



December 13, 2024

**Subject: New Year, New Perks! Discover Our Membership Benefits Starting January 1, 2025!**

Dear [Client's Name],

At Take Five Dogcare, we come together around a common passion: the unconditional love for our pets. This drives our commitment to providing exceptional and enriching pet care services. We are thrilled to announce significant enhancements to our daycare services, effective January 1, 2025, designed to deepen the care and joy your pup experiences every day.

### **Tailored Care in Small Groups**

We are refining our approach to care by transitioning to smaller group settings, capped at just 10-15 dogs. This change ensures personalized attention and tailored play for each pup, allowing them to thrive in an environment suited to their individual needs and preferences. To support this enhanced focus, we are excited to welcome five new skilled professionals to our daycare team.

### **Family-Owned and Oriented**

As a family-owned business, we understand the trust you place in us to care for a member of your family. Our new daycare structure is designed to foster a community where each dog is treated with the affection and consideration only a family can offer. Every aspect of our service is imbued with this family-oriented ethos, ensuring that your pup feels at home and cherished.

### **Revamped Play Yards**

Our commitment to creating a joyful and stimulating environment for your pup extends to the physical upgrades we're implementing. By Spring 2025, our play yards will be transformed with custom-designed spaces with new equipment in themed yards that promote healthy play and mental stimulation. These enhancements are aimed at providing an environment that not only meets but exceeds the natural desires of dogs to explore and play in an uplifting, natural setting.

### **Membership Benefits & Commitment**

To maintain the high standard of care we pledge and strive for, daycare memberships will be required starting January 1, 2025. We kindly ask you to review the enclosed Daycare Memberships Perks & Rates sheet, which details all the new perks and options available. Please note that our memberships are offered in addition to our regular daily rate, providing added benefits and services for an enhanced daycare experience. Our Enrichment Offerings Services & Rates are also included to remind you of the further options to enhance your pup's daycare experience. Please note the following clause that will be integrated into our client agreements, detailing the daycare membership requirements:

Starting January 1, 2025, a membership is required to access daycare services at Take Five Dogcare. Memberships are per dog and require a minimum commitment of three months. Membership fees are automatically processed through autopay on the first of each month. For members joining mid-month, the initial fee will be prorated based on the start date. Afterward, the full monthly membership rate will be automatically charged on the first day of each month.

By January 1, 2025, please navigate to the client portal to subscribe to your preferred membership level. For a quick guide on how to subscribe, [click here](#) to use our step-by-step guide. If you have any questions or need assistance in subscribing to a membership, please reach out directly to our daycare operations manager, Melissa, at [melissa@takefivedogcare.com](mailto:melissa@takefivedogcare.com).

As part of our family-owned and oriented approach, we cherish each member of our Take Five family and aim to make these enhancements enrich your pup's life and your experience with us. Thank you for being a valued part of the Take Five family. We eagerly look forward to making 2025 a year filled with new joys and enriched experiences for you and your pup!

With love,

 The Take Five Family

Enjoy the benefits of our exclusive daycare experience, featuring small groups of 10-15 dogs for personalized attention and tailored play. Our daycare yards are being revamped with custom-designed and built play equipment, creating an enriching environment where your pup can thrive and have fun! **Memberships are per pup, require a minimum 3-month commitment, and are in addition to our regular daily rate. Opt for an annual membership and receive one month free!** We ask for a set schedule to maintain consistency and quality care.

## Monthly Membership Perks & Rates

**\$19.99** Pawssitive Pup  
**\$36.99** Pampered Pup  
**\$53.99** VIP Pup  
Very Important Pup

Membership Perk	Pawssitive Pup	Pampered Pup	VIP Pup
<b>Enrichment-Based Small Group Play</b> Tailored daily activities in our thoughtfully equipped yards for small groups of 10-15 dogs. New custom-designed and built equipment coming through Spring 2025.	✓	✓	✓
<b>Daily Basic Manners</b> Reinforcing good behavior through consistent routines. Designed to engage their minds and encourage positive behaviors, ensuring personalized attention.	✓	✓	✓
<b>Monthly Nail Trim</b> Enjoy a complimentary nail trim each month! This perk ensures your pup's paws stay in perfect shape, making it a convenient & beneficial addition to our daycare services.	✓	✓	✓
<b>Birthday Card</b> Celebrate your pup's special month with a personalized birthday card from the Take Five family, where our family-owned and oriented approach adds a personal touch.	✓	✓	✓
<b>Birthday Gift</b> Join the Take Five family and let us pamper your pup! Our special birthday gift is crafted with love to make your furry friend feel cherished and appreciated.	✗	✓	✓
<b>Free Birthday Visit</b> During your pup's birthday month, celebrate with a free birthday visit, courtesy of the Take Five family, where every member is treasured and celebrated!	✗	✓	✓
<b>Free Enrichment Offering</b> Choose one enrichment offering per month on the Take Five family! Designed to stimulate a dog's mind, body, and senses. <i>Sniffari Adventure excluded.</i>	✗	✓	✓
<b>Monthly Personalized Update</b> Enjoy a free personalized update each month! Photos and/or videos, along with a thoughtful and personalized note, are sent digitally via Gingr during your pup's day!	✗	✓	✓
<b>Annual Tubby Time</b> Our treat to you in helping maintain a regular bath schedule promoting healthy skin and coats which supports your pups overall well-being. One free tubby per year!	✗	✗	✓
<b>Free Ultimate Experience During Boarding Stay</b> Upgrade your pup's boarding stay with the Take Five family; enjoy a personalized update, enrichment snacker, mindful play, extra attention, and a sensory journey.	✗	✗	✓
<b>Free PetTech First Aid &amp; CPR Certification</b> Enhance your credentials! Your certification is valid for two years, and renewing it is free—stay certified to maintain essential skills and knowledge.	✗	✗	✓
<b>Entries to Win a 20 Day Package</b> Every daycare visit earns you an entry into our exciting raffle. Win big with a chance to secure a free 20-day daycare package, drawn on the 1st of each year!	✗	✗	✓