



Good Owners-RCOC

General Introduction

July 2024

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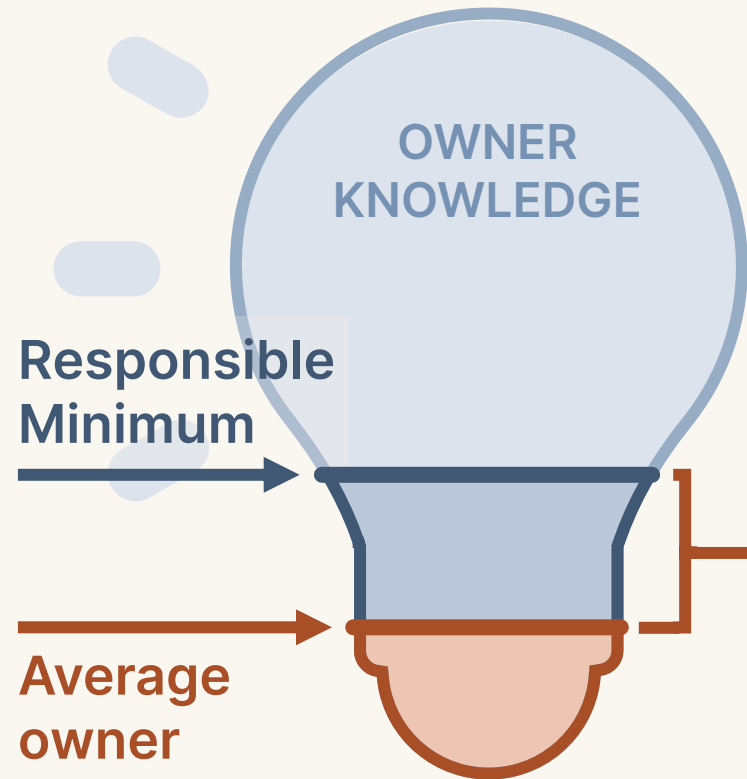
- **The owner education challenge**

- The RCOC program
- How to get started

↪ it's easy!

The challenge

Many adopters today could be **better prepared**



Many are missing **basic but critical, foundational concepts**, such as:



Physical and mental needs



Reactivity awareness and management



Separation anxiety



Health, grooming, basic care



Handling basics



They DON'T need to be experts!

But they *do* need at least a **basic, minimum** grasp of how to care for, interact with, and meet the needs of their puppy or adult dog

Those gaps make life **more stressful** for owners and **worse** for dogs

Sometimes, they can lead to **serious, negative,** and **avoidable** outcomes

Overwhelmed owners

Impulse buying

Rehoming or abandoning a dog because they were under-prepared or had the wrong expectations

Not getting enough physical or mental activity, leading to destructive behaviors, anxiety, or depression

Reactive dogs being put in the wrong situations

Avoidable dog anxiety, stress, or reactivity from poor handling

Avoidable dog fights, attacks on people, or lost dogs

Matted coats, undiagnosed ear infections



Because of gaps in **basic** knowledge, many dogs are living **worse, more stressful, more dangerous, less fulfilling lives**

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Massive scale

1 in 3
dogs in US given up for adoption¹

1 in 10
adopted dogs returned to shelter²

1 in 18
dogs born in US euthanized¹



¹ Based on ASPCA 2019 adoption estimates versus total annual dog population; at least 47% specifically for behavioral issues
² Hoffman, CL; Thibault, M; Hong J; *Front. in Vet. Sci.* 8, 2021

Owners are suffering too

Owners *themselves* are stressed, anxious, and emotionally exhausted when they don't understand:

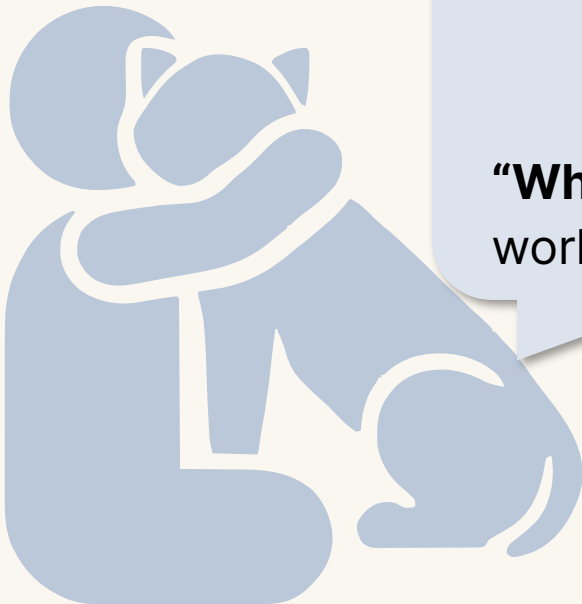
“ Why is my dog

- Barking uncontrollably
- Tearing up the house
- Growling at people/dogs
- Stealing food
- Reacting to children

“**What do I do?** Nothing I try works, or even makes it worse!”

Case example

Not knowing where to turn, too many owners end up on one of thousands of [Facebook Groups for dog owner questions](#) - often getting **horribly bad, damaging advice** from other lost owners

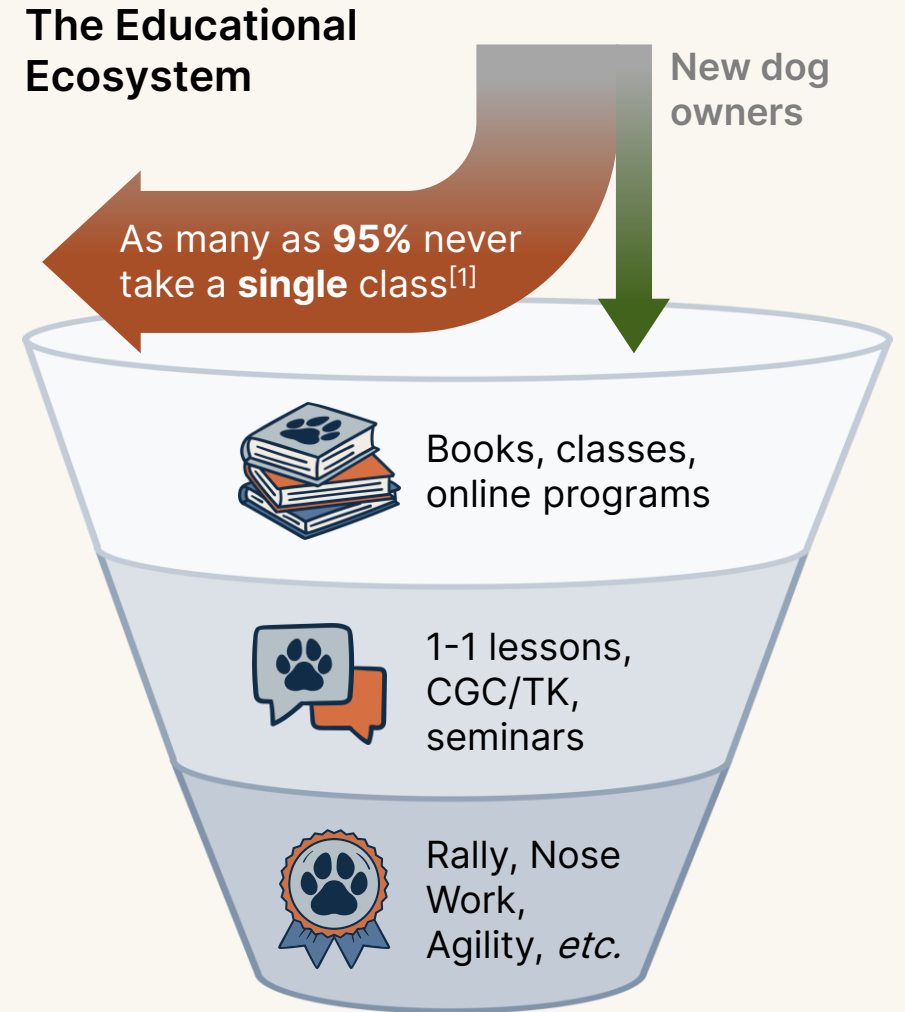


At the same time, there are **tons of educational resources** out there – owners just **struggle to ‘get over the hump’ to tap into them**

Tons of amazing resources out there...

... we’re just not getting enough folks **into** them

More owners **need a nudge** to help them **get started**



OUR MISSION

How can we **start owners off stronger?**

How can we get **more of them** into the educational pipeline?

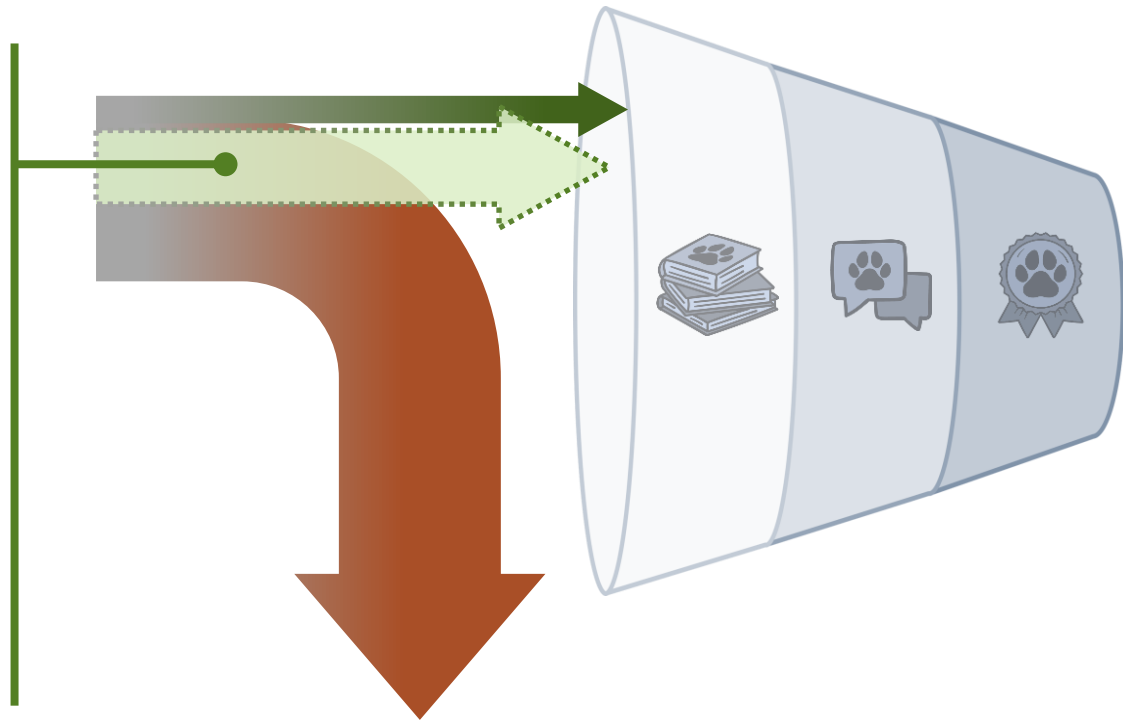


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- **The RCOC program**
- How to get started



 it's easy!

So, how do we start owners off stronger?

We have built **two interlocking solutions**, both of which are **100% free to rescues**:¹



The 'Responsible Canine Owners' (RCO) Program

A **30-minute interactive educational program** for owners designed to **expose** them to critical concepts and **set them up for success**



Series of real-world scenarios **illustrating** core concepts - the **bare minimum** that any owner **needs to** know



Easy – and fun!

- Each question **linked to [Guide](#)** [↗] to **learn as you go**; no prior knowledge needed
- Covers only **most basic concepts**
- Takes only **30 minutes**



Distributed through **rescues, breeders, and trainers** – owners need a **nudge**; our partners require or incentivize it

Check it out!

Good Owners Guide [↗]

RCOC demo [↗]



The Good Owners Guide to Dogs

A **reference resource** for companion dog owners



Among **most comprehensive** written resources available



Prioritizes **shifting mentalities** – learning to **see the world from your dog's eyes**



A **starting resource**, consolidating concepts in one place

¹ After completing the RCO program **owners** may choose to pay \$28 to receive a certification; the **organization** (rescue/breeder/trainer) pays nothing

Benefits to Rescues



Help assess applicants

Help quickly check if applicants are ready to adopt. **Remember, the RCOC:**

Takes only **30 minutes**

Tests only **absolute minimum** concepts necessary for a safe, healthy life

Is **not difficult** – each question **linked** to [G.O. Guide](#) chapters with answers; a ‘test’ of commitment, not knowledge.

Most **find it fun!** You are **learning about your dog** after all!

If someone **isn't willing spend 30 minutes learning new things about their dog**, do they have the **minimum commitment** necessary to meet a dog's needs?



Start owners off stronger

Expose them to basic concepts

Give them a **starting resource**

Connect them to trainers in their area

“ I wish my breeder had given me this

“ What an **incredible resource**, it's amazing having everything in one place



Save time

Save your staff's time: the RCOC is a **pre-filter** before investing time reviewing the applications of or interviewing owners that aren't really ready or engaged



Reduce rehomes

Better educated owners = better outcomes

Benefits to Owners



Start in a better spot

The RCOC familiarizes them with at least a **minimum baseline** of knowledge, while the *Good Owners Guide* gives them a starting point for information



Get more into the learning pipeline

Show owners what they don't know, its consequences, and the benefits to learning, getting a **higher percentage** of them into books, classes, and trainers down the road



Reduce owner stress

Not knowing what to do about their dog's behavior, owners are **stressed, anxious, and exhausted**⁷. The RCOC is meant to show them that answers do exist, and a trainer can help them find them



Shifter owner mentalities

More than any specific facts, **our material**⁷ prioritizes getting owners to look at the world **from their dog's perspective**

Benefits to Dogs



**Better
educated
owners = Better
lives for
dogs**

More owners that know how to:

- Meet their dog's physical and mental needs
- Not put them in inappropriate situations
- Socialize them more carefully, thoughtfully, with better technique
- Recognize and understand reactivity and what that means for handling
- Observe, understand, communicate with, and form deeper relationships with their dogs
- ...

Why it's important to start with an **interactive** learning tool

Owners are busy

Hundreds of interviews have shown us that owners *want* to learn, they just **need a push** to help them do it



It benefits *them*

Owners *themselves* are suffering from their confusion. Stressed and anxious about their dogs, hundreds of thousands are desperately turning to [Facebook Groups for questions](#)



They enjoy it

Nearly every owner whose taken it **loves** the RCOC – they're learning new things about their dog after all! We find they're hungry for knowledge, they just struggle to start



It's interactive / engaging

It takes a lot of willpower to 'sit down and study' – we created the RCOC to make it an **interactive** experience, to be **more engaging** than reading or watching something



It's easy

The goal is to merely **expose** them to key concepts: we test only the **bare minimum basics**, and each question is **linked to the Guide** chapter needed to answer it



It doesn't take long



Most users take less than an hour, and **they're learning the whole way**; if an owner isn't willing or able to put do that... are they ready for a dog?



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  **it's easy!**

Implementing is easy

1 Ask new applicants to take the RCOC

2 Add their emails in rcoc-portal.dog



Costs nothing to the rescue – instead, after an *owner* completes the program they may pay \$28 to receive their certification

3 Check their status

Welcome to the RCOC Requirer Portal!

Here you will be able to:

- Add owners (your clients), to request that they take the RCOC
- Check owner certification status

Log In

Sign Up

Don't know what the RCOC is? [Click here!](#)

Add Clients/Owners

clients (dog owners) that you would like to take the RCOC

and they will be notified of your request and sent a link to the RCOC exam. Once they are ready to take it, you will be able to see their exam status on your dashboard.

Each owner must provide a valid email address. If the email is incorrect, they will not be able to see their accurate status.

Add client (dog owner):

Client Dashboard

On this page, you can check the RCOC exam status of any clients (dog owners) that you would like to take the RCOC. To check an owner's certification status or request that they take the RCOC, click the "add new owner" button below.

How this works >

Your client statistics >

Filter by name Filter by email Filter by date

Client/dog owner name	Email
Bark Wahlberg	wahlberg@rco.dog
Rosa Barks	barks@rco.dog
Diggie Azalea	diggie@rco.dog

Exam status

- Not Started
- Certified
- Incomplete

... That's it!

Implementing is easy

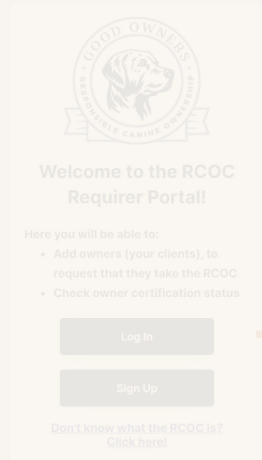
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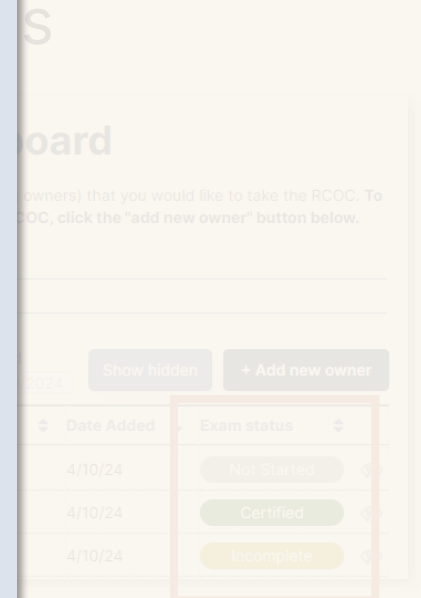
And we can help!

We'll sit down with your team to:

- ❑ Walk you through it
- ❑ Help add it to your existing application process
- ❑ Check in with your owners to make sure it's running smoothly



Add client (dog owner)



... That's it!

Questions?

Contact us any time at
hello@goodowners.dog



Appendix detail: How the whole process works

The RCOC journey

■ You (rescue/breeder/trainer)

■ Owner/applicant (client)

