



# Guide Dogs for the Blind

800.295.4050 | [guidedogs.com](http://guidedogs.com)

## Puppy Raiser Media Tips and Talking Points

### Media Tips:

- If a media opportunity arises, please inform the GDB marketing team ([marketing@guidedogs.com](mailto:marketing@guidedogs.com)), so that we can provide media outlets with appropriate imagery, logos, etc.
- Always use our full name, Guide Dogs for the Blind, when speaking with reporters.
- Use people first language e.g., a person who is blind or visually impaired instead of blind or visually impaired person.
- Do say: guide dogs help our clients lead more safe, independent, and inclusive lives; do not say they help our clients lead normal lives.
- Refer to yourself as a raiser vs. trainer. Trainer or instructor refers to staff at Guide Dogs for Blind who provide formal instruction in guidework.
- Do say: guide dog puppy in training; do not say PIT as some may not understand our acronym or think you are referring to Pit Bulls.
- If an interviewer asks you something you don't know or makes you uncomfortable, you can direct them to contact marketing at Guide Dogs for the Blind or bridge to another topic, e.g., that's not my area of expertise, but what I can tell you is...
- Note: as always, please be cognizant of how you are handling your puppy in public. In particular, please avoid "squishy eye" with your gentle leader.

### Puppy Raising-Specific Talking Points:

- Our main job as puppy raisers is to teach the puppy good manners and provide socialization experiences.
- Volunteer raisers receive the puppies when the pups are about two months old and care for them until they are between 15 and 17 months old. They then go to Guide Dogs for the Blind's San Rafael, California or Boring, Oregon campus for several months of formal training.
- Through puppy clubs, puppy raisers help each other with training, take their puppies on outings, and socialize together along with their puppies. They might take puppies on public transportation, to the movies, or other public places in order to get them comfortable in many different environments.
- Guide Dogs for the Blind's 2,000-plus volunteer puppy raisers are located throughout the Western and Southwestern United States.

### Overarching Talking Points About Guide Dogs for the Blind:

- Since 1942, Guide Dogs for the Blind has been serving individuals who are blind and legally blind across North America.
- Guide Dogs for the Blind is the largest guide dog school in North America, with over 2,200 active guide dog teams in the field. More than 15,000 teams have graduated since its inception.
- It is important to note that Guide Dogs for the Blind provides unparalleled support to its clients, but doesn't charge anything for its services. Support consists of veterinary financial assistance, dedicated field service representatives and support center, an alumni association and more. (If necessary: It costs over \$100,000 to create and support a team throughout their working life together.)
- Guide Dogs for the Blind receives no government funding, so relies on the generosity of donors. People interested in donating, becoming puppy raisers, or volunteering in some other fashion can visit the web site [guidedogs.com](http://guidedogs.com) for more details.