

Delta Society® is becoming Pet Partners®

Remaining true to our mission ... Updating our name

Through your support of Delta Society, each year one million lives are touched by the comfort and healing of a therapy animal visit. Across the nation, more than 72 million families experience health benefits by interacting with their pets — benefits Delta Society helped establish and continues to promote. When people in need of a service animal have questions, or people with a service animal encounter obstacles, we are here to help.

The need for our organization is greater now than ever. To help meet this growing demand, in early 2012 Delta Society will begin to call itself Pet Partners and will implement a new brand strategy. The change, while significant, will help our organization achieve greater public awareness and help more people live happier, healthier lives through positive connections with therapy, companion and service animals.



The new name and brand strategy are supported by nearly two years of market research — a process of listening to the feedback of our supporters, volunteers, and potential new supporters and volunteers. While these groups felt a strong affinity to our mission, many said the current name presents obstacles to understanding who we are and what we do.

Why Pet Partners?

People already familiar with us know Pet Partners as the name of our therapy animal program. But the choice to elevate the program name to our organization name doesn't mean we are narrowing our focus. When considered apart from the program and elevated to the organization name, Pet Partners reflects a new evolution in the role pets play in our lives.

Service animals are life-changing partners, enabling people with disabilities to live more freely and independently. Therapy animals partner with their human companions to bring comfort and healing to those in need. Companion animals are our exercise partners, play partners, relaxation partners and snuggle partners. They partner with us to keep our blood pressure low, reduce stress, decrease loneliness, make us laugh, and enrich our lives.

Our market research also demonstrated that potential supporters of our organization desire to engage with us in order to recognize the importance of the emotional connection they have with their own pets. The name Pet Partners captures this feeling of connection.

How Will This Take Effect?

We are announcing the new name and brand strategy to supporters and volunteers in early 2012 in advance of a public announcement on February 1. We will notify the general public via our website and awareness-building activities taking place throughout the year.

After the transition to the new name, we will continue to celebrate Delta Society's 34 years of pioneering work, maintain its high standards, and carry its mission proudly into the future. To avoid confusion, Delta Society will be used in conjunction with Pet Partners in our communications for a transition period of nine months to one year.

General FAQs

Q: Why are you no longer using the name Delta Society?

A: After extensive research involving existing stakeholders and potential stakeholders, it's become clear that our organization will better resonate with supporters under a name that conveys our mission.

Q: If the name is Pet Partners will you only be focusing on therapy animals now?

A: Our focus is not changing. We will continue to promote the many ways in which therapy, companion and service animals improve our health and enrich our lives.

Q: Are you changing your services?

A: Our services are remaining the same. We will continue to train and register therapy animal teams, provide service dog information and promote the positive health effects animals have in our lives.

Q: When will this take effect?

A: The new name and brand strategy will take effect in early 2012.

Q: Other than the name change, what else does this entail?

A: The organization will have a new tagline and logo. We will also change how we talk about ourselves to help people better understand the benefits of supporting us or becoming volunteers.

Q: How will this change take effect?

A: The public will be made aware of the change through our website and awareness-raising activities.

Q: Were current supporters involved in this decision?

A: During our market research, 1,400 donors and 3,000 volunteers were invited to participate in two surveys and 17 focus groups. The input we received from supporters was influential in the selection of the new name and brand strategy.

Q: What will become of the Delta Society name and history?

A: Delta Society will be used in conjunction with Pet Partners in all communications for a period of nine months to a year. Delta Society's pioneering leadership in the human-animal bond field and gold-standard reputation among therapy animal organizations will receive priority in communications with research and medical audiences.

Q: I have Delta Society in my will, do I need to change it right away?

A: Not at this time. We are working through these details and will provide you an update as soon as possible.

Q: Will this be costly for the organization?

A: We will manage costs by exhausting current materials when feasible. The rebranding will generate modest incremental costs for the organization, but we believe these short-term investments will result in significant long-term gains in awareness and support.

Q: Who can I talk to about this?

A: Please contact Bill Kueser, Vice President of Marketing at billk@deltasociety.org