

Saving Lives 365 ASPCApro 2024 Q4 Planning Calendar



ASPCApro.org

October 2024

Adopt a Shelter Dog Month



October Timely Promotions

- 1:** Pack your month full of highlights for your big dogs via social reels and stories. Remember to include a donate button where possible! **BONUS:** Use these great [Adopt a Shelter Dog Month tools](#) to energize your promotions, and share benefits of [The Rescue Effect](#), including adopter resources to help during every step of their adoption journey.
- 1-7:** Promote your need for dog walking volunteers. **BONUS:** Showcase your current volunteer superstars.
- 4:** Create a custom hashtag for your alum (like #ASPCAsmiles) and ask adopters to share what makes their pets smile. **BONUS:** Share the [importance of pet dental care](#).
- 13-19:** Celebrate your vet techs all week with social media features highlighting their hard work and compassion, like sharing behind-the-scenes moments or videos with their favorite shelter pets. **BONUS:** Show extra appreciation with simple gestures like helping with tasks, providing snacks, or giving them an extra break.
- 22:** Launch a fundraising campaign that shows how every donation transforms a dog's day! Tie donation levels with impact, like providing

enrichment activities, nutritious food, and essential veterinary care.

- 27:** Dispel [black cat myths](#).
- 30:** Join the [ASPCA-AAWA Research Forum](#) in a unique space to discuss cutting-edge research that can change animals' lives.
- 31:** Create a Halloween-themed video of your adoptable pets in a fun-filled, costume parade.

Additional Resources

- Learn [5 Tips on Leveraging TikTok for Animal Shelters and Rescues](#).
- Watch [Shelter Behavior Roundtable: Changing How We Talk About Behavior](#) and learn how two shelters [Reinvented How They Talk About Behavior in Shelter Animals](#).
- Join our communities on Facebook: [Dog Resources for Shelters and Rescues](#), [Cat Resources for Shelters and Rescues](#), and [Horse Resources for Shelters and Rescues](#).
- Read insightful research on how to [lower the cost of treating heartworm disease](#).

Plan Ahead

- Adopt a Senior Pet Month
- Thanksgiving
- Giving season volunteer opportunities

Staff Celebrations

October 2024

Adopt a Shelter Dog Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		1-7: National Walk Your Dog Week				
		National Black Dog Day World Vegetarian Day	World Farm Animals Day		World Smile Day	
6	7	8	9	10	11	12
				World Mental Health Day	National Coming Out Day	
13	14	15	16	17	18	19
		13-19: National Veterinary Technician Week				
	Indigenous People's Day		National Community Cat Day			
20	21	22	23	24	25	26
		National Community Cat Day				National Pit Bull Awareness Day National Pumpkin Day
27	28	29	30	31	Notes	
National Black Cat Day		National Cat Day	ASPCA-AAWA Research Forum	Halloween		

November 2024

Adopt a Senior Pet Month

November Timely Promotions

- 1:** Try these [10 Tips to Promote Senior Pets](#).
- 3-9:** Show your staff the same love and care they give to homeless pets by giving heartfelt gratitude, celebrating their achievements, and planning fun activities like team-building events. **BONUS:** Create a culture of appreciation by forming a staff committee for ongoing support and recognition. Investing in your team's well-being boosts morale, productivity, and ensures they feel valued every day.
- 11:** Offer a special adoption discount special for current and former military members.
- 13:** Spread positivity by creating a "Kindness Wall" for staff and volunteers to post uplifting notes. Extend this warmth online by encouraging your community to share kind words on social media, creating a ripple of kindness!
- 16:** Post your most slobbery and hilarious adoptable pup photo and ask for captions.
- 17:** Promote your day-foster or short-term foster program! Don't have one? Pilot a [Doggy Day Out program](#) to get shelter dogs out for some exercise.
- 18-20:** Unable to attend the AAWA conference? Visit their [Learning Center](#) and [Diversity, Equity, and](#)

[Inclusion \(DEI\) Resource Library](#) for countless tools to bring innovation to your shelter.

- 23:** Host a family-friendly volunteer open house to engage potential volunteers in diverse roles both inside and outside the shelter, such as fostering, resharing on social media, or organizing a fundraiser.
- 28:** Post your favorite thank-you notes from adopters or ask fans to talk about an animal for whom they are thankful. **BONUS:** Check out [HeartSpeak's Thanksgiving-themed social toolkit](#).
- 29:** Create a video featuring all your available black animals and ask supporters to share it.

Additional Resources

- Check out these [10 Tips for Better Senior Dog Photos](#).
- Watch free, on-demand recordings from the [ASPCA's 2023 Access to Veterinary Care Conference](#), including "[Scheduling to Support Staff Quality of Life](#)" and "[Hiring a Veterinarian in a Tough Hiring Market](#)."
- [Submit a request for a Shelter Medicine Consultation](#).

- Never miss updates on the latest tools and trainings for animal welfare by subscribing to [ASPCAprou enews](#).

Plan Ahead

- End of year giving
- Cyber Monday
- Giving Tuesday
- New year's events and promotions

Staff Celebrations

November 2024

Adopt a Senior Pet Month

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 World Vegan Day	2
3	4	5	6	7	8	9
3-9: National Animal Shelter & Rescue Appreciation Week						
		Election Day				
10	11 Veteran's Day	12	13 World Kindness Day	14	15	16 National Slobber Appreciation Day
17 National Take a Hike Day	18	19	20	21	22	23 Family Volunteer Day
18-20: The Association for Animal Welfare Advancement Conference						
24	25	26	27	28 Thanksgiving	29 National Native American Heritage Day Black Friday	30

December 2024



December Timely Promotions

- 2:** Celebrate your best available mutts in a [fun-filled video where you make up breed names](#). **BONUS:** Give supporters a way to take advantage of Cyber Monday deals and give back all at once by featuring your shelter's top wish list needs.
- 3:** Engage your community with these [7 Tips for Animal Shelters on Giving Tuesday](#). Make sure to include a donate button in all your social media promotions.
- 5:** Partner with local businesses to offer adoption discounts or freebies and highlight their support for shelter pets.
- 13:** Dedicate your [social media](#) to adoptable horses and take advantage of the spotlight by using #NationalDayOfTheHorse! No horses in your care? Encourage your followers to visit [myrighthorse.org](#) and share an adoptable equine.
- 20:** Host fun opportunities like a competitive online fundraiser with ugly sweater-themed prizes or a sweater drive combined with crafting where people can donate supplies and create festive sweaters.

- 28:** Visit our in-depth [Tools & Tips Resource Library](#) to find downloads to make your job easier—from protocols to sample promotions and everything in between!
- 31:** Promote short-term fosters to let your community ring in the new year with a shelter pet in need of a break from the shelter. Check out these examples: [Stressbuster: Canine Sleepovers](#) and [Throw a Slumber Party for Shelter Animals](#).

Additional Resources

- Bookmark your new go-to resource: [ASPCApro's Essentials Hub](#). This comprehensive collection of essential tools will help you elevate the services, enhance integrated animal care, empower your staff and volunteers, and engage with your community.
- Learn tips for [Putting the ASV Guidelines into Action](#), including [our robust resources](#) on the ASV guidelines with tools for population management, sanitation, behavior, and more.
- Debunk a longstanding myth about [pets as gifts](#) or [fee-waived adoptions](#).

- Take advantage of all the quick, easy, and free [ASPCApro training opportunities](#) on topics ranging from animal behavior, shelter medicine, integrated care, investigations, and more!

Plan Ahead

- Donor thank you's
- Annual stats infographics
- Strategic planning
- New year's resolutions

Staff Celebrations

December 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 National Mutt Day Cyber Monday	3 Giving Tuesday	4 World Wildlife Conservation Day National Cookie Day	5 Celebrate Shelter Pets Day	6	7
8	9	10 International Animal Rights Day	11	12	13 National Day of the Horse	14
15	16	17	18	19	20 National Ugly Sweater Day National Underdog Day	21 Winter Solstice
22	23	24 Christmas Eve	25 25-Jan 2: Hanukkah Christmas Day	26 26-Jan 1: Kwanzaa	27	28 National Download Day
29 25-Jan 2: Hanukkah	30 26-Jan 1: Kwanzaa	31 New Year's Eve	Notes			