



The FCI initiative for Young Dog Lovers Worldwide

**GUIDE TO ESTABLISH
A NATIONAL YOUTH CANINE ORGANISATION**

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OVERVIEW

The purpose of the **FCI Youth** is to lead and support **FCI National Canine Organisations** (NCO) in establishing National Youth Canine Organisations, with the purpose of maintaining and attracting a young population to canine activities and to NCO's. In this guide we will focus on the main steps in developing a youth organisation from the perspectives of both sides; youths and NCO's.

You might be an adult participating in cynological activities, and wonder why there are not many activities for youths or youngsters offered by your National Canine Organisation. Or you may wonder why the youngsters you used to see at most canine events are no longer part of the dog world. You start to imagine all of the possibilities on how to interest children, youngsters and young adults into dog sports. On the other hand, you might be a youngster or a young adult who loves dogs and loves everything about cynology, and you would enjoy having more of your friends, and people of the same age as you taking part in cynological modalities. What can you do?

Either as a proactive young leader or as an interested adult, a very viable option is to initiate a National Youth Canine Organisation (NYCO) in your country. Organisations run by (or for) youth can offer a great deal to the dog sport in your country. Youth organisations can be started by young people themselves or by interested adults, but always under the recognition of national FCI member Cynological Organisations.

This guide will help FCI National Organisations on how to establish National Youth groups in their countries. It must be clear that this guide is for reference purposes only, and by no means do new National Youth Organisations have to comply with everything written in this guide.

Each organisation has to respond to the realities and capabilities of their countries.

In this guide we will discuss the following topics:

1. Basic Recommendations:
2. What form can a Youth Organization take
3. Why Establish Youth Organizations
4. Who Should Establish Youth Organizations
5. When Should you Establish a Youth Organization
6. How to establish a Youth Organization



Basic Recommendations:

1. HUMAN RESOURCES WORKING STRUCTURE

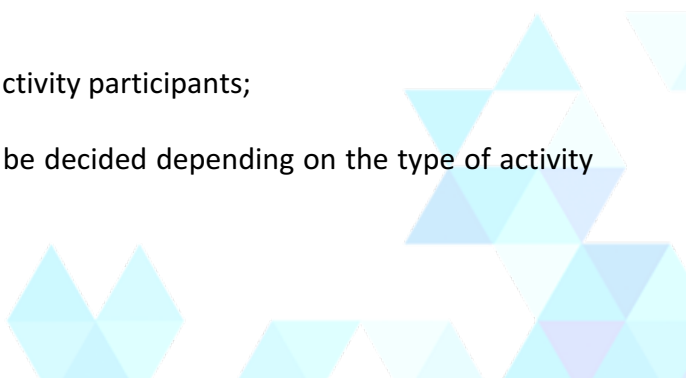
- a) Establish a work team by recruiting human resources that are equipped to participate in the youth project, with preference based on their:
 - Education and training;
 - Level of affinity with youths and dogs;
 - Work experience with children, youths and dogs;
 - Involvement with canine related modalities;
 - Capacity to work together as a team;
 - Experience with events and activities;
 - Social media management and administrative capacity;
- b) Generate a group structure according to individual competencies;
- c) Decide on a group that demonstrates good capacity to work together as a team;
- d) Create guidelines and requisites for aspiring group members

1. DEFINING AGE GROUPS

To properly develop activities for different age groups you need to establish the target age for your NYO activities and initiatives. FCI Youth has established four (4) main age groups. These age groups will help to create programs and activities for each age range and develop strategies on how to approach them, but ultimately, it's up to individual NCO's to decide on appropriate age groups according to individual activities and events.

- Children - Boys and girls under 12 years old.
- Youngsters - Boys and girls over 12 to 18 years old.
- Young Adults - Young men and women over 18 to 25 years old
- Young Professionals - Young men and women over 25 to 35 years old who have professional careers.

- a) Define different age levels established for members/activity participants;
- b) During activities: age groups are variable and should be decided depending on the type of activity that is projected;

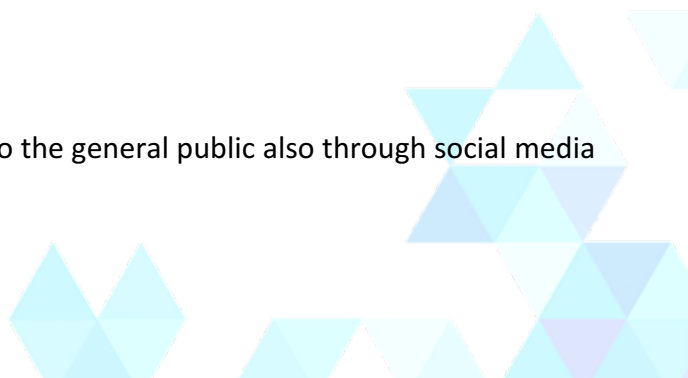


3. MARKETING & COMMUNICATION

- a) Logo - Create an official logo for the youth group;
- b) Social Media – Create a FB page for the youth group;
 - Create a link to the general organization’s official website;
 - Begin publicizing online, elements such as: the youth group logo, youth group information, flyers and announcement of future events;
- c) Pamphlets/Flyers/Roll-ups – design visual information that can be placed on site during events, distributed in person and publicized through multimedia tools;
- d) Merchandise - Invest in merchandise with youth group logo and any optional additional information;

4. ACTIVITIES & EVENTS

- a) Analyse possible areas of action for youth group activities in different canine modalities, and depending on the frequency of Cynological happenings that are already taking place;
- b) Decide on what types of events and activities the general organization wants to organize for youths;
 - Create an event calendar with a list of all possible future activities;
 - Research possible locations where youth group activities could take place;
- c) Create an inauguration event which would feature some activities for youths
 - this event would be the opportunity for the youth group project to be presented in public, during an event that is already organized by the national general organization, and where an elevated number of youths would be likely attending;
- d) During events/activities provide to interested public all promotion tools available on site, such as:
 - Personal/direct networking;
 - Pamphlet distribution;
 - Merchandise offers;
 - Questionnaires;
 - Activities
- e) Organize a presentation of all youth team members to the general public also through social media tools;



5. ADMINISTRATION TOOLS

- a) Project Budget - this can be structured on an annual or monthly scheme;
- b) Create a database for group members;
- c) Manage social media and update current news;
- d) Define specific tasks for the group team;
- e) Organize deadlines and keep event calendar updated;

6. SPONSORSHIP & SUPPORT

- a) Establish contact with institutions which can be of help to the project;
- b) Research and contact town halls for permission to organize events on site in certain locations.

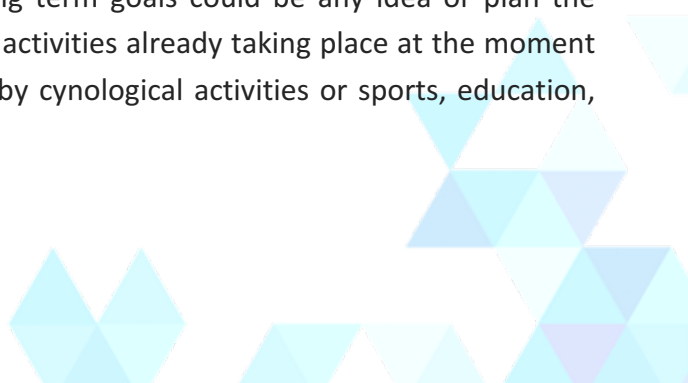
WHAT FORM CAN A YOUTH ORGANISATION TAKE?

A youth organisation can be almost as broad-or as narrow in scope as the possibilities and capabilities of cynology in your country. The Youth Organisation can be organised and run by young people, but we strongly recommend that NCOs appoint a more experienced person to be the coordinator or coach for the group.

ESTABLISH NYCO'S GOALS AND ANNUAL PLANNING

It is important to establish realistic and doable goals for your organisation. Take into consideration the realities of the cynology in your country and the interests of young people. Establish short and long term objectives. Make a plan on annual events you may organize, and important contents that need to be created to support your intended activities.

Short term goals are recommended to be set according to the most viable activities your country (National Organization) can promote and develop. Long term goals could be any idea or plan the National Organization has, and that are not necessarily activities already taking place at the moment of planning. The established goals can be determined by cynological activities or sports, education, recreation or social objectives.



WHY ESTABLISH YOUTH ORGANISATIONS?

Participation in youth organisations has many advantages for young dog lovers as well as for the dog sport in general. Of course, the most obvious advantage is that youth organisations provide young people with an opportunity forum, as to fully and effectively give them a space for participation in the cynological world, providing them with the correct tools and support values for the future of the sport, and prepare them to be the next generation of the FCI, and your National Cynological Organization.

ADVANTAGES FOR YOUTHS INVOLVED IN DOG'S SPORTS

- Being part of a group can help young people develop important personal and interpersonal skills. These include the ability to think critically and solve problems, and the assumption of personal and group responsibility.
- It can help young people gain self-confidence and self-esteem. Contributing to a group can help youth to see themselves as being able to really help other people, and having something important to offer to their community.
- It can help reduce the risk of becoming involved in unsafe activities. Being involved in community activities has been shown to be a protective factor by helping young people in making healthy choices, and to feel support and safety within a group with shared affinities. This is because by being involved in an organisation, youths have to opportunity to develop their own identities and to make solid friendships.
- Young people involved in organisations can develop job skills, including organisational competences, the ability to run meetings, and experience working with a wide variety of people. These skills that young people learn from being part of a group can help them be prepared for any job they might choose.
- It is common for organisations to give youths a "safe space" where they can express themselves through arts and activities, or just by being able to talk openly with peers and supportive caring adults.
- Youth organisations offer leadership opportunities that young people might not get otherwise.
- Young people can develop a strong support network through contact with other young people who make healthy choices, and who can help convince them to stay healthy, as well.

These points are general advantages. A National Youth Canine Organisation will provide youngsters with fun, relatable and interesting alternatives to be part of in the cynological culture.

ADVANTAGES FOR NATIONAL CANINE ORGANISATIONS

NYCOs will help in shaping the next generation of young dog lovers attracting a new audience to the dog scene, and maintain youths interested in the actual dog world.

Other benefits include:

- Keeping young people involved in cynology;
- Educating young people in training and in taking proper care of dogs;
- Educating responsible dog owners;
- Offering quality and meaningful pastime with dogs;
- Involving a new generation with the FCI;
- Contributing to shaping a cynological culture around the world.

WHO SHOULD ESTABLISH YOUTH ORGANISATIONS?

The FCI Canine National Organisation should be the head of the project in each country, and it's up to the NO to determine the staff and human resources selected for the Youth National Organisation. As mentioned before, national Youth groups can be driven by adults or by interested youngsters. The members can be new people/youngsters that are part of the dog-world and pointed by the NO, and could also be volunteers, or they could even be staff from the existing National Organisation.

The success of the project will be a reflection of the interest of the people working on it, so it is best to think who would be the best option the National Organisation can count on.

WHEN SHOULD YOU ESTABLISH A NYCO?

If there is a group of young people interested in starting and being part of the initiative in your country, as soon as approval is received from the direction of your NCO, as soon as you can start is the best time. On the other hand, you should plan ahead to take advantage of activities organised by NCOs, such as International Dog Shows, seminars or sport activities.

- Keep in mind schools and universities' calendars to guarantee the attendance of the group members.
- Coordinate with your NCO in order to establish the best possible way to launch the project.



HOW TO ESTABLISH A YOUTH ORGANISATION

DECIDE THE TYPE OF ORGANISATION YOU WANT TO FORM

National Youth Canine Organisations can be organised differently in each country, taking into consideration the cynological realities and capabilities of the country. No matter what form of youth organisation you consider to form, it must be under the rules and regulations of your NCO.

The best way to get an idea of what form your NYCO should take into action is by asking young people about their interests, ideas and issues. Research about their interests in the most popular canine sports, their future goals and how they feel about being part of a NYO. With the information received you can decide on which areas you should work first. Some examples are:

- Education on all cynological modalities
- Activities for youngsters
- Summer camps
- Conformation
- Obedience
- Agility
- Herding
- Utility Dogs

Your NCO can help identify which activities or topics are the best suitable or needed with youngsters. You will find that the ideas and interest of youngsters in your county are not as you thought.

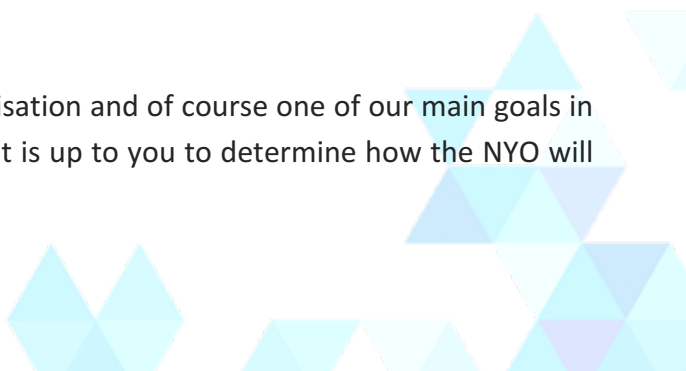
DECIDE WHERE THE ORGANISATION SHOULD BE BASED

Each country has their own geographical realities, which are recommended to be taken into consideration when determining the principal location of the NYO. The location is very important to determine how it will work and who will be working in your projects.

NCO should be key in recommending how this can be determined in order to comply with realistic and established goals.

RECRUIT MEMBERS

Members are the most important element of the organisation and of course one of our main goals in how to attract more young people into the dog world. It is up to you to determine how the NYO will



manage its members (if membership is required). You should consult with your NCO on how to manage memberships. Keep in mind the age groups determined and how to deal with each of them.

There are many ways to recruit members. It is recommended to use digital and traditional ways to recruit new members. Remember that it is important to offer them something interesting. Use your creativity.

- Social media - Facebook, Twitter and Instagram are how youngsters communicate. Create an account and produce creative content. Frequently updated to maintain followers.
- Information booth - Set up an information table in activities organised by your NCO. Prepare handsets with creative and useful information to invite youngsters to join.
- Word of mouth - If everybody talks about it, everybody will like to join.

LEADERSHIP

Each organisation should decide on how they want to manage and lead their NYO. No matter if it is a Board, and council or a joint team, the decision should be approved by the NCO. This decision should be taken taking into consideration the NCO statutes, your goals and most importantly, how members feel about it.

National Cynological Organizations are recommended to appoint a person to serve as a liaison between the NCO the FCI Youth.

FIND OUT WHAT RESOURCES ARE AVAILABLE TO YOUR ORGANISATION

It is important to identify your needs and resources to be used in your projects. Your main source will be your NCO. Present your projects and ask them for help or help you get resources.

With the approval of your NCO, identify a sponsor(s) that might what to be part of the future of the dog sport. It is not easy to find and collect funds. But remember that you are not asking for yourself, it is for a cause.

Do not forget to thank whoever helped and supported your organisation!

GET TO WORK

Now that you've decided what you want to do, go to it! With the hard work of planning behind you (at least for the moment--there will always be changes on the way), it's time take a deep breath and go to it!

Let's start working for the future of Young Dog Lovers Worldwide.

