

A sharing pack to help us find more Puppy Training Volunteers

Some of our most successful volunteer recruitment comes through local recommendations, community connections and word of mouth. When people hear about volunteering from someone they know or trust (like you!), they are much more likely to take that first step.

By sharing this opportunity in your local area, you could help us reach someone who otherwise may not discover Canine Partners. Every Puppy Training Volunteer we recruit helps us train more assistance dogs, support more people with physical disabilities and increase our impact as a charity.

i Puppy Training Volunteer opportunities are available in selected locations.

Not all volunteering opportunities are available everywhere, so please visit our webpage [here](#) for the most up-to-date recruitment areas. If we are not currently recruiting in your area, there is no need to share these materials.

Please note there are separate articles for new and established recruitment areas, so you'll need to make sure you're using the most appropriate version.

Where can I share these materials?

Every local connection can help us reach potential volunteers. Think about the publications, organisations and community groups that people in your area already read, visit or belong to. Local and trusted channels can be particularly effective when promoting volunteering opportunities.

You may wish to share these materials with:

- Parish and church magazines
- Village newsletters
- Community newsletters
- Residents' association publications
- Community websites
- Local noticeboards
- Neighbourhood forums
- Libraries and community centres
- Employers with staff newsletters
- Local clubs and community groups
- Veterinary practices, garden centres and other pet-friendly businesses

If you're already involved in local groups, clubs or organisations, consider whether they might be willing to feature a community volunteering opportunity in a newsletter.

How to use this pack

To make sharing as easy as possible, this pack contains email templates, ready-to-use copy, images and advertisements.

All resources in this pack have been approved by Canine Partners and can be used as provided. Volunteers are not expected to write their own articles or create their own promotional materials.

Many local publications are happy to feature community stories and volunteering opportunities free of charge, making them a great way to help us reach potential Puppy Training Volunteers.

Local publications may edit content for length or house style. This is absolutely fine, provided the key information and link to the Puppy Training Volunteer webpage remain included.

What if they ask for payment?

Please do not agree to any charges or pay for advertising on behalf of Canine Partners. If a publication requests payment, thank them for their interest and email news@caninepartners.org.uk. We will review the opportunity and advise on next steps.

Getting started

Choose the option that best suits your area and the publication you're contacting:

- **Existing Area Article** - if Canine Partners already recruits Puppy Training Volunteers in your area.
- **New Recruitment Area Article** - if Puppy Training Volunteer recruitment has recently launched in your area.
- **Community Notice** – generic shorter piece if the publication has limited space or a dedicated notices section.

Simply:

1. Click the relevant link to open a ready-to-use email template containing both the covering email and the appropriate copy:
 - [Existing Recruitment Area Article](#)
 - [New Recruitment Area Article](#)
 - [Community Notice](#)

2. Copy and paste the content into your email
3. Make sure you add the recipient's name, local area and your name where marked in the email. If you're sharing the New Recruitment Area Article, remember to add the relevant area name within the article as well.
4. Check the links are working.
5. Send it to your chosen publication, newsletter, website or community group.

It's important you use the approved materials provided in this pack wherever possible to help ensure Canine Partners is represented consistently and accurately.

Media assets for publications

Approved volunteer photos and advertisements are stored in a Google Drive Media Asset Library. A link to the library is included in each email template, giving editors easy access to download approved images and advertisements if they wish to use them alongside the story.

Key messages to remember

When talking about the role in person, it's important that we communicate:

- Puppy Training Volunteers help raise a future assistance dog, rather than owning a pet puppy.
- The role is best suited to people who are home for much of the day.
- It is a significant commitment, but also highly rewarding.
- Full training and ongoing support are provided.
- No previous puppy training experience is required.
- Most puppy-related expenses are covered by Canine Partners.

Need help?

If you have any questions about sharing locally, need help identifying community publications, or are unsure which materials to use, please contact news@caninepartners.org.uk.

Every conversation, recommendation and local connection helps us find future Puppy Training Volunteers, train more assistance dogs and change more lives.

Thank you for helping us spread the word and support the next generation of life-changing assistance dogs.