



## Best Practices for Partnering with Local Pet Valu Stores



We're incredibly grateful for Pet Valu's ongoing support as the title sponsor of the Pet Valu Walk for Dog Guides. We couldn't do the important work we do without their generous support. Here are some tips to help you approach your local store to get involved in your walk:

### Before You Begin:

- Please note: While not all Pet Valu stores are required to participate in local walks, many are eager to support our mission. Each store may have unique ways of contributing, so it's important to approach them with an open mind.
- Identify the Store Type: Determine whether your local store is corporate-owned or a franchise. Corporate-owned stores are operated directly by Pet Valu, while franchise stores are independently owned. Our team can provide this information, or you can ask the store directly.

### In-Person Approach:

1. **Personal Introduction:** Visit the store and ask to speak with the manager or owner. Introduce yourself and briefly explain your role with LFCDG and the Pet Valu Walk for Dog Guides.
2. **Share the Mission:** Provide a concise overview of LFCDG's mission and vision.
3. **Propose Partnership:** Ask if they're interested in supporting your walk. Offer specific suggestions, such as donating items for swag bags or raffles, sponsoring lunch, attending the walk, or partnering for social media giveaways.
4. **Provide Information:** Leave them with flyers or other marketing materials to review.
5. **Highlight Mutual Benefits:** Emphasize how a partnership can benefit both LFCDG and their store.

### Follow-Up:

- **Thank Them:** Express your gratitude for their time and consideration, regardless of their decision.
- **Keep Them Informed:** If they choose to participate, provide regular updates on the event's progress.
- **Engage on Social Media:** Follow their social media accounts, interact with their posts, and share their content with your audience.
- **Share Post-Event Results:** After the walk, send a thank-you note and share the total amount raised and photos from the event.

**Remember:** Building strong relationships takes time and effort. Be patient, persistent, and genuine in your approach. By following these tips, you can foster valuable partnerships with your local Pet Valu stores.