

My Amazing Puppy (MAP)

– how to sell and why it's important to do so



myamazingpuppy.org.uk

Why:

- 1) Ensures we (Canine Partners) receive income on a regular basis that is sustainable through monthly direct debit
- 2) It's selling point:
 - MAP is a fun and interactive way to support Canine Partners and help to transform lives.
 - MAP is a great gift.
 - MAP is an informative gift for children – and an aid to helping them understand disability.
 - MAP is a way of saying thank you to individuals for giving regular donations.

How to sell My Amazing Puppy:

We've mentioned above why MAP and its selling points so now how do you sell this product for Canine Partners?

- Sew the seed to get interest in the membership programme
- It's a small amount of money each month to transform lives; same amount as a cup of coffee and sandwich once a month – which equates to a monthly direct debit amount of £4.34.
- New puppies on the block each quarter e.g. Frosty and Snowdrop for 2018 January to March.
- Everyone loves cute pictures of puppies and that's what they get with MAP.
- It's important to emphasise that these cute bundles of joy are just starting their journey to become assistance dogs. They've just been placed with their volunteer puppy parent and will soon start learning the ropes.
- Make sure to talk about the puppy journey to advanced training. How each gorgeous pup spends around one year with their volunteer puppy parent learning obedience and socialising with all kinds of people, animals and environments. These vital experiences and skills ensure they're ready to meet anything or anyone and learn everything they needs to when they reach advanced training.
- The 2015-2016 Canine Partners Annual Review is a great tool to explain the journey of a canine partner and how it runs alongside the journey of a disabled person on our waiting list. This document can be downloaded from our website: <https://caninepartners.org.uk/media/fundraising-toolkit/>

It's important to remember these key points when talking about the journey of our puppies:

- MAP members are helping pay for a puppy from 7/8 weeks of age until around 14 months when they go to advanced training.
- During that first year the puppy is learning the ropes and experiencing things – not necessarily learning the task work it will later learn in advanced training.
- It's not always all about learning, pups get to be cute puppies getting up to mischief.
- Advanced training = our puppies turn their basis of obedience and socialisation into task work principles. Then, when they've learnt these basics they are matched to a disabled person on our waiting list and following a match their task work is fine tuned to be exactly what their partner will need.
- Matching of a dog with a disabled person is not an exact science and very much depends on the personality of both the dog and the person.

What do My Amazing Puppy members get for their membership?

- An introduction letter from the chosen puppy or puppies
- A personalised certificate, a photo of the chosen puppy and a cute cuddly toy puppy
- Pupdates – three letters from the chosen puppy throughout the year taking members along their journey to advanced training

Amazing dogs. Transforming lives.

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myamazingpuppy.org.uk

What's available to help me sell My Amazing Puppy?

- Generic flyer and poster
- Generic registration form flyer
- Puppy choice poster
- Email signature for the puppies of the quarter – promote our latest amazing puppies on all emails you send

All tools are available online in the fundraising toolkit: <https://caninepartners.org.uk/media/fundraising-toolkit/>

Steps to sponsoring:

- 1) Fill out all the relevant parts of the form for the interested member and make sure all the details included are correct. Please make sure to see whether the interested member can sign up to Gift Aid.
- 2) Ensure the individual that they will shortly receive their My Amazing Puppy pack with their certificate, toy, photo and introduction letter from their puppy.
- 3) Ensure the individual that throughout the year they will be sent pupdates from their puppy – via the method they have chosen (post or email).
- 4) All completed MAP registration forms need to be returned to Canine Partners' Fundraising Team for the attention of Julie Graham. They can be posted to Canine Partners Southern Centre, Mill Lane, Heyshott, West Sussex GU29 0ED. Soon MAP memberships will be able to be processed online which will make processing far quicker and easier. We will share details on this ASAP.

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