Dog Aging Project

Promote the Project
Checklist for Veterinary Clinics



Thank you for helping us spread the word about the Dog Aging Project! We are always enrolling new participants. By sharing information with your clients, staff, and community, you can help the Project enroll more dogs as people hear about it and sign up.

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!

Online and social media

- ☐ Post on your clinic's social media accounts and website
- ☐ Share on personal social media pages
- ☐ Add a slide to a digital screen in your waiting area
- ☐ Post a Proud Supporter of the Dog Aging Project logo on your social media platforms, website, and other communications

Clinic Activities

- ☐ Distribute or hang flyers in your clinic
- ☐ Provide information at open houses or clinic community events
- ☐ Add flyers to puppy or new client packs
- ☐ Hold a recruiting event to share Project information (we can provide swag and resources)
- ☐ Hold a virtual lunch and learn (we can present to your staff via Zoom and provide swag for give-aways)

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Newsletters, Blogs, other Communications

- ☐ Share with other veterinarians in your network
- ☐ Include information in a client newsletter, blog, or email communication
- ☐ Include information in reminders to clients about their annual appointments
- ☐ Share information in staff newsletters or email communications

Community and Professional Activities:

- ☐ Share or present information at conferences, professional meetings, or to local groups, including dog clubs, nonprofit organizations, and community groups
- ☐ Hang flyers in public areas, including community bulletin boards and dog-related businesses
- ☐ Represent the Dog Aging Project at a local dog-related event, festival, run, or other activity
- ☐ Ask your local VMA to feature the Dog Aging Project in an article



Let us know your ideas! If you set up a display in your office, please take a photo and share it with us. You can also post on social media and tag @DogAgingProject.

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

Thank you!