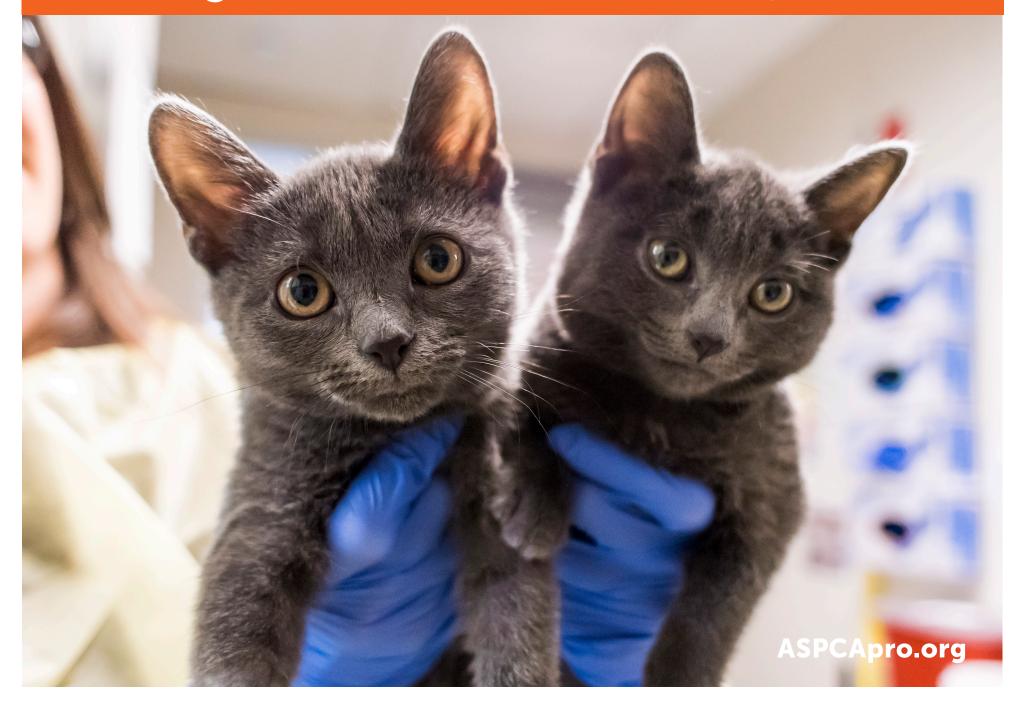
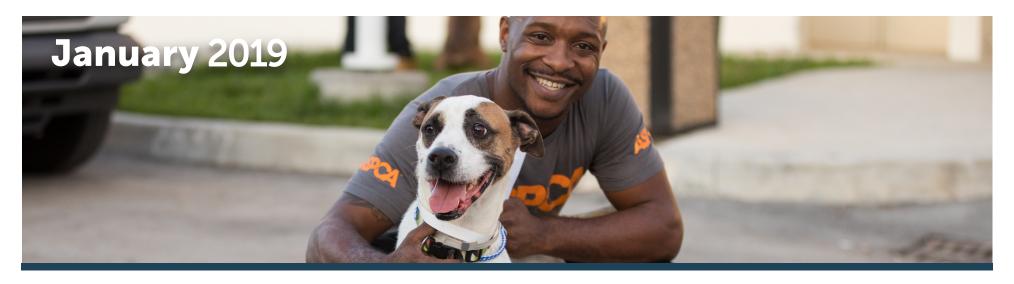
Saving Lives 365 ASPCApro 2019 Q1 Planning Calendar





Timely Promotions

- **1:** Ask fans for their pets' New Year's resolutions.
- 7: Name a shelter pet after The King and promote him this week.
- **14:** Pets who don't like costumes? Use a photo editing tool to add one to images.
- **29:** Even curmudgeons need love. Promote your "grumpy face" animals.

More Online Engagement

- Share milestones such as record number of adoptions in 2018.
- Give a weekly Facebook LIVE tour of your shelter.

Plan Ahead

- Tune up protocols & processes
- Calculate your humane capacity
- Spay/Neuter Awareness Month
- Super Bowl® Sunday
- Valentine's Day

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January 2019



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 New Year's Day	2	3	4	5
6	7 Elvis's Birthday Celebration Week	8	9	10	11	12
13	14 National Dress Up Your Pet Day	15	16	17	18	19
20	21 Martin Luther King Jr. Day	22 National Answer Your Cat's Question Day	23 Help a Horse Home: ASPCA Equine Adoption Challenge Kickoff Webinar 3- 4 EST	24	25	26
27	28	29 Curmudgeon's Day	30	Facebook for Veterinary Professionals Webinar 12 EST		



Timely Promotions

3: Cats vs Dogs football promo

Planning

- 14: Play cupid with Meet Your Match and Adoption Ambassadors
- 20: Join the Meow for Now kitten foster campaign
- **26:** Promote S/N services and discover S/N training

More Online Engagement

- Post photos of your staff in empty kennels after an adoption event.
- Stage a V-Day animal wedding for mega engagement..

Plan Ahead

- Kitten season
- Foster recruitment
- Horse Protection Day
- St. Patrick's Day
- Poison Prevention Week

3			

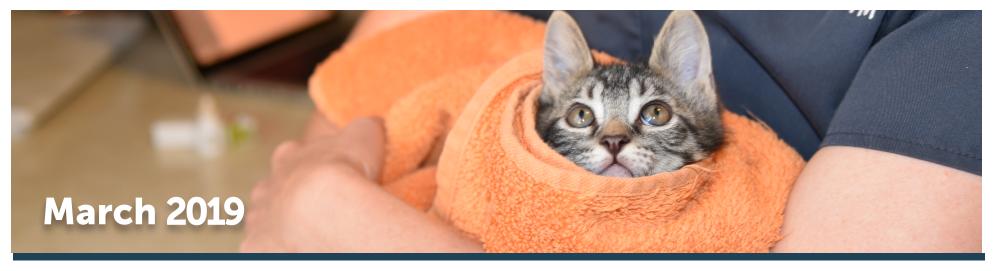


February 2019

It's Spay/Neuter Awareness Month!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes					1	2
3 Super Bowl®	4	5	6 Homing Special Needs and Unrideable Horses Webinar 3 EST	7	8	9
10	11	12	Homing Horses in Transition Webinar 3 EST	14 Valentine's Day	15	16
17	18 Presidents' Day	19	20 Meow For Now Foster Campaign Kickoff	21	22	23
24 The Academy Awards®	25	26 World Spay Day	27	28		



Timely Promotions

- **1:** Urge supporters to join the Horse Action Team to ban horse slaughter.
- 2: Ask fans to post photos of kids reading to pets.
- **5:** Let the good times roll with a Mardi Gras promotion!
- 11: Post uber-adorable cat and dog napping pics.
- 17: How about an O'Doption special, or St. Catrick's Day
- **20:** Check out the ASPCA's Factory Farm Detox recipes and share them with your supporters.
- **17-23:** Share our <u>Animal Poison Control Center</u> information with your followers.

More Online Engagement

- Celebrate March Madness with basketball-themed memes.
- Ask fans for now-and-then photos of their kittens and pups all grown up.
- Have foster parents go LIVE on social media to show off their animals.

Plan Ahead

- Get ready to hire for summer
- Kitten season
- Foster recruitment
- Help a Horse Day
- ACO Appreciation Week
- Volunteer Appreciation Week

Planning	
	ASPCA or

March 2019



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes					National Horse Protection Day	Read Across America Day
3	4	5 Mardi Gras	6	7	8	9
`10	11 National Napping Day	12	13	14	15	16
17-23: National Poison Prevention Week. Poison emergency? Call the APCC hotline at 888-426-4435	18	19	20 National Meat Out Day	21	22	23 National Puppy Day
24	25	26	27	28	New England Fed Conference Warwick, RI March 30-April 1	30/31