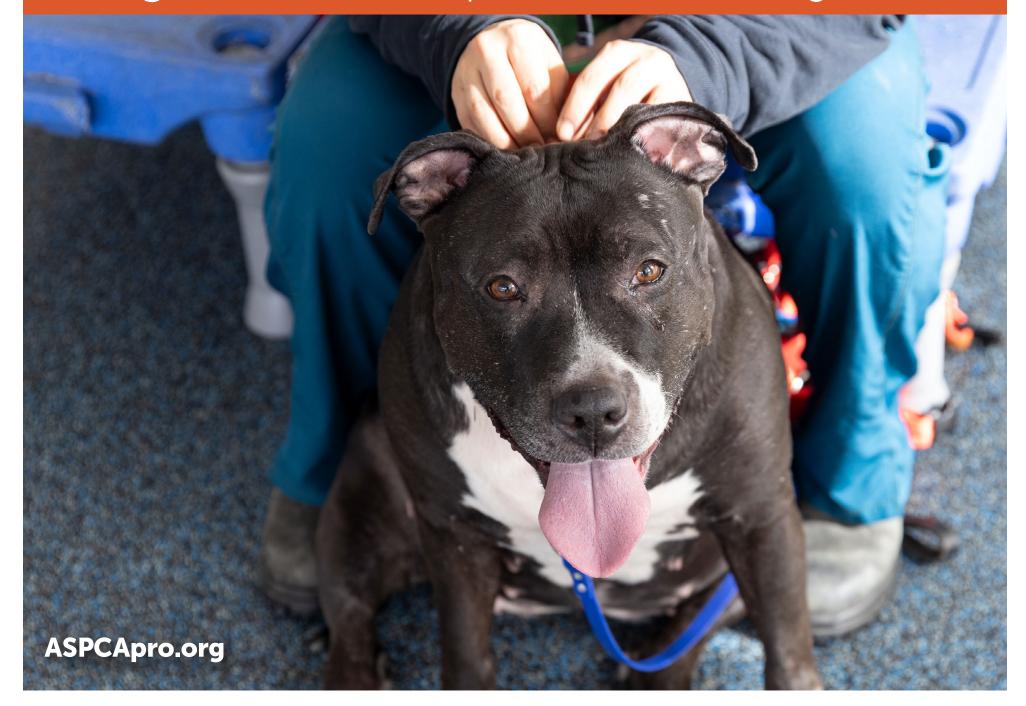
# Saving Lives 365 ASPCApro 2024 Q2 Planning Calendar





#### **April Timely Promotions**

- **3:** Highlight your need for dog walking volunteers and the impact they make on dogs in the shelter.
- **7-13:** Share these dog bite prevention tips.
- **10:** Join and share the ASPCA's **#ShopWithYourHeart** campaign.
- **14:** Share your wish lists and encourage donations of all kinds for the animals.
- **17-23:** Pet IDs (tags or microchips) are only as good as their information. Remind adopters and pet owners to keep their contact info up to date.
- **21-27:** Showcase your appreciation for volunteers by engaging with them, getting creative, and highlighting the impact they're making on the animals.
- **23:** Learn from the Northern Tier Shelter Initiative about how to improve return-to-owner rates.
- **26:** Share My Right Horse to help reach potential equine adopters, where they can peruse hundreds of available equines from across the country.
- **30:** Identify a fun TikTok trend to capitalize on and showcase a variety of available animals.

#### **Additional Resources**

- Download the Kitten Season Survival Guide
  to learn how to calculate your intake,
  message kitten season to the public, and
  more. Plus, review a real-life example of
  how to simultaneously message kitten foster
  recruitment and leaving healthy kittens in
  place.
- Help put your kitten caregivers' minds at ease when you download and share our kitten care cheat sheets.
- Learn how to maintain essential behavior care when times are tough.
- Decrease your length of stay with postadoption spay/neuter contracts.

#### **Plan Ahead**

- Kitten Season
- National Pet Month
- Adopt a Horse Month

#### **Staff Celebrations**



# April 2024 Prevention of Cruelty to Animals Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	April Fool's Day		National Walking Day			
7	8	9	10	11	12	13
7-13: National Dog	Bite Prevention Week	' 	<u>-</u>	11-14: Equine Af	faire (Columbus, OH)	
	National Dogfighting Awareness Day		National Farm Animals Day	National Pet Day		
14	15	16	17	18	19	20
14-20: Animal Cont	rol Appreciation Week		17-23: National Pet I	D Week	National Cat Lady Day	·
21	22	23	24	25	26	27
21-27: National Volu	unteer Week	<u> </u>	! 	<u> </u>		. <u>'</u>
	22-30: Passover Earth Day	National Lost Dog Awareness Day	International Guide Dog Day		National Help a Horse Day	
28	29	30 _	Notes	·		
22-30: Passover  National Pet Parents Day		National Adopt a Shelter Pet Day Animal Advocacy Day National Therapy Animal Day				



#### **May Timely Promotions**

- **1:** Kick off Adopt a Horse Month by using the <u>ASPCApro resource library and media toolkit</u> to boost adoption efforts.
- **4:** May the fourth be with you! Use this day to promote available animals through a Star Wars theme or movie references.
- **10-16:** Learn about stress and how you can support your team (and yourself!) during National Mental Health Awareness Week.
- 11: Ask dog moms to share photos with their dogs and tag you across your social media platforms. Re-share them in stories to encourage participation.
- **12:** Celebrate Mother's Day by throwing a kitten shower for all the little ones entering the shelter. Direct supporters to your wish list or donation page.
- **20:** Post a celebratory carousel and ask your audience to share how their rescue dog has changed their life.
- **31:** Help your adopters prep for the summer heat by sharing our top hot weather safety tips.

#### **Additional Resources**

- Visit our <u>Adopt a Horse Month Resource</u> hub to help support equine adopters and find more homes for horses.
- Find new tips and tricks for <u>finding homes for</u> senior, special-needs, and long-stay pets.
- Learn how <u>veterinary telemedicine</u> could significantly improve animal welfare.
- Register for the ASPCA Cornell Maddie's
   Shelter Medicine Conference held July 12-14 in Ithaca, NY.

#### **Plan Ahead**

- National Adopt a Shelter Cat Month
- National Foster a Pet Month
- National Pet Preparedness Month
- Summer Safety

#### **Staff Celebrations**



# May 2024

### Adopt a Horse Month, National Pet Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
					National Specially Abled Pets Day	Star Wars Day
5	6	7	8	9	10	11
5-11: Be Kind to A	Animals Week, National Pe	t Week			10-16: National Mental	l Health Awareness Week
Cinco de Mayo		National Teachers' Day				Dog Mom Day
12	13	14	15	16	17	18
10-16: National Ment	tal Health Awareness Wee	K	15-18: Animal Care	Expo in San Antonio, TX		<b>-</b> _
Mother's Day					National Endangered Species Day	
19	20	21	22	23	24	25
	National Rescue Dog Day					
26	27	28	29	30	31	Notes
	Memorial Day				National Heat Awareness Day	



### **June Timely Promotions**

- Kick off Adopt a Shelter Cat Month by sharing the funniest quirks of some of your available cats.
- 8: Share cute videos of available animals playing, learning tricks, walking, and more to help potential adopters get a preview of how they could be spending next year's National Best Friends Day after they adopt a new friend.
- **15:** Hold a contest for people to vote on which dog looks the most like their human dad.
- 16: Ask dog dads to share photos with their dogs and tag you across your social media platforms. Re-share them in stories to encourage participation.
- **20:** Share these <u>water dangers</u> and <u>summer safety</u> tips.
- **30:** Recruit social media influencers to boost your available animals by inviting them to the shelter or simply asking them to re-share your content.

#### **Additional Resources**

- Help adopters get ready for Independence
   Day when you share these fireworks safety
   tips.
- Gain new ideas to better support your longstay animals' behavioral and mental health.
- Learn practical, low-cost strategies for <u>implementing Fear Free programs</u> in your shelter.
- Get ideas for <u>using whiteboards to share</u> valuable information about shelter animals.
- Check out <u>ASPCA Learn</u>, our new training platform with topics critical to your work

   from foundational content to innovative tools. <u>Sign in now</u> (via app or desktop) for a wealth of tailored, searchable content at your fingertips (including continuing education [CE] credits)!

#### **Plan Ahead**

- Independence Day
- Hot Weather

#### **Staff Celebrations**

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### **June 2024**

### Adopt a Shelter Cat Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes						
2	3	4	5	6	7	8
		National Hug Your Cat Day			National Donut Day	National Best Friends Day
9	10	11	12	13	14	National Dog Dad
16	17	18	19	20	21	22
Father's Day		nts Awareness Week	Juneteenth	First Day of Summer	National Take Your Dog to Work Day	National Pet Choking Prevention Day
23	24	25	26	27	28	29
<b>30</b> Social Media Day						