



**HUMANE SOCIETY
INTERNATIONAL**
CANADA

Puppy Friendly Pet Stores Tips for Activists

Thank you for being a leader in the new HSI Canada Puppy Friendly Pet Stores program! This program encourages local pet stores to go *puppy friendly*, by discontinuing the sale of puppies in the store, or by “making official” a practice of already not selling puppies.

Your personal touch makes all the difference. By putting your name and contact information at the top of the Letter of Invitation, and taking the time to personally speak with the store owner or manager when possible, you’ll show the store owner that his or her own customers or potential customers are concerned about the store’s policies.

Tips for a successful visit:

1. If possible, make an appointment ahead of time to speak with the store owner or manager. Always be polite, calm and friendly. Owners who feel they are being “confronted” are unlikely to want to listen.
2. Emphasize the benefits to the store as outlined on the Letter of Invitation; the manager needs to know why this program is a smart business decision and not just a humane one.
3. If you are trying to convince a store that carries puppies to go puppy free, your best bet is to visit a small independent store or a store where puppies are not the main attraction. These stores are more likely to change their business model, since puppies are not their primary source of income.
4. Explain that the store can support their local shelters by hosting adoption shows and fundraisers as a way of bringing in new dog-loving customers, instead of selling puppies.
5. To make it easy for the pet store to return the pledge, consider bringing along a pre-addressed envelope made out to:

**Stop Puppy Mills Campaign
Humane Society International/Canada
460 Ste-Catherine W. Suite #506.
Montreal, Quebec, H3B 1A7**

6. If a store owner or manager asks you a question about the program that you can’t answer, please tell him or her you will look into the question and get back to him soon. Call 514-395-2914 or 416-214-3446 and ask to speak with someone in the Stop Puppy Mills campaign for answers.
7. If you would like to contact additional stores, but you don’t have time to personally visit each one, consider mailing the *Letter of Invitation* and *Puppy Friendly Pet Store Pledge* to additional local stores. Make sure they are stores that you have visited in the past so you know what their practices are. Include a cover letter explaining that you are a customer (or potential customer) of their store, as well as a pre-addressed envelope for the store owner to mail back the pledge. Offer to call the store owner and follow up by phone.

Thanks again for taking part in the HSI Canada Puppy Friendly Pet Stores program! Your action makes all the difference in helping us stop puppy mills.