

DE-STRESS WITH DOGGOS

Therapy Dogs for 18-30+ adults

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WHY

- Therapy dogs are commonly used for children but adults often have more stress
- People in the ages of 18-30 may not have health insurance or be able to afford therapy sessions
- Many 18-30 adults cannot have dogs in their apartments or dorm rooms and cannot afford a house or vet bills.

ACTIVITIES

Aside from petting dogs we also had pizza, board games, and crafts. Choose a nostalgic craft to target 18-30 year olds. Things such as boondoggle, melty beads, looms, or other crafts popular in the late 1990 / early-mid 2000.

COST

- Therapy dogs: Free. Ours were licensed through Therapy Dogs International <https://tdi-dog.org>
- Two Sheet Pizzas: \$50
- Craft supplies from library: Free
- Advertising: \$7 to boost Facebook post
- Games the library owns: Free
- Total cost: \$57
- Attendance: 30 people, all between 18-30 except two adults who were in their 40s.

ADVERTISING & MARKETING

LEARN THE LINGO

Utilize Meme or internet language. It's comedic, familiar, and non-threatening. Examples: Doggo, Pupper, Bork Bork, Heck

AN EYE FOR DESIGN

Create a visually appealing graphic for a Facebook event and poster. I use Canva, a free design website, for a lot of my posters. Research effective fonts and google image search for inspiration.

IT PAYS TO BOOST

Create a Facebook event and pay to boost it. We paid \$7 for 2 weeks. 1/5 of my attendees found the event via Facebook.

HIT THE STREETS

Bring flyers to hip bars, yoga studios, community spaces, coffee shops, and college campuses.

USE YOUR STAFF

If you have staff members in the 18-30 age range invite them and ask them to invite friends. If staff have adult children in this age range, ask them to invite their families.

