

Why promote ATRA?

ATRA rescues several hundred Airedales every year. This makes it very important to always be on the lookout for new adoptive homes for our dogs. Our Web site is a great tool, but it only catches the eye of those surfing the Web. We need to tell our story in as many ways as possible so that we don't miss out on a good home.

In addition to looking for new adoptive homes, ATRA is always looking for new volunteers. We are the largest Airedale rescue organization and operate in states from Colorado to Ohio and Wisconsin to Mississippi. In addition to that, we also help Airedales in Ontario, Canada. That is a lot of territory to cover! The more volunteers we have, the lighter the workload is for everyone. Finding new volunteers is just as important as finding new adoptive homes.

What does it take to help promote?



All it usually takes to get started is a desire to help. Many of our volunteers keep their eyes and ears open for

opportunities in their area to spread the word. ATRA also hears about opportunities and will pass on information through our coordinators, our Web site and our newsletter.

Once you identify an event and are willing to participate, ATRA will support you. You don't have to worry about publicity – we will get the word out about your event. We can supply you with some literature, newsletters, etc. depending on the nature of the event. Just let us know. We will make sure that everyone who wants to help promote rescue will have everything they need.

Should I bring my Airedale?

Absolutely! The purpose of most of the events is to let the public see our favorite breed and learn about what we do. Chances are yours won't be the only Airedale there. Other ATRA supporters usually stop by with their Airedales.

Is there literature available?

Yes, there is. ATRA has a general tri-fold pamphlet that describes who we are and what we do. In addition, we have developed several other support pamphlets such as this one about promoting that cover topics of fostering, transporting, home visits and adopting. We also have "Wanted" posters for people to distribute and business cards. The business cards are generic. You can put your name and contact information on them or include the contact information of the state coordinator for your area. Once we know you will be participating at an event, we will make sure you have a supply of literature.

What about posters?



Many of our volunteers will make up a poster board of their own to display at events in their area. We encourage this and will help you with photos and ideas as it is difficult to mail a poster.

What about extra newsletters?

We usually have some extra back issues of newsletters that we can send to you for your event. Because we don't have large supplies of these, we ask that you hand them out to people who genuinely show an interest in ATRA.

Is there a PowerPoint program?

Yes there is. ATRA has a great PowerPoint program set to music that you can run on a laptop at promotional events. You need to have PowerPoint installed on your laptop in order to run it. Let us know if you would like to do this and we can get you a CD.

What events should I attend?

There are a number of events ATRA volunteers attend on a regular basis. These are described below. However, we are always looking for new ways to promote ATRA. Keep an open mind and let us know about any ideas you may have.

Parades



Parades are a lot of fun and usually draw out many Airedales, supporters and volunteers. There are usually opportunities

before and after the parade to hand out literature and speak to the public about our work. Because of the large numbers of people that come to these events, ATRA usually gets a number of leads for new adopters and volunteers. Some of our best volunteers found us at a parade!

Postings at vet's offices and groomers

This is an easy way to help promote ATRA. All of us need to visit our veterinarian every so often. Some of us have a favorite groomer for our Airedale. Why not take some "Wanted" posters to pin up on the bulletin board while you are there. Add your phone number to the poster as a local contact.

Photos with Santa



There are several pet supply stores that invite rescue groups to come in during the Christmas season and do "Pet Photos with Santa." Some of these

stores will supply the film and photographer – all we need to supply is the "Santa" and the manpower. The participating group usually gets a portion of the proceeds. We are sometimes able to hand out literature and perhaps sell some things to raise additional money. This is a fun way to get together with a few other Airedale friends, meet the public and promote ATRA.

Gift wrapping



Borders Books has been great to us by allowing us to make some money for rescue wrapping gifts during the Christmas season. Our participating

volunteers can hand out literature and talk to the public about Airedale rescue while providing a service for the store. This is another way to spend an afternoon with other ATRA volunteers.

Booths or tables at pet stores/events



These types of activities are a little more relaxed, yet still give volunteers the chance to tell the public about ATRA and Airedale rescue. They

usually involve setting up a table, displaying posters and literature and talking with the public. Make sure to bring your Airedale and a chair.

Pet days at the ball park



One of our volunteers found out that a local baseball park held a "Pet Day." Patrons attending were allowed to bring their pets with them. To take advantage of this opportunity to promote ATRA, her Airedale came equipped with saddle bags filled with literature.

Walking your Airedale

There is no better way to attract attention than to walk your Airedale down a busy street. Airedales are so full of personality that they naturally invite people to stop and ask questions about the breed. If you know you will be taking a walk with your Airedale through town or talking a walk at a vacation spot somewhere, take some ATRA business cards with you.

Get creative

There is no limit to the things you can do to promote ATRA. We have one volunteer whose husband drives a race car with "Airedale Rescue" painted on the car. Another volunteer travels quite often in a motor home and has created a poster to put in the front window when they are parked at the campgrounds. This same volunteer had a big



"Airedale Rescue" decal made up for the back window of her truck. Yet another volunteer who writes for a newspaper wrote an article about an ATRA volunteer using a private aircraft to get an Airedale to her new forever home. It made the front page!

How do I get started?

Contact your state coordinator or the chairman of the Volunteer or Publicity Committees. The contact information for these people is listed on our Web site at www.aire-rescue.com or you can call Lynn O'Shaughnessy at 517-546-8303. Let us know how you can help!

What does it take to

Promote ATRA



ATRA

Airedale Terrier Rescue and Adoption

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www.aire-rescue.com

