

# DIGITAL TOOLKIT BOARDING



Your go-to source for relevant, client-friendly communications about boarding pets.

**NOVEMBER 2017**



## Social Media Posts

*Instructions: Copy and paste the desired posts on your clinic's Facebook, Twitter or Instagram pages. Follow any additional steps as instructed.*

- Going out of town for the holidays? Don't forget to reserve a space for your pet at the Happy Campers Hotel [BOARDING FACILITY NAME]!



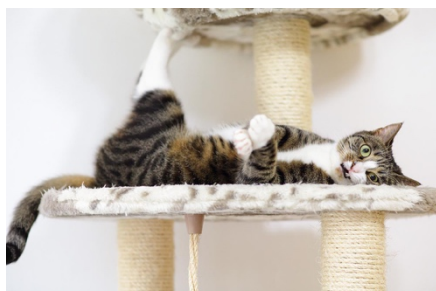
*[Note: The full-size image can be found in the "Social\_Images" folder.]*

- Pet of the Week! [POST A PHOTO OF ONE OF YOUR HAPPY CAMPERS] [CAPTION IDEA: "Fido loves playing catch at Doggy Daycare!"]
- Boarding can be stressful for your dog. Make it easier with these 7 steps: <http://bit.ly/2zJdCtP>



*[Note: The full-size image can be found in the "Social\_Images" folder.]*

- Being away from home can be hard on your cat. These 7 tips make your cat's stay a little easier: <http://bit.ly/2zJdCtP>



*[Note: The full-size image can be found in the "Social\_Images" folder.]*

- Did you remember Spot's favorite toy? Here's what to pack for his stay: <http://bit.ly/2yptMUO>



*[Note: The full-size image can be found in the "Social\_Images" folder.]*



## Social Media Posts (continued)

- Did you know we offer boarding and doggy day care? Stop on by and check out our facility for your pet.



*[Note: The full-size image can be found in the "Social\_Images" folder.]*

- The holidays are almost here! Let us spoil your pet while you're out of town. Reserve your pet's spot today.



*[Note: The full-size image can be found in the "Social\_Images" folder.]*



*[Note: The full-size image can be found in the "Social\_Images" folder.]*

- Let your pet stay with us this holiday season! Belly pats are included.



*[Note: The full-size image can be found in the "Social\_Images" folder.]*

## Articles

*Instructions: Use the following content on your clinic's website, blog or within a newsletter. Associated images are located in the "Article\_Images" folder.*

### 7 Tips for Boarding Your Pet

*Sponsored by Vetoquinol USA*

Boarding can be a stressful experience for both the pet and the pet parent. It doesn't have to be. There are a few things you can do to minimize stress and make the boarding experience more enjoyable.

#### 7 things to do before boarding your pet:

- 1) **Check out the facility first:** If this is your first time boarding your pet, make sure to tour the facility before dropping your pet off. Some facilities offer different kennel sizes or themed rooms, which are best gauged in person. If you can, do a test run for one night to see how your pet does in a new environment
- 2) **Ask about optional services to make your pets stay more fun:** Many boarding facilities offer additional play time, doggy day care, or walks. Incorporating activities into your pet's stay can help the time go by faster
- 3) **Relax:** Calming supplements are available to help pets cope with the changes and new noises boarding brings to their routine.
- 4) **Bring small comforts from home:** Bringing your pet's bed, toys, and treats can make the boarding facility feel more like home. Ask if the facility will allow you to bring your cat's personal litterbox
- 5) **Keep their diet the same:** Changing your pet's diet can upset your pet's stomach. Although many boarding facilities will provide food if needed, bringing your pet's own food with directions regarding how much to feed and what time of day is best.
- 6) **Bring your pet's medical records:** If your pet is on any medication, don't forget to pack it with dosing instructions.
- 7) **Book early:** Book your pet's stay early and confirm your reservation as your trip gets closer.

It is important to have annual (or bi-annual) routine exams, blood-work and urinalysis to maintain your senior pet's health. By following your veterinarian's recommendations, you may catch problems before they progress and keep your senior pet in tip-top shape.



## Articles (continued)

*Instructions: Use the following content on your clinic's website, blog or within a newsletter. Associated images are located in the "Article\_Images" folder.*

### What to Expect After Boarding Your Pet

*Sponsored by Vetoquinol USA*

Picking your pet up from boarding is one of the best parts of coming home from your trip. Nothing beats your puppy's wagging tail or your cat giving you the stink eye.

Just like you, your pet is tired after their vacation. Here's what to expect when you and your loving pet get home:

- Your pet will sleep more than usual over the next 1-2 days. If your dog played at doggy daycare for all or part of his stay, he will likely sleep and lounge around a bit longer.
- Coming home can be stressful – your pet may take a few days to readjust to their surroundings. Getting them back on their feeding and exercise schedule will help with this
  - Cats tend to have more trouble re-adjusting. If your cat has a hard time, let her stay in her travel kennel for a day while she's getting used to the smells and sounds of your house
  - If you have multiple pets (and they didn't share a kennel at boarding), make sure they have plenty of space for their alone time.
- Exercising your pet is great! Make sure to ease back into it – if you took two weeks off, it's hard to jump back into your 8-mile run or intense workout. The same goes for your dog! Start small and slowly build back up to your usual routine.
- Give your pet some personalized attention when you get home! Some play time or sitting and petting will help him calm down



## Boarding Report Card

The ZIP package contains a file named "boarding-report-card.pdf". Locate this file and print out for use in your clinic or boarding facility.

### Boarding Report Card

NAME: \_\_\_\_\_ DATES OF BOARDING: \_\_\_\_\_

☐ I had so much fun at doggy day care! My favorite thing was \_\_\_\_\_.

☐ Maybe I can go to doggy day care next time?

☐ I was a little shy/nervous to begin with, but got more confident and comfortable each day.

TIP

*Coming to doggy day care once or twice before boarding again can help make your dog's stay easier.*

☐ I cleaned my bowl at mealtime! I loved my food and treats!

☐ I was a little nervous and only nibbled on my food during my stay.

☐ I had an upset tummy because I didn't eat my own food.

☐ Can we bring some from home next time?

☐ I had so much fun!

☐ I needed \_\_\_\_ quick baths while I was here.

COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



THANKS FOR  
STAYING WITH US!  
WE CAN'T WAIT  
TO SEE YOU  
AGAIN!



COURTESY OF  
ACHIEVE MORE TOGETHER

For helpful boarding information, visit [MyHappyPets.com](http://MyHappyPets.com)

## Boarding Packing List

The ZIP package contains a file named "boarding-packing-list.pdf". Locate this file and share with your clients (i.e., print out for in-clinic use, email to clients, post on your website, etc.).

A graphic of a clipboard with a silver clip at the top. The paper on the clipboard has a light gray background and a dark blue border. At the top of the paper, the title "Boarding Packing List" is written in red, underlined text. Below the title is a checklist with seven items, each preceded by a square checkbox. To the right of the checklist is a green cartoon illustration of a dog and a cat holding a heart. The bottom-left corner of the paper is folded over.

**Boarding Packing List**

- ☐ Food with administration instructions
- ☐ Medications and supplements
- ☐ Copies of vaccine records
- ☐ Treats
- ☐ Toys
- ☐ Blanket
- ☐ Leash

For more helpful information, visit [MyHappyPets.com](http://MyHappyPets.com)