

Saving Lives 365 ASPCApro 2019 Q1 Planning Calendar



ASPCApro.org

A smiling man with a mustache, wearing a grey t-shirt with orange lettering, is holding a small, happy dog. The dog is white with brown patches and has its mouth open, showing its tongue. The background is a blurred outdoor setting with a concrete curb and some greenery. The text 'January 2019' is overlaid in the top left corner.

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

Planning

This image shows a full page of white paper with light gray horizontal ruling lines. In the bottom right corner, there is a small logo consisting of the word "ASPCA" in orange and "pro" in gray.

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	31 Facebook for Veterinary Professionals Webinar 12 EST		

It's Spay/Neuter Awareness Month!

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Timely Promotions

- 3:** Cats vs Dogs football promo
- 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

Planning

February 2019

It's Spay/Neuter Awareness Month!

ASPCA[®]pro

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	13 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

More Online Engagement

Plan Ahead

Planning

March 2019



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes					1 National Horse Protection Day	2 Read Across America Day
3	4	5 Mardi Gras	6	7	8	9
10	11 National Napping Day	12	13	14	15	16
17 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	29 New England Fed Conference Warwick, RI March 30-April 1	30/31