

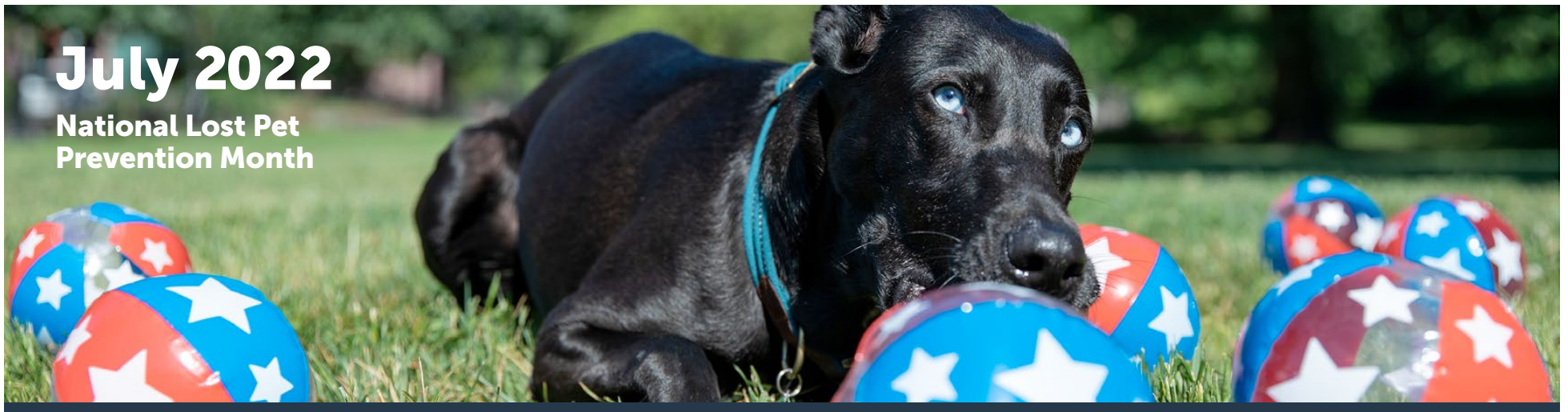
Saving Lives 365 ASPCApro 2022 Q3 Planning Calendar



[ASPCApro.org](https://www.aspcapro.org)

July 2022

National Lost Pet Prevention Month



Timely Promotions

- 4:** Try a fun-themed Independence Day promo—like \$17.76 adoption fees.
- 5:** Go live from your shelter's baby pool & feature dogs fro-LICK-ing in the water.
- 6:** Deadline for ASPCA [Access to Veterinary Care \(AVC\) Research Grants](#).
- 10:** Share the ASPCA's [Found Kitten Widget](#) with your supporters.
- 14:** Review the ASPCA's [Shop with Your Heart Grocery List](#).
- 15:** Help an equine find a home by sharing an adoptable horse from [My Right Horse](#) on your social media channels.
- 15-17:** Register for the [ASPCA@ Cornell Maddie's Shelter Medicine Conference](#) with its first-ever Behavior track!
- 17:** Choose emojis that best represent the personalities of each animal in your shelter and post them on their kennels/stalls and on social media.
- 18:** Deadline for ASPCA [Disaster Response Grant](#).
- 21:** Put out a call to your community to craft enrichment items for your animals.
- 25:** Deadline for the ASPCA [Applied Behavior Research Seed Grant](#).

More Online Engagement & Training

- Create a [TikTok](#) highlighting your adoptable pups.
- Check out the [Human Animal Support Services \(HASS\) Keeping Families Together Eviction Response toolkit](#).
- Take the online course [How to Successfully Foster Undersocialized Kittens](#).

Plan Ahead

- Keep shelter pets cool
- Parvo protocol time
- National Black Cat Appreciation
- Clear the Shelters
- Back to school

Staff Celebrations

July 2022

National Lost Pet Prevention Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes					1	2
					Pet ID Day	
3	4	5	6	7	8	9
	Independence Day	Bikini Day	Deadline for ASPCA Access to Veterinary Care (AVC) Research Grants	7-9: Best Friends National Conference in Raleigh, NC		
10	11	12	13	14	15	16
National Kitten Day				Cow Appreciation Day	15-17: ASPCA® Cornell Maddie's Shelter Medicine Conference in Ithaca, NY National I Love Horses Day Pet Fire Safety Day	
17	18	19	20	21	22	23
World Emoji Day	Deadline for ASPCA Disaster Response Grant			National Craft for Your Shelter Day		
24	25	26	27	28	29	30
31	Deadline for ASPCA Applied Behavior Research Seed Grant				July 29-August 2: AVMA Convention in Philadelphia, PA	
National Mutt Day						Day of Friendship

August 2022

Clear the Shelters



Timely Promotions

- 1:** Deadline for ASPCA [Cruelty Research Seed Grants](#) and [Psychological Trauma Seed Grants](#).
- 5:** Host a “pup crawl” with local bars to benefit the shelter.
- 9:** Have kids read to your [dogs](#) and [cats](#) & name new pets after famous book characters.
- 10:** Feature your couch-potato critters on your socials.
- 15:** Bone up on microchip implantation and location for [dogs and cats](#) and [equines](#).
- 17:** Test out a [black-cat promotion](#).
- 19:** Try these tips for photographing [shelter pets](#) and [adoptable equines](#).
- 21:** Check out clever ways to showcase senior pets in [Adoption Promotions for Harder-to-Place Dogs and Cats](#).
- 22:** Remind fans to schedule their kitty’s annual check-up & use **#Cat2Vet**.
- 26:** Host a dog volunteer training session at the shelter.
- 28:** Feature photos of dapper dogs and cool cats wearing bow ties on Instagram.

More Online Engagement & Training

- Be ready for [pets experiencing heatstroke](#).
- Share the danger of [Blue-Green Algae](#) with your community on social media.
- Read the latest research on [providing a spectrum of care to increase veterinary access](#).

Plan Ahead

- Budget planning
- Disaster preparedness
- National Day of Service

Notes

Staff Celebrations

August 2022 Clear the Shelters



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
July 29-August 2: AVMA Convention in Philadelphia, PA	Deadline for ASPCA Cruelty Research Seed Grants and Psychological Trauma Seed Grants				International Beer Day	
7	8	9	10	11	12	13
	International Cat Day	Book Lover's Day	National Lazy Day National Spoil Your Dog Day			
14	15	16	17	18	19	20
	National Check the Chip Day		Black Cat Appreciation Day National Nonprofit Day		World Photography Day	
21	22	23	24	25	26	27
Senior Citizens Day	National Take Your Cat to the Vet Day				National Dog Day	
28	29	30	31	Notes <hr/> <hr/> <hr/> <hr/>		
National Bow Tie Day						

September 2022

National Disaster Preparedness Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes				1	2	3
4	5	6	7	8	9	10
National Wildlife Day	Labor Day					
11	12	13	14	15	16	17
National Day of Service National Hug Your Hound Day Grandparents Day		Defy Superstition Day		National Online Learning Day		Puppy Mill Awareness Day
18	19	20	21	22	23	24
18-24: National Deaf Dog Awareness Week				21-23: ASPCA Right Horse Summit in Denver, CO		
	International Talk Like a Pirate Day			First Day of Fall		International Rabbit Day
25	26	27	28	29	30	
National Comic Book Day			World Rabies Day			