



## AMERICAN CANCER SOCIETY **BARK FOR LIFE™** A CANINE EVENT TO FIGHT CANCER

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Yappy Hour is a social gathering for dog owners and their dogs! It is a time and place for dog owners and dogs to come together to meet and mingle, while learning about ways that their canine companion can be involved in the American Cancer Society's Bark For Life. The idea of *Yappy Hour* is that it is an all-encompassing event that includes fun, learning, and fundraising.

This is a great recruitment tool for a Bark For Life committee to educate your dog loving community about Bark For Life and the American Cancer Society. A successful *Yappy Hour* will include fundraising, education and also give attendees and their dogs a chance to sign up a Woof Pack and register for the upcoming Bark For Life.

### **Location**

Make sure your location is fun and easy to get to. This the most important detail when planning your *Yappy Hour* because the location is going to get Dog lovers and their friends to come! The ideal location will offer your attendees the opportunity to purchase drinks, food and have a place for them to sit and enjoy. Consider local hot spots for Happy Hours that allow pets, dog bakeries, doggy daycares that will allow you to bring in food etc.

### **Fundraising & Activities**

Both elements should be present at your *Yappy Hour*. This is a great opportunity to engage participants that may or may not attend a Bark For Life. Offer them the opportunity to enter a raffle just for filling out their information. This is important so you can follow up with them to remind them of the Bark For Life and invite them to start a Wolf Pack. Also consider having other raffles that they can purchase tickets for at a low cost, a silent auction and have Paws For A Cause available for purchase. Activities should also be included, but be quick and optional. Remember, they are there to enjoy the location, their friends and their pets!

### **Recruitment**

*Yappy Hour* is a recruitment strategy for your committee and it is important that attendees have the opportunity to sign up and get more information about your Bark For Life. Have posters, flyers, Tri-folds and if possible, the website available. It is also important that you have mission materials available so they understand the reason why Bark For Life exists. Consider displaying pictures from other Bark For Life events, or your past Bark For Life and a list of activities they will enjoy if they attend.

### **Agenda**

The agenda for a *Yappy Hour* is strategic, but *Yappy Hour* is not meant to be a program. Attendees are coming with the purpose of being able to be social with their friends and their dogs. Most attendees of a *Yappy Hour* come with the purpose of being able to eat, drink and maybe allow their dogs to play. It is important that the agenda allows for long periods of time that attendees can talk to one another and socialize.

## What You'll Need:

- ✓ Sign in sheet or cards for them to fill out with their name, email and phone number
- ✓ Registration forms for them to sign up their dog or become a Woof Pack leader
- ✓ Printed materials about Bark For Life, Woof Packs
- ✓ Raffle Tickets for prize drawings and a bucket or some type of container
- ✓ Light Snacks/Refreshments if available for purchase at the restaurant
- ✓ Paws For A Cause to pre-sell at a Paws For A Cause table
- ✓ Fight Back and Advocacy materials
- ✓ At least 2 Raffle Items for giveaways
- ✓ Donated dog treats and a few water bowls to have available for the dogs
- ✓ Small prizes for contest winners, make sure to include a tag with Bark For Life logo, event date and website information

## YAPPY HOUR AGENDA

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- **Welcome:** Remind everyone to sign in to be entered in the raffle and remember to thank the host
- **Introduction of Bark For Life and the American Cancer Society:** 10 minutes
- Committee walks around to the different tables handing event specific flyers and information
- **Raffle drawing number 1**
- **Announcements:** Silent auction, Paws for a Cause sales and other activities happening. Encourage people to enter the free raffle for filling out their contact information
- **Best dressed canine contest:** Allow owners to display their dogs and decide winner based on applause
- Continue to have the committee walk around to new tables and people as they enter to personally hand them event specific information about your upcoming event and chat about it.
- **Raffle drawing number 2**
- **Biggest and smallest canine contest:** Winners will be obvious
- **Dog/owner look-alike contest:** Allow winner to be based on applause
- **Announcements:** Reminder that the silent auction will be closing within the half hour and to fill out an information card to be entered to win in the final raffle drawing. Remind them about Bark For Life and the American Cancer Society
- **Raffle drawing number 3**
- **Silent Auction/Paws For A Cause/fundraising activities close**
- **Thank everyone for coming and invite them to the next Yappy Hour**
- **Follow-up!**