

ADOPT A HORSE MONTH TOOLKIT

Discover their horse power.

Use these resources throughout Adopt a Horse Month (AHM) to help your followers discover the horse power of your adoptable horses and help them find new homes!

Social Media

Use these resources to create social media posts to engage potential adopters and highlight the unique qualities of your adoptable horses:

- AHM “Discover Their Horse Power“ Overlays (Canva* Templates):
 - [Square](#)
 - [Vertical](#)
- [Ways to Help Horses Post](#) (Square and Vertical)
- [AHM Facebook Banner](#) (You can also use this [Canva* Template link](#) to make your own!)

The @ASPCA, @ASPCapro, @ASPCARightHorse and @HorseIllustrated channels will be re-sharing adoptable equines on social media. For a chance to have your equines featured, use the hashtag [#AdoptAHorse](#) and tag @ASPCA in your Instagram static posts and stories.



Marketing Resources

Use these resources to promote your adoptable horses:

- [Stall Card Templates](#) (Canva* Templates)
- [Flyer Templates](#) (Canva* Templates)
- [Printable Signs to Photograph Your Horses With](#)
- [AHM Messaging Guide](#) (includes social media, local media, and community engagement tips)



*Canva is a graphic design platform that allows users to create social media graphics, presentations, posters, and other visual content. It can be used for free or with a paid account (please see [here](#) for nonprofit information). Its platform offers plug-and-play designs that you can customize for your shelter or rescue. Please note that the ASPCA is not affiliated with Canva. Use of this tool is completely voluntary and does not imply an endorsement of this product by the ASPCA.

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