



Introducing the New Name a Puppy Product

The Name a Puppy Story so far....

- Name a Puppy (NAP) is a well loved fundraising product that has raised in excess of £28m since its conception over 10 years ago.
- The support of our volunteer groups has been paramount to the success of Name a Puppy so far.



Why have we changed Name a Puppy?

It is what our supporters have asked of us.....

- They wanted to find out the end of the story. Every donor on every level will have a final pupdate with a photo telling them what role the pup they named will do.
- They wanted to receive more images of the pup that they have named - Every personalised pupdate will include a up to date photo of the puppy.
- They have loved the video montages & digital visits. The £5k, £10k and £50k levels all include a video montage

My story so far...



Bailey aged 8 months

Why have we changed Name a Puppy?

Guide Dogs services have evolved so much and we want to celebrate this.

- After 10 years we needed a re-refresh to make it the best experience we can for our supporters embracing the digital world we now live in.
- Name a Puppy in its current format only follows the journey from pup to Guide Dog when we are so much more, our guide dog mum's and dad's play such an important role as do our buddy dogs too.



Our dogs

So we....

Created a range of new Name a Puppy proposals and worked with key focus groups to develop and shape our new Name a Puppy.

The focus groups included:

- Fundraising groups - from every region and nation across the UK (a big thank you to those involved!)
- Fundraising representatives from all 3 departments and every region
- Operational colleagues and the Name a Puppy Team who help create the pupdates
- Our Supporters - past, present and future with guide dog owner representation too

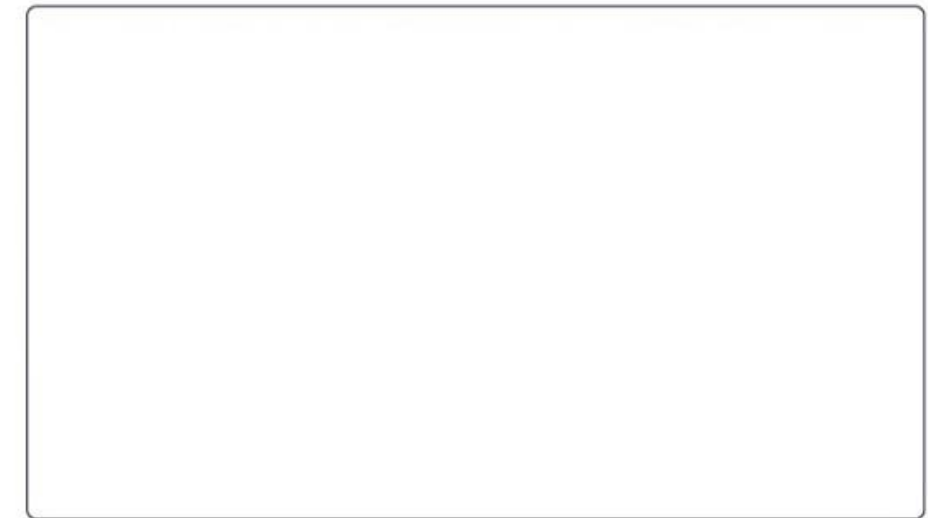
Key changes.....

- Every supporter finds out the end of the story
- Supporters can opt in/out to receive the communications of their choice
- We have moved from 6 Name a Puppy levels to 4
- The price points remain the same, but the names have changed

Starting my new role!

Name: Bailey

Role: Guide Dog



Thank you for being part of my story.

Key changes...

- Additional extras for our £10k and £50k donors including: a family tree, mum and dad biographies and a behind the scenes YouTube video tour.
- £5k - the in person visit has been exchanged for a digital visit, a video montage & pupdate photos have been added.

My guide dog family tree

Me	
Bailey	
My siblings	
Betty, Mac, Coco, Florence, John, Pete	

Mum		Dad	
Jojo			Richie
Labrador			Golden Retriever
Yellow			Yellow

Maternal grandmother	Maternal grandfather	Paternal grandmother	Paternal grandfather
Audrey	David	Tony	Juliette
Black	Yellow	Yellow	Black
Labrador	Labrador	Golden Retriever	Flat Coat Retriever

Key changes...

- We have introduced a range of interesting fact sheets
- Communications are based on a supporter timeline
- New naming pack - and plenty of thank you's throughout
- Handwritten thank you card for every Name a Puppy supporter

My exciting first year

Now almost fully grown and with all their adult teeth, the pup you've named is much more independent than at their last pupdate.

They've had such an exciting first year, filled with love, support, fun and learning! They've learned some amazing new things that will stay with them for life.



Puppy practice

At this time the pup will be developing their skills, with plenty of positive interactions during play with people and other animals. We train our pups by asking for behaviours using verbal cues and gestures, and ensure that the pup sees the world as a positive place.

Left is right!

Did you know that at this age, the pup you've named will now walk to the left whilst on the lead?

As most people are right handed we teach our dogs to walk on the left (so that the right hand is free) in preparation for their future role.



Looking after our supporters....

- Any new enquirers will be offered the new Name a Puppy product only
- In fulfilment (receiving pupdates) - stay exactly as they are
- Currently Fundraising towards a Name a Puppy - they can currently choose between old or new
- Just achieved target and are ready for a naming form - they can choose between old or new.



Name
a Puppy

£50,000
donation



Level 4: Transform

Support the lifetime cost of one of our working dogs

Please complete in block capitals.

My/our name suggestions for a puppy are:

Male:

Female:

Gender neutral:

If the names you suggest are not suitable,
we'll give you a call.

Please tick if the name I/we have chosen
is in memory of a loved one.

I would like to receive my updates by:

Email or Post

Please can you call me to discuss my
preferred format e.g. large print.

What name would you like to see displayed on the
pup's birth certificate? e.g. 'Named by the Jones
Family', 'Named in memory of John Smith', 'Named
by the sales team at ABC Ltd', 'In celebration of
John's retirement'. Please add your text below:

What you can receive

Please indicate by ticking below
which items you'd like to receive.

A 'My first pawtrait' photo and
birth certificate keepsake.

The pup's family tree and parent
biographies.

Exclusive access to our special
Name a Puppy video tour of our
National Centre.

A choice of a special Guide Dogs
Experience.

A puppy meeting either
in person or digitally.

Quarterly personal Pupdates
with photos during puppy raising.

A 'My first year' celebratory
video montage.

Quarterly personal Pupdates
with photos during training.

A final personalised 'Thank you'
update with photo.

A celebratory photobook
keepsake.

Resources:

- Quick reference guide for all the levels showing what a supporter receives
- FAQ to answer any questions you may have
- A New Name a Puppy fundraising Leaflet that can be ordered from Regional Supporter Care.

Please could you dispose of any of the old Name a Puppy leaflets that you have



**Name
a puppy...**

and be a part of their story

Any Questions

