



8 Ways to Celebrate the Holiday Season with Your Clients...and Staff!



Reindeer Recognition Program

Use the reindeer recognition program included in this kit to engage pet owners. Include pictures of each staff member pet too so everyone can join in the fun. Print and hang the flyers in the office to engage your clients and team. Next, share an album of the photos on social media and invite your followers to vote on their favorite photo by liking it. Award the winning pet with a gift for both the pet and owner.



Pet Donation Drive or Give a Community Gift

Collect donations and consider a significant contribution from the clinic to a community pet organization such as a shelter or dog park. Visit the organization you plan to donate to and take pictures to share on social media and in the clinic.



Branded Gear

Give your team branded gear and conduct a drawing for your clients to give them a chance to win logoed water bottles, dog bowls, bandanas, hoodies, etc.



Gift Giveaway

Conduct random drawing for prizes such as wellness visits, pet products, or Starbucks gift cards (pup cup friendly!). Have a separate drawing for the staff and for your clients to get everyone in the holiday spirit!



Silent Auction

Solicit donations from local businesses and host a silent auction. Donate the proceeds to a local shelter or prominent pet organization in your community. This is a great way to get other local businesses in your community involved in a good cause that can increase your exposure through cross promotion.



Secret Pet Santa

Invite both pet owners and staff to participate in a pet-focused Secret Santa where the gift recipients are pets. Keep the spending limit low and encourage home-made gifts to increase participation. Ask participants to share photos or videos of their pet receiving their gift to post on social media.



A Simple Thank You

Sometimes the best gift is the gift of recognition. Send a special thank you note to each staff member and share special stories of gratitude on social media. Encourage clients to share stand-out experiences they've had with your clinic to share the love.



Scratch Off

Create a custom scratch off card (there are tons of online vendors who do this!). Give pet owners the scratch off and give them the opportunity to instantly win fun prizes or discounts on retail or future care.

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