

New Name a Puppy - quick reference guide.

	Name £2,500	Raise £5,000	Train £10,000	Transform £50,000
Naming Pack (Our dog's leaflet, Tip Tips & Naming form for that specific naming level)	✓	✓	✓	✓
Confirmation of Name letter & Our Next Generation leaflet	✓	✓	✓	✓
Exciting First Weeks leaflet	✓	✓	✓	✓
1st Pawtrait Pack: Photo & Birth Certificate	✓	✓	✓	✓
1st Pawtrait Pack: Mum & Dad Biographies			✓	✓
1st Pawtrait Pack: Family Tree			✓	✓
1st Pawtrait Pack: YouTube video tour			✓	✓
1st Pawtrait Pack: Experience				✓
Visit option - from 17 weeks		Digital	In person or Digital	In person or Digital
Personalised Pupdates with photo of the pup		quarterly during puppy raising (max 2)	quarterly during puppy raising (max 4)	quarterly throughout
Video Montage (selection of photos made into a video, with commentary about the pup)		✓	✓	✓
Information fact sheet(s)	6 mthly	✓	✓	
End of story pupdate with photo	✓	✓	✓	✓
Thank you card	✓	✓	✓	✓
Photo book				✓

Notes

- £50k supporters are guaranteed the pup will go on to become a Guide Dog, Buddy Dog or a Mum or Dad.
- Information fact sheets will be sent 6 monthly once the personalised pupdates cease for that level (see grid for maximum pupdates per level). Please note the £50k Transform supporter will not receive these as they have a fully personalised journey.
- All supporters can opt out of receiving any of the communications they are able to receive including visits and experiences. The supporters make these selections on the naming form.
- Every dog has a journey length that is unique to them. The end of story pupdate with photo is sent to the supporter as soon as we know what role the puppy/dog is destined for with a Thank you card. This is the supporters last communication.