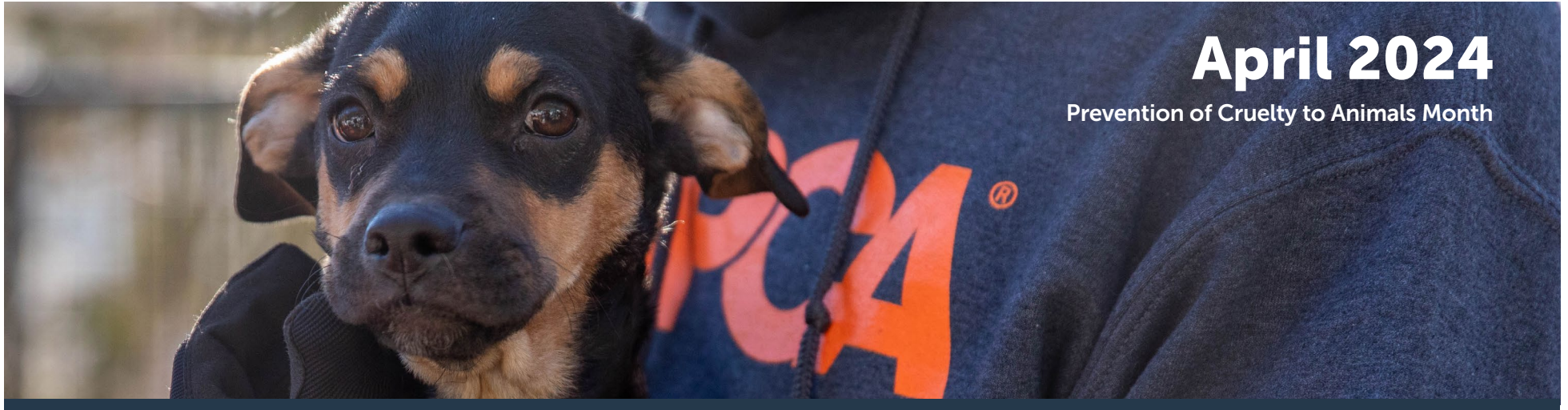


# **Saving Lives 365** ASPCApro 2024 Q2 Planning Calendar



**ASPCApro.org**





# April 2024

## Prevention of Cruelty to Animals Month

ASPCA<sup>®</sup>pro

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1  April Fool's Day	2	3  National Walking Day	4	5	6
7	8  National Dogfighting Awareness Day	9	10  National Farm Animals Day	11  National Pet Day	12	13
7-13: National Dog Bite Prevention Week				11-14: Equine Affaire (Columbus, OH)		
14  Good Deeds Day	15	16	17	18	19  National Cat Lady Day	20
14-20: Animal Control Appreciation Week			17-23: National Pet ID Week			
21	22  Earth Day	23  National Lost Dog Awareness Day	24  International Guide Dog Day	25	26  National Help a Horse Day	27
21-27: National Volunteer Week						
22-30: Passover						
28  National Pet Parents Day	29	30  National Adopt a Shelter Pet Day Animal Advocacy Day National Therapy Animal Day	Notes			

## Adopt a Horse Month National Pet Month



- 1:** Kick off Adopt a Horse Month by using the [ASPCApro resource library and media toolkit](#) 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**.

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

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

[illegible]

# May 2024

Adopt a Horse Month, National Pet Month

ASPCA<sup>®</sup>pro

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 National Specially Abled Pets Day	4 Star Wars Day
5 5-11: Be Kind to Animals Week, National Pet Week	6	7 National Teachers' Day	8	9	10 10-16: National Mental Health Awareness Week	11 Dog Mom Day
12 10-16: National Mental Health Awareness Week	13 Mother's Day	14	15 15-18: <u>Animal Care Expo</u> in San Antonio, TX	16	17 National Endangered Species Day	18
19	20 National Rescue Dog Day	21	22	23	24	25
26	27 Memorial Day	28	29	30	31 National Heat Awareness Day	Notes   





## June Timely Promotions

# June 2024

Adopt a Shelter Cat Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes						1
2	3	4  National Hug Your Cat Day	5	6	7  National Donut Day	8  National Best Friends Day
9	10	11	12	13	14	15  National Dog Dad Day
16  Father's Day	17 <div><div></div>17-23: Animal Rights Awareness Week</div>	18	19  Juneteenth	20  First Day of Summer	21  National Take Your Dog to Work Day	22  National Pet Choking Prevention Day
23 <div><div></div></div>	24	25	26	27	28	29
30 Social Media Day						