



AMERICAN
KENNEL CLUB®

PARENT CLUB BEST PRACTICES **PUBLIC EDUCATION**

Breed Parent Clubs, particularly those with “low entry” or diminishing numbers, should make education of the public a priority in their marketing efforts by exploring ways:

- To readily promote the Breed,
- Make information, or links to information, available to inquiring parties,
- Emphasis of the positive aspects of owning and living with the Breed, and
- Providing access to people who have been involved with the Breed.

Clearly, AKC offers a great deal of information on various topics and linkage to the Parent Club which can serve as the basis from which inquiring folks can begin their journey to learn more about the Breed.

The Parent Club should certainly make Public Education an important tenet in their Strategic Plans.

The information which Clubs develop and provide should:

- Have a full explanation of:
 - Breed characteristics,
 - Health considerations,
 - Temperament,
 - Behavior, and
 - Need for exercise and training,
- Address things that draw people to the Breed
- Helping interested parties have full information of why this Breed is right for you

Linkages

- AKC.org

- Breed Standard and Information
- Tool to match to a Breed
- Parent Club and Local Specialty Clubs
- Responsible Dog Ownership
 - <http://www.akc.org/expert-advice/lifestyle/responsible-dogowner/>
- Canine Ambassador
 - <http://www.akc.org/public-education/canine-ambassador-program/>

Opportunities to market Breed Information to the Public

- AKC Meet the Breed – Determine where these are and examine if the Parent Club has Members in the area that can attend and represent the Breed
 - <http://www.akc.org/sports/akc-meet-the-breeds/>
- National Specialty provides opportunity:
 - To see a great a wealth of training, information, and contacts for the Breed – Make sure the Parent Club addresses the Location and publicize the Specialty.
 - AKC can certainly help with this by contact with registered Breed owners in the region by working with AKC Club Development
 - <http://www.akc.org/clubs/about-club-development/>
- Parent Club Members who are Members of Local Clubs
 - Encourage Members to be involved, present, and seen with their dogs in their communities and in area dog-related events
- Explore possible connections to 4H, Local Schools and Children’s programs
- Create a presence on Social Media
 - Facebook
 - Instagram
 - Snap Chat
 - Etc.