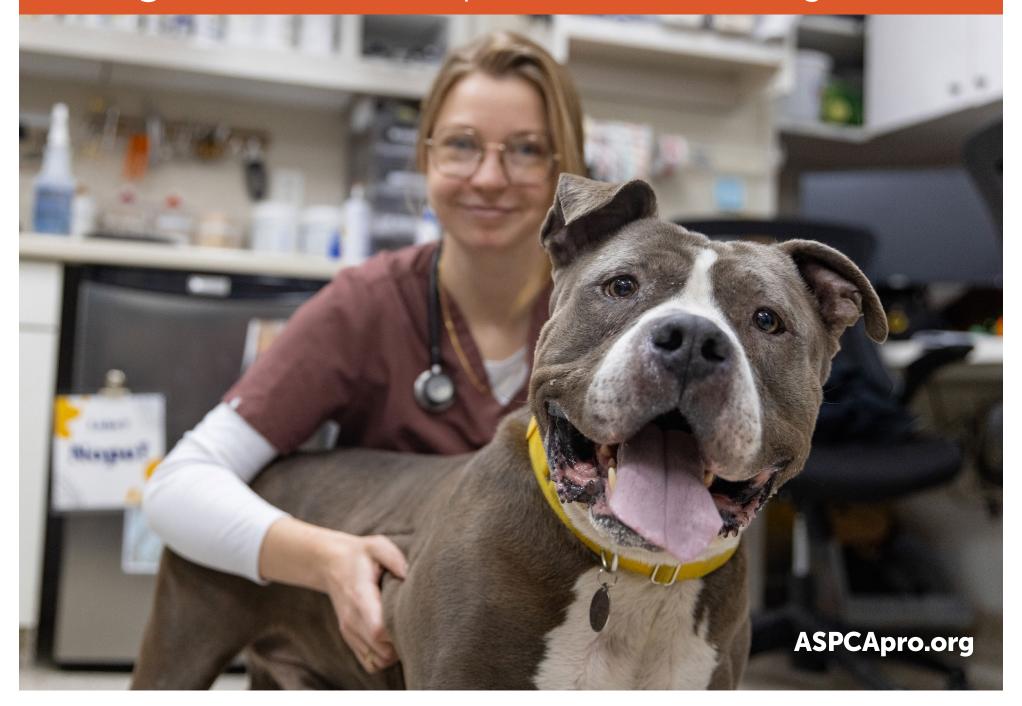
## Saving Lives 365 ASPCApro 2025 Q3 Planning Calendar





## **July Timely Promotions**

- **1:** Download and share <a href="hot weather safety tips">hot weather safety tips</a> (in English and Spanish).
- **4:** Share Fourth of July safety info with this helpful video, graphic and tips.
- 10: Spotlight adoptable kittens and your org's foster needs. BONUS: Learn 4 effective strategies to adopt out foster kittens.
- **11-13:** Register for the ASPCA Cornell Maddie's Shelter Medicine Conference. **BONUS:** Watch the **2024 conference recordings.**
- **15:** Share an adoptable horse from My Right Horse on your social media channels.
- 23: Host a "Hot Dogs for Hot Dogs" adoption event, complete with pup-safe treats, spotlighting adoptable dachshunds with fun "grill master" photos and picnic-themed meetand-greets.
- **31:** Run a "Mystery Mutt Match" promo where you post adoptable pet photos with fun (and slightly outrageous) guesses of their breed mix, and let followers vote or comment with their pick.

#### **Additional Resources**

- Have positive, effective conversations with these <u>5 tips for communicating with foster</u> families.
- Learn why it's so important to foster kittens infected with ringworm.
- Check out these <u>Life Hacks for Animal</u> <u>Shelters</u>.

#### **Plan Ahead**

- National Black Cat Appreciation
- Clear the Shelters
- Back to School

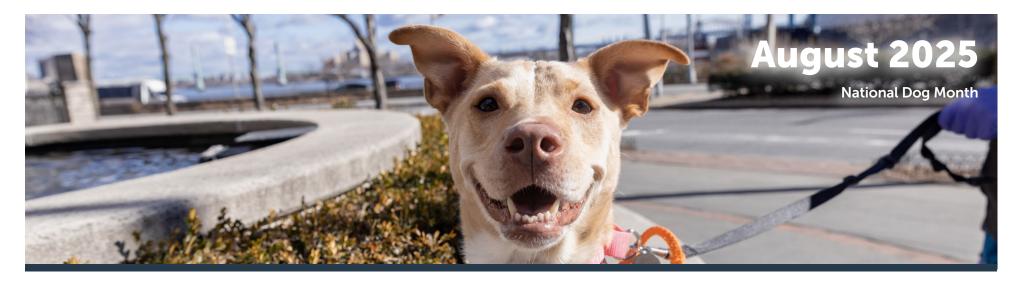
#### **Staff Celebrations**



## **July 2025**



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



## **August Timely Promotions**

- 1: DOGust 1st is the universal birthday for shelter dogs so celebrate rescue pups and raise awareness by hosting adoption events or sharing your shelter dogs' stories!
- **10:** Collaborate with local groomers or pet shops and co-host a social media contest for pet care packages and giveaways.
- **15:** Offer free microchip scans and assistance with updating records to ensure pets can find their way home quickly.
- **17:** Showcase your black cats available for adoption with enchanting photos and funny antics videos: **BONUS:** Waive adoption fees and use promotions to bust free adoption myths.
- **22:** Share info on <u>common cat diseases</u> and the importance of feline wellness checks.
- **26:** Use these <u>top social media</u> tips to increase dog adoptions.

### **Additional Resources**

- Ready your social media staff and volunteers with <u>Top 10 Tips for Responding to Negative</u> <u>Comments.</u>
- Browse the <u>Behavior and Enrichment Tools & Resources library.</u>
- Cleaning and disinfection are crucial in preventing the spread of infectious disease.
   Learn how to effectively sanitize with these easy guidelines.
- Get free help by submitting a **Shelter Medicine Consultation request.**

#### **Plan Ahead**

- National Disaster Preparedness Month
- National Day of Service
- World Rabies Day

## **Staff Celebrations**



## August 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Universal Birthday for Shelter Dogs	
3	4	5	6	7	8	9
3-9: International A	ssistance Dog Week	· - <del>'</del>				
International Day of Friendship					International Cat Day	Book Lover's Day
10	11	12	13	14	15	16
National Spoil Your Dog Day		International Youth			National Check the Chip Day National Relaxation	Clear the Shelters Day International
National Lazy Day  17	18	19	20	21	Day <b>22</b>	Homeless Animals Day
17-23: Foster Appre	ciation Week	World Photography Day World Humanitarian Day	<u></u>	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



## **September Timely Promotions**

- 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.

### **Additional Resources**

- 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 <u>Spay/Neuter Equipment Tips</u> Guide.
- Share the <u>ASPCA's Animal Poison Control</u> <u>Center</u> information to help worried pet owners with a potential animal poison emergency. Call our 24-hour veterinary diagnostic and treatment hotline: 888-426-4435.

#### **Plan Ahead**

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

### **Staff Celebrations**



# **September 2025**



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