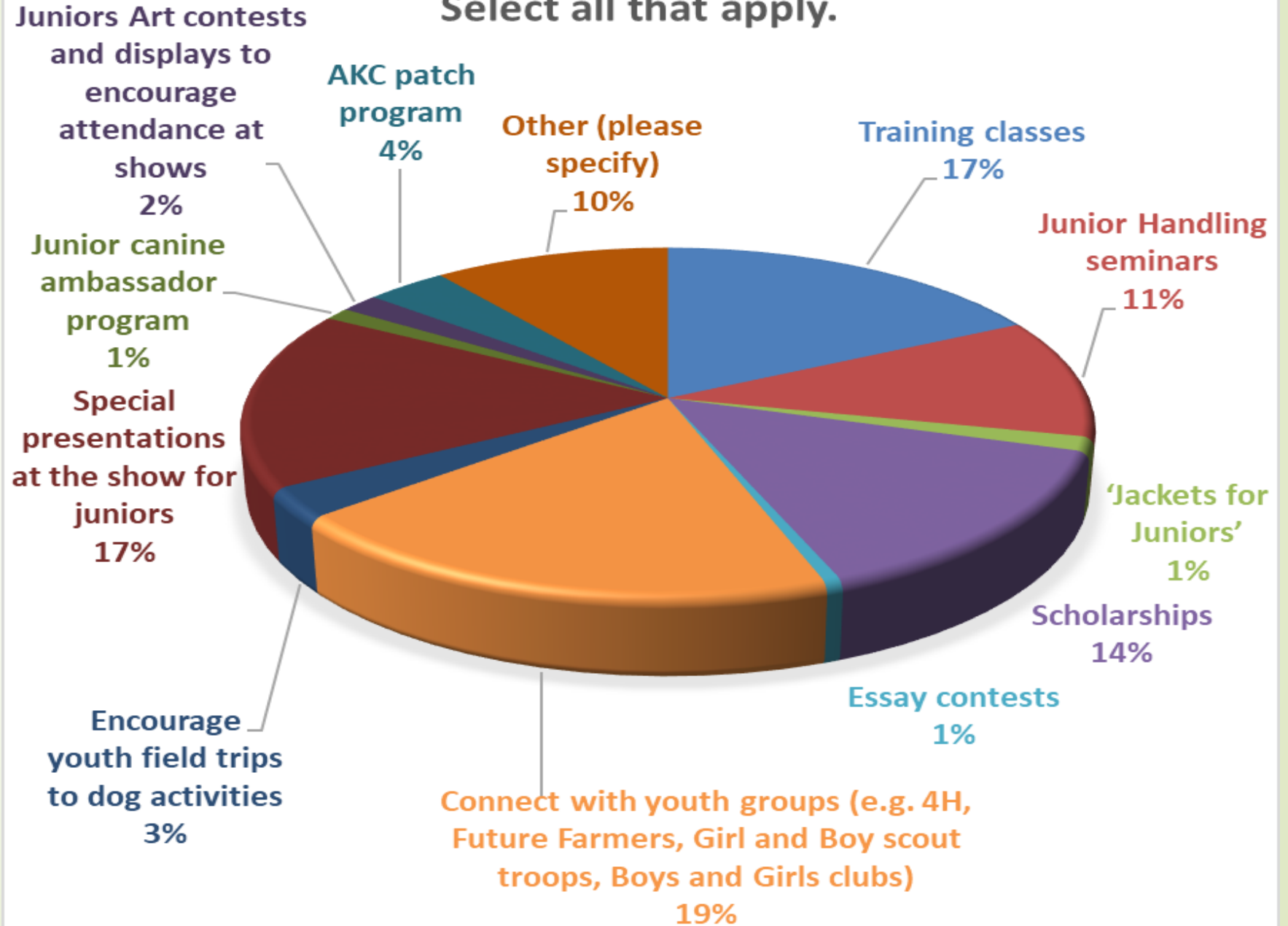
- Open to purebred and mixed breed owners
- For those that live outside our area
- Juniors
- Membership fees are based on volunteer hours to encourage participation


Support

- Local 4H clubs, Doggie Day Camp, library & local school "Read to Your Dog"
- Booths at various events


What does your club offer to encourage juniors?

Select all that apply.





Answer Choices	Responses	
Training classes	35.63%	93
Junior Handling seminars	22.61%	59
'Jackets for Juniors'	2.68%	7
Scholarships	29.12%	76
Essay contests	1.15%	3
Connect with youth groups (e.g. 4H, Future Farmers, Girl and Boy scout troops, Boys and Girls clubs)	39.46%	103
Encourage youth field trips to dog activities	5.75%	15
Special presentations at the show for juniors	33.72%	88
Junior canine ambassador program	2.30%	6
Juniors Art contests and displays to encourage attendance at shows	3.45%	9
AKC patch program	7.28%	19
Other (please specify)	21.07%	55
	Answered	261
	Skipped	31

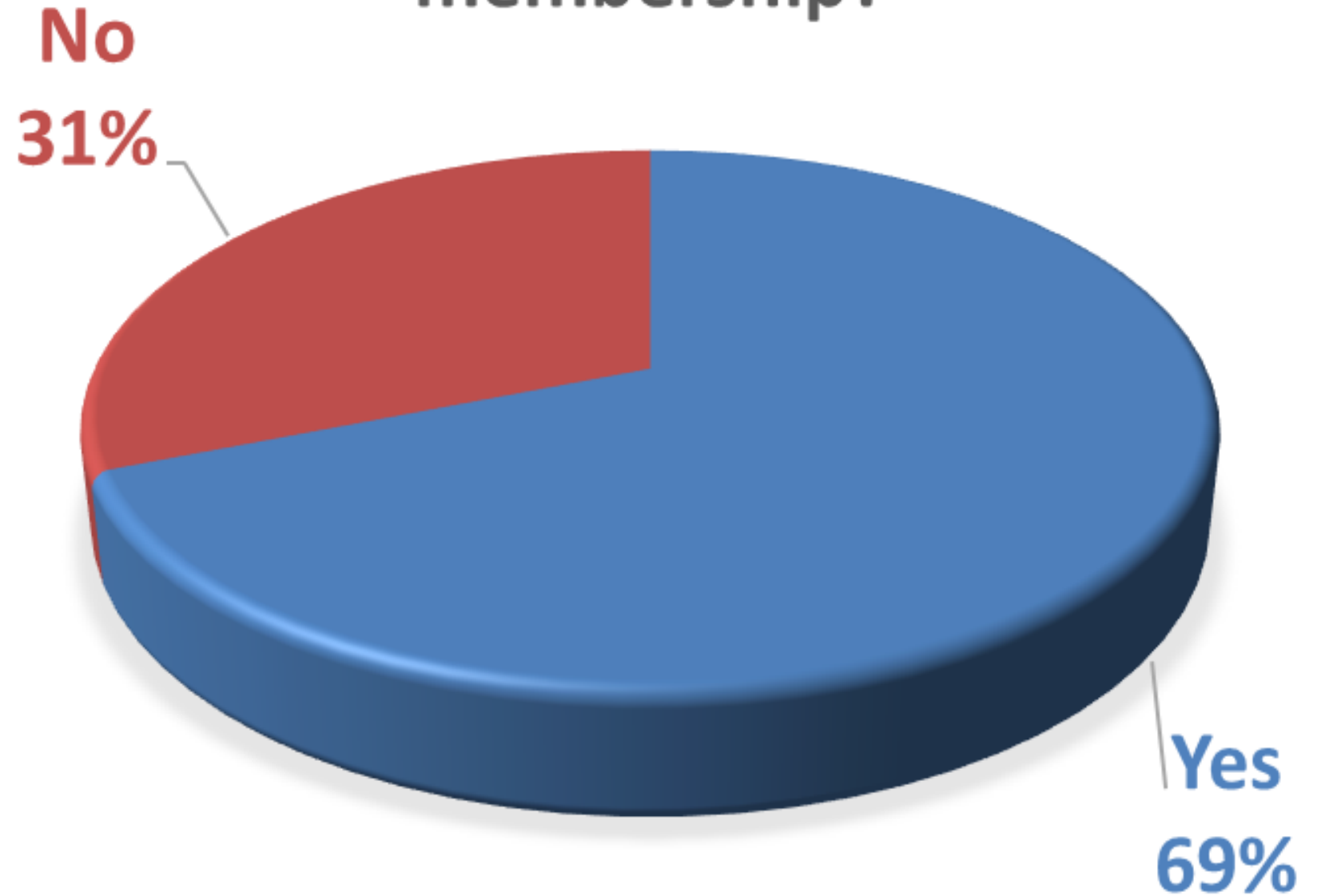


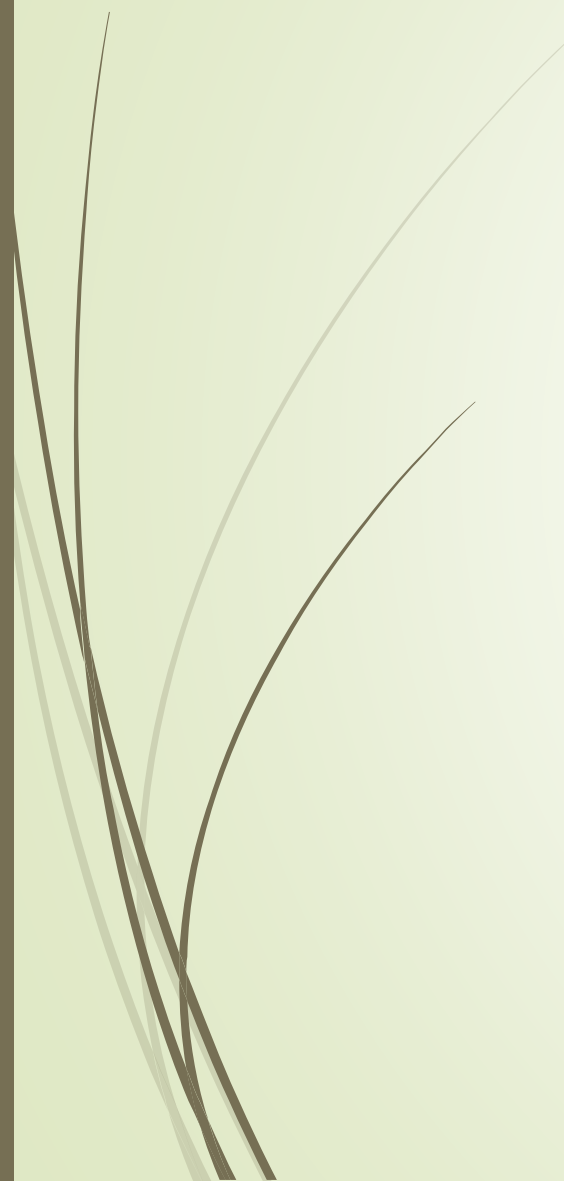

Other responses include:

- Free entries for junior handling
- Free junior memberships and free or discounted training classes
- Best junior, best junior in cluster, junior extravaganzas with monetary prizes
- Junior seminars at shows and clusters
- Pee wee classes
- Provide guided tours for school groups attending dog shows.
- Generous scholarship/sponsorship to juniors attending Westminster and/or national junior finals.
- Encourage and train juniors to help at shows (stewarding etc.)
- Junior 'showcase' open to 4-H

16.

Does your club offer junior membership?

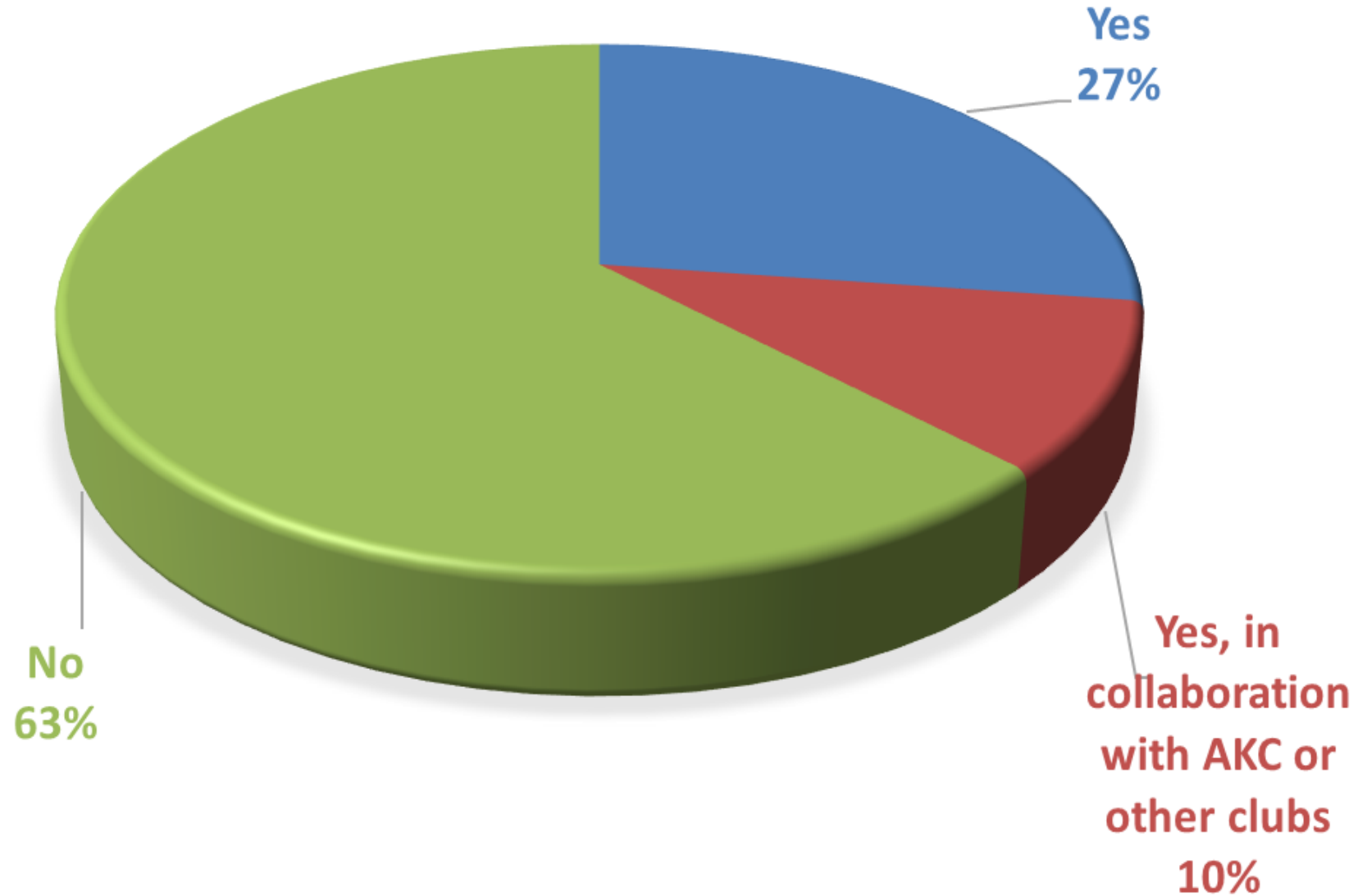


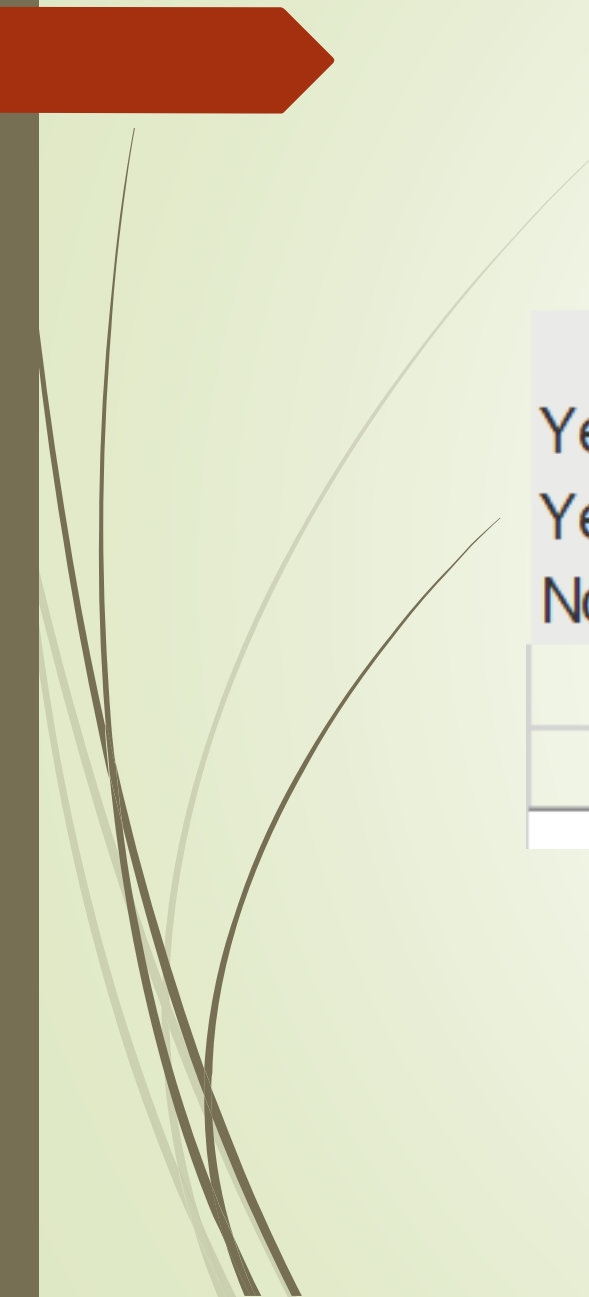


Answer Choices	Responses	
Yes	68.97%	180
No	31.03%	81
	Answered	261
	Skipped	31

17.

Does your club hold Responsible Dog Owners (RDO) day?





Answer Choices	Responses	
Yes	27.20%	71
Yes, in collaboration with AKC or other clubs	10.34%	27
No	62.45%	163
	Answered	261
	Skipped	31

18.

Are there any unique activities that you can share to benefit all clubs?

- Dancing Dogs performances
- 4-H kids offered chance to play “dog show handler” at handling classes
- Fido Fitness – walk a dog event for all ages, indoors with dog socialization
- School programs promoting good dog ownership and basic dog care and training and after school programs promoting responsible dog ownership
- Read to a dog program at local library
- Dog related programs at YMCA summer camp
- Itty Bitty Plush Dog events
- Canine Photos with Santa open to the public
- K-12 art contest with a free field trip to a show
- Junior Stewards program for 4-H kids at club shows

- 
- 
- Ring stewarding seminars to recruit volunteers for conformation shows
 - Free admission for senior citizens for Thursday & Friday shows
 - Take a Vet student to a dog show
 - Bark in the Park
 - All About Dogs Day: variety of activities and demonstrations by working dogs
 - Fun and educational expos at shopping centers or malls with Halloween costume contest, obedience demos, Meet the Breeds, AKC handouts
 - Offer remote training location for Police K-9
 - Rattlesnake Avoidance clinic
 - Bus trip to the Museum of the Dog for club and non-club members
 - Involve all club members in publicity in order to reach a varied audience