This is said to be the best treatment for a dog who's had a close encounter with a skunk. Reportedly, it won't affect the coat color.

Toto	1 QT	Hydrogen peroxide (3%)	Mix the soda and soap together and then add the peroxide.
	1/4 CUP	Baking soda	Soak your dog in this solution for a while and then rinse it off. You'll probably have to repeat this process several times.
	1 TSP	Dishwashing liquid (such as Dawn)	NOTE: You have to mix the solution just before using it and discard it after use — you <i>cannot</i> store it! (The mixture is volatile.)

You can also use Massengil douche (espeically as a rinse) because the main ingredient is white vinegar. Tomato juice is the tradional treatment but probably any citric juice would work as well.