

Communication Manager's Report AGM 2017

- **Communication material refresh**
- **NZ Dog World features**
- **Liaison officers communication**

Communication material

This year we have refreshed all our communications material including everything that is pre-printed like posters and brochures. Everything can be seen or accessed on Wild Apricot too in Word format.

This is an ongoing process of refinement so systems have been put in place for easy updating and reordering of the pre-printed items and revision of the Word versions.

The items are as follows:

1. Recruitment brochure

Our standard DL brochure for you to leave in vet clinics, pet supply places and dog clubs and community events) anywhere where responsible dog owners gather) to encourage people with friendly dogs to contact Canine Friends.

Where do you get them?

Brochures are mailed to Liaison Officers to organise distribution in their region.

They are pre-printed AND also available on our system (LOs).

2. Recruitment poster

Our standard A4 posters should be put up on display to attract new members in places where doggy people gather (as above).

Where do you get them?

Posters are pre-printed and mailed to Liaison Officers for distribution in their region. They are not available on our system.

3. Acceptance cards

These new cards are for you to use after a successful assessment. They tell the new member how to pay and join.

Where do you get them?

These are pre-printed and mailed to Liaison Officers. AND they are also available on our system (LOs).

4. Thankyou card

Thankyou cards are sent to new members who have paid and joined. They go in the new members pack with the dog's scarf, members badge, a Members Guide and photo consent forms.

Where do you get them?

The new member co-ordinator sends these out when the member is officially entered on our database after payment is received.

5. Members Guide

Members Guides are sent out by the new member co-ordinator in the new member packs. Liaison officers are also mailed copies to give to all members in their group. You can also use them to work through with people being assessed.

Where do you get them?

These will be mailed to Liaison Officers. AND they are available on our system.

6. Photo consent form

This is the form we use to get consent from patients or residents when we take photos of them and our dogs when we visit.

Where do you get them?

Some have been pre-printed. They will be mailed to Liaison Officers to give their members. They will also be mailed to new members in their packs.

They are on our system and cheap to print with three per page.

NOTE: Encourage residents and staff where you visit to sign the ongoing permission option!

7. Personalised poster

These are great fun! Your chance to introduce your dog and yourself to the places you visit. Make a poster following the instructions and template. We have used Madison as an example.

Where do you get them?

On our system (LOs).

8. Introduction card

These are fun too. Make a card for the places you visit outlining your commitment to them and introducing yourself and your dog.

Where do you get them?

Instructions and a template are on our system (LOs).

9. Templates

Our communications need to be presented consistently and professionally.

Examples of everything we can think of are being sorted.

Where do you get them?

Letterhead, compliment slips, reports, letters, minutes ... templates and style guides will be introduced onto our system soon (LOs).

10. Business cards

These are pre-printed and can be re-ordered when needed.



NZ Dog World features

Canine Friends has a feature in NZ Dog World magazine every month. This is the official publication of the NZ Kennel Club and is read by people in the wider doggy world (involved in training, dog clubs, obedience, breeding, showing and so on).

These articles have had a significant effect on the number of applications we receive and consequently on downstream assessments, placements, processing and so on. Fortunately this peaking of numbers has coincided with and accelerated our adoption of Wild Apricot and other modern technology.

The features show all aspects of pet therapy work and have focussed on activity in different regions.

The features are now available on our website and Wild Apricot for all members and prospective members to enjoy.

Liaison officers communication

We have taken moves to integrate liaison officers into the organisation's management processes. After each executive committee meeting a report is sent to liaison officers.

There is an information resource being developed by liaison officers and for them to use when assessing and with their team members.

Liaison officers will be included in the new executive committee line-up which keeps Canine Friends focus on front line activities.

Wild Apricot has a liaison officers forum where people will be able to ask questions and share ideas with others in the same role in Canine Friends.