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 do I 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 club’s 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 your 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 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.