



2025 Dog License Marketing Toolkit

As part of our mission to serve our community and its pets through effective public safety, humane animal welfare and connecting pets to forever homes, the Montgomery County Animal Resource Center (ARC) developed this marketing toolkit promoting 2025 dog licenses. The content in this toolkit aims to encourage owners to license their dogs and educate themselves on the laws regarding dog licenses. **All municipalities are encouraged to share and amplify the content on their own platforms with the help of the toolkit below. Sharing license posts from the ARC page to your pages is also encouraged.**

Additionally, we encourage you to use this toolkit to generate questions and start conversations with us. Our commitment is to help you, help pet owners. Only through discussion and conversation can we better understand the challenges facing our communities, and begin to offer solutions.

For more information, contact Kara Hamby, Animal Resource Center Public Information Officer, at HambyK@mcoho.org or 937-264-5466.

Social Media Posts

Materials and sample posts are provided below. If you choose to create your own posts, please keep the following in mind:

- When posting on social platforms, be sure that each post includes a visual element of some kind (video, infographic, photo or other image).
- Tag other accounts in your posts (example: @MontgomeryCountyARC on Facebook)

[CLICK HERE TO DOWNLOAD GRAPHICS](#)

Licenses are on sale!

2025 Montgomery County dog licenses are available for renewal or purchase now through Jan. 31, 2025. License season may only be two months, but protecting your dog is important year-round. To learn more or purchase your license online, visit www.mcoho.org/dogs.

Licenses are the law

Did you know in Ohio, dogs three months and older are legally required to display a current year license at all times? Keep your pup in line with the law and visit www.mcoho.org/dogs to learn more and purchase your 2025 Montgomery County dog license today.

Licenses save lives

If a dog goes missing wearing a current license, they are much more likely to get home without ever setting foot in the shelter - which is GREAT! Shelters, no matter how nice, are very scary for our pets. They are surrounded by unfamiliar sights, sounds and smells when they just want to be home with their family.

Protect your furry family members and purchase their 2025 Montgomery County dog license at www.mcoho.org/dogs now through Jan. 31.

Newsletter Blurb

Under Ohio law, all dogs three months and older must be registered annually with their County Auditor's Office.

2025 Montgomery County dog licenses are available for purchase Dec. 1 through Jan. 31. Licenses cost \$20 for dogs who are spayed or neutered and \$24 for unaltered dogs. Failure to register your dog by the Jan. 31 deadline can result in a penalty fee of up to \$48.

Dog licenses not only serve as legal proof of ownership but also help reunite lost pets with their owners. Licensed dogs are held at the Animal Resource Center (ARC) for 14 days, compared to just three days for unlicensed dogs. Licenses can be traced year-round, making it easier to bring your pet home safely.

To purchase or renew your dog's license, visit www.mcoho.org/dogs, stop by the Auditor's Office or ARC, or apply by mail.

For more details, visit the website or contact the Montgomery County Auditor's Office at 937-225-4314.