

Saving Lives 365 ASPCApro 2025 Q3 Planning Calendar



ASPCApro.org

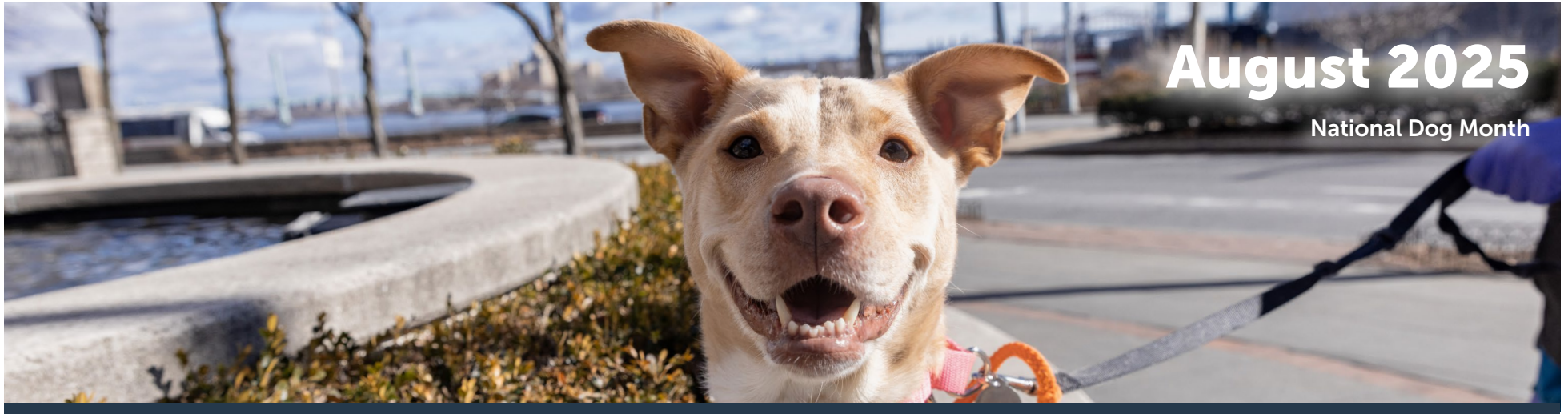
A close-up photograph of a calico cat lying on its side on a light-colored tiled floor. The cat has white fur with patches of orange and black. It is looking directly at the camera with green eyes. A cardboard box is partially visible on the right side of the frame.

ASPCA[®]pro

July 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 National ID Your Pet Day	2	3	4 4 th of July	5 Pet Remembrance Day
6	7 World Chocolate Day	8 Cow Appreciation Day	9	10 National Kitten Day	11 11-13: ASPCA Cornell Maddie's Shelter Medicine Conference	12
13	14	15 National I Love Horses Day Pet Fire Safety Day	16 World Snake Day	17	18 World Listening Day	19
20	21 National Craft for Your Shelter Day	22	23 National Hot Dog Day	24	25	26 National Dog Photography Day
27	28	29	30	31 National Mutt Day	Notes	



August 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Universal Birthday for Shelter Dogs	2
3	4	5	6	7	8	9
3-9: International Assistance Dog Week						
International Day of Friendship					International Cat Day	Book Lover's Day
10 National Spoil Your Dog Day National Lazy Day	11	12 International Youth Day	13	14	15 National Check the Chip Day National Relaxation Day	16 Clear the Shelters Day International Homeless Animals Day
17	18	19	20	21	22	23
17-23: Foster Appreciation Week						
Black Cat Appreciation Day		World Photography Day World Humanitarian Day		Senior Citizens Day	National Take Your Cat to the Vet Day	International Blind Dog Day
24	25	26	27	28	29	30
31		National Dog Day				National Holistic Pet Day

National Disaster Preparedness Month



- 1:** Urge your community to use [the Emergency Preparedness Guide for Pet Owners](#). **BONUS:** Ask your followers to post their ginger cat photos on social media.
- 8:** Host a volunteer appreciation coffee hour and spotlight dog walkers on social media.
- 13:** Feature the adoption story of a pet who has special needs and highlight how your org helped address their unique needs. **BONUS:** Recruit new fosters for other special pets in need.
- 21:** Learn [how puppy mills hurt dogs](#) and what you can do to end this cruel industry.
- 22:** Launch a “Fall in Love” adoption campaign with cozy pet photos.
- 28:** Post how owners can protect their pet from rabies and what vaccine resources are available in your area.

- **Dog & Cat Safety Tip Sheets in Case of Disaster**
provide thorough information pet owners need, like how to prepare your pet and home, locating a temporary caregiver and creating an emergency kit.
- Download the **Spay/Neuter Equipment Tips Guide**.
- Share the **ASPCA's Animal Poison Control Center** information to help worried pet owners with a potential animal poison emergency. Call our 24-hour veterinary diagnostic and treatment hotline: 888-426-4435.

- Adopt a Shelter Dog Month
- National Veterinary Technician Week
- National Pit Bull Day
- Halloween

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September 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Ginger Cat Appreciation Day Labor Day	2	3	4	5	6
7	8 National Dog Walker Appreciation Day	9	10	11 National Day of Service	12 National Day of Encouragement	13 Pet Birth Defect Awareness Day
14	15	16	17 National Pet Bird Day	18	19 Talk Like a Pirate Day	20 Puppy Mill Awareness Day
21	22	23	24	25	26	27
21-27: National Deaf Pet Awareness Week						
World Gratitude Day	First Day of Fall	Dogs in Politics Day				Neighborhood Pet Store Day
28 World Rabies Day	29	30	Notes			