



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



Bark For Life Yappy Hour

What?

A social gathering for dog owners and their dogs! *Yappy Hour* 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. *Yappy Hour* is social, but this event must also lead to fundraising, and it must educate the attendees on the American Cancer Society's mission. *Yappy Hour* should be an event that clearly makes the connection between Bark For Life and our life saving mission of raising money for research, education, advocacy and services.

Where?

Anywhere that has a space for humans and dogs! Some examples of places to explore would be dog accessory shops, dog bakeries, dog day care centers, dog washes, dog groomers, dog walking companies, pet stores, and parks.

Why?

Education has to be at the forefront of the Yappy Hour - it acts as the catalyst for the greater things to come. How much more likely is a customer to donate to Bark For Life if they knew that the funds raised go toward more than "cancer"? Or if they heard a survivor tell their story of how their dog helped to get them through their battle. Add that personal and educational touch to make the connection.

Fun:

Remember to incorporate FUN into *Yappy Hour* though "mocktails", bingo games, fun dog treats, raffles, and anything else you can think of to spice up the event!

How to Recruit:

Contact MeetUp groups, dog shops, dog rescue groups, dog hospitals, dog friendly restaurants and shops (look for dog bowls out front!), dog shows, pet assisted therapy programs, and pet fairs.

Visit RelayForLife.org.

