Dog Aging Project

# Promote the Project
# Checklist for Partners




Thank you for being a partner and helping us spread the word about the Dog Aging Project! We are always working to recruit new participants. By sharing information with your clients, members, volunteers, customers, staff, and community, you can help make the Project a success as more people hear about it and enroll their dogs.

## Below are some ways that you can help.

- To make sharing easier, we have downloadable resources, including flyers, social media posts, newsletter articles, digital screen slides, and blog posts.
- We also now have a new Dog Aging Project Supporter logo that you can download and post to your website, social media pages, or add to other communications to let everyone know you support a Project that is working to understand canine aging and health.

*Thanks for being a partner so we can better understand how dogs can live healthier, longer lives - a win for everyone!*



Dog Aging Project

## Online and social media

- ☐ Post on your business or organization's social media pages
- ☐ Share on personal social media pages
- ☐ Post a Proud Supporter of the Dog Aging Project logo on your website, social media, and any other locations where people can see it

## Business location

- ☐ Distribute or hang flyers at your establishment, take a photo, post on social media, and tag us, @DogAgingProject
- ☐ Distribute information at local events
- ☐ Hold a Dog Aging Project recruiting event at your place of business - we can provide information, some resources, and swag

## Newsletters, Blogs, other Communications

- ☐ Share with your supporters and followers in a newsletter, email, or other communications
- ☐ Share information in staff newsletters, email communications, or other publications

## Community and Professional Activities:

- ☐ Share information at conferences or professional meetings
- ☐ Share information with local clubs, sporting dog groups, or other dog-related organizations
- ☐ Hang flyers in public areas, including community bulletin boards
- ☐ Share information at a local community event or festival, dog park, dog jobs or runs, or anywhere that dogs and their humans hang out

**To learn more or discuss other ways to share information, email outreach@dogagingproject.org. Thank you!**