

Saving Lives 365 ASPCApro 2025 Q2 Planning Calendar



April Timely Promotions

- 3:** Highlight your need for dog walking volunteers and the impact they make on dogs in the shelter.
- 13-19:** Share these [dog bite prevention tips](#).
- 14:** Share your wish lists and encourage donations of all kinds for the animals.
- 14-20:** Pet IDs are only as good as their information. Remind pet owners to keep their contact info up to date. **BONUS:** Host a low-cost microchip clinic.
- 19:** Ask your followers to share a photo or story that showcases their “Cat Lady” status.
- 20-26:** [Showcase your appreciation for volunteers](#) and their impact on animals.
- 23:** [Learn how to improve return-to-owner rates](#).
- 26:** Share [My Right Horse](#) to help reach potential equine adopters, where they can peruse hundreds of adoptable equines from across the country.
- 30:** Identify a fun social media trend to showcase adoptable animals.

Additional Resources

- [Download the Kitten Season Survival Guide](#) to learn how to calculate your intake, message kitten season and more. Plus, review [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 post-adoption spay/neuter contracts](#).

Plan Ahead

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

Staff Celebrations

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April 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 April Fool's Day	2	3 National Walking Day	4	5
6 National Ferret Day	7 7-13: National Public Health Week	8 National Dogfighting Awareness Day	9	10 10-13: <u>Equine Affaire</u> (Columbus, OH) National Farm Animals Day	11 National Pet Day	12 Passover Starts
13 13-19: Dog Bite Prevention Week, Animal Control Appreciation Week	14 14-20: National Pet ID Week Good Deeds Day	15 15-18: <u>Animal Care Expo</u> in Las Vegas, NV	16	17	18	19 National Cat Lady Day
20 20-26: National Volunteer Week Easter Passover Ends	21	22 Earth Day National Parvo Awareness Day	23 National Lost Dog Awareness Day	24 International Guide Dog Day	25 Hairball Awareness Day	26 National Kids and Pets Day National Help a Horse Day World Veterinary Day
27 National Pet Parents Day	28	29	30 National Adopt a Shelter Pet Day Animal Advocacy Day National Therapy Animal Day National Guide Dog Day	Notes		

May 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3 National Specially-abled Pets Day
4	5	6	7	8	9	10
4-10: National Pet Week, Be Kind to Animals Week, Puppy Mill Action Week						
Star Wars Day	Cinco de Mayo	National Teachers' Day				Dog Mom Day
11 Mother's Day	12	13	14 National Chihuahua Appreciation Day	15	16 National Endangered Species Day	17
18	19	20 National Rescue Dog Day	21	22	23	24
25	26 Memorial Day	27	28	29	30 International Hug Your Cat Day National Heat Awareness Day	31

A close-up photograph of a small, tabby and white kitten being held by a person wearing blue gloves. The kitten has large, dark eyes and is looking directly at the camera. The background is blurred, showing a white wall and some papers.

A close-up photograph of a small, tabby and white kitten being held by a person wearing blue gloves. The kitten has large, dark eyes and is looking directly at the camera. The background is blurred, showing a white wall and some papers.

- 1:** Kick off Adopt a Shelter Cat Month by sharing the funniest quirks of some of your adoptable cats.
- 4:** Recruit social media influencers to boost your adoptable animals by inviting them to the shelter or simply asking them to re-share your content.
- 8:** Share cute videos of adoptable animals playing, learning tricks, walking and more to help potential adopters connect with their new best friend.
- 14:** Hold a contest for people to vote on which dog looks the most like their human dad.
- 15:** 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 [water dangers](#) and [summer safety tips](#).
- 24:** Help adopters prepare for Independence Day by sharing these [firework safety tips](#).

- Show your employees appreciation and recognition with these tips.
- Gain new ideas to better support your long-stay animals' behavioral and mental health.
- Learn practical, low-cost strategies for implementing Fear Free programs in your shelter.
- Get ideas for using whiteboards to share valuable information about shelter animals.

- Independence Day
- Hot Weather

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June 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 National Hug Your Cat Day	5	6 National Donut Day	7
8 National Best Friends Day	9	10	11	12	13	14 National Dog Dad Day
15 Father's Day	16 Take Your Cat to Work Day	17	18	19 Juneteenth	20 National Take Your Dog to Work Day	21
22 National Pet Choking Prevention Day	23	24	25	26	27	28
29	30	Notes				