

Club Outreach FAQ

1. What types of clubs are eligible to participate in Club Outreach?

All licensed and member All-Breed, local specialty, obedience and agility clubs.

2. Can AKC National Parent Clubs participate in Club Outreach?

National Parent Clubs are not eligible to participate in this program, since they have a separate program that reaches new dog owners.

3. How does my club sign up for Club Outreach?

Your club will need an access code, assigned by the AKC, to get started.

4. How do I request my access code?

A club officer can request an access code by emailing cluboutreach@akc.org.

5. How do I update my clubs information page for Club Outreach?

1. Enter your club officer access code at https://www.akc.org/club_outreach/index.cfm
2. Complete the fields outlined on the form and enter all information related to your club.
3. Check the Terms of Agreement box and select the Opt-In button and select SAVE.

6. Who receives the Club Outreach emails?

Every dog owner that registers with the AKC and provides the AKC with a valid email address will receive the Club Outreach email.

7. How is it determined which clubs will be included in each email?

Club listings are based on the zip codes of the new dog owner and club. Club zip codes are assigned by AKC Club Relations based on club territory. A radius of 100 miles from the dog owner zip code and club zip code is used. It is important to understand, this is based on a radius, not from point A to B.

8. Why is my club not listed on the new registrant email I received?

Check to make sure you club has opted-in to the program by emailing cluboutreach@akc.org. It is also possible that your club may be outside of the 100 mile radius.

9. How many clubs and events are listed in the new dog owner email?

The email lists a maximum of 8 events and 8 clubs with 2 specialty clubs, if applicable.

10. How is it determined which events listings will be included?

Event listings are based on the dog owner's zip code and the event zip code. A radius of 100 miles from the dog owner zip code and the event zip code is used. It is important to understand, this is based on a radius, not from point A to B.