

Saving Lives 365 ASPCA Pro 2025 Q4 Planning Calendar



aspcapro.org

October 2025

Adopt a Shelter Dog Month



October Timely Promotions

- 1:** Celebrate dogs this month by joining [The Rescue Effect](#), the ASPCA's national campaign dedicated to engaging the public and increasing adoptions. Download marketing tools and review our resources.
- 2:** Learn how you can be a part of the movement to [protect billions of farmed animals](#).
- 1-7:** Share our [How-to Guide, Tips and Videos for Leash Handling](#).
- 12-18:** Create a thank-you wall for vet techs with notes from staff and volunteers. Add a fun touch with “messages” from animals, signed with paw prints.
- 16:** Download and share our [Guide for Trapping Community Cats to Support TNR Efforts](#).
- 23:** Join the [ASPCA-AAWA Research Forum](#) to learn from cutting-edge research that can change animals' lives. **BONUS:** Browse [past research](#) topics.
- 24:** Host a “Witch Way to the Shelter” open house as a fun way to recruit volunteers and fosters.
- 31:** Share [Top 5 Halloween Safety Tips for Vets and Pets](#).

Additional Resources

- Prep for end-of-year giving by watching [Fundraising vs. Philanthropy - Basics Leadership & Boards Need to Know](#).
- Review these [Five Steps to a Better Adoption Experience Download](#) to improve your processes.
- Join our communities on Facebook to share ideas and find inspiration: [Dog Resources](#), [Cat Resources](#), and [Horse Resources](#).

Plan Ahead

- Adopt a Senior Pet Month
- Thanksgiving
- Giving Tuesday

Staff Celebrations

October 2025



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

November 2025

Adopt a Senior Pet Month



November Timely Promotions

- 1:** Launch your [Giving Tuesday](#) campaign, leading up to the big day on December 2.
- 2-8:** Create simple, surprise moments all week to spread joy—like chair massages, pet success story updates, or posters with staff names for others to leave kind notes. **BONUS:** Read [Top 10 Tips for Effective Animal Shelter Employee Recognition & Appreciation](#) to find more ideas to celebrate staff all year long.
- 4-6:** Visit [AAWA's Learning library](#) for a wealth of resources.
- 11:** Try a “Pets for Vets” promotion and reduce adoption fees for active and veteran members of the military.
- 13:** Promote a “Feast Mode” donation drive (pet food, enrichment toys, cozy beds, etc.).
- 15:** Ask the public to make recycled [cat](#) and [dog](#) enrichment items for your animals.
- 22:** Promote a fun way for families to volunteer with [Holiday Heroes Short-Term Foster Care](#).
- 24:** Launch a “Thanks for Giving” gratitude campaign for donors, partners, adopters, volunteers and fosters.

Additional Resources

- Learn [8 Tips for Effective Crisis Messaging](#).
- 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!
- Never miss updates on the latest tools and trainings for animal welfare by subscribing to [ASPCA Pro enews](#).

Plan Ahead

- End of year giving
- Cyber Monday
- Giving season volunteer opportunities
- New year's events and promotions

Staff Celebrations

November 2025



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

December 2025

December Timely Promotions

- 1:** Take advantage of Cyber Monday by promoting your shelter's online donation list.
- 1-7:** Launch a fun team challenge where leaders "catch" staff and volunteers washing their hands and give them small treats or silly prizes. **BONUS:** Post a social media trivia question: "How long does our team wash their hands each day on average?"
- 2:** Make the most of your community's generosity by using these [7 tips for Giving Tuesday](#).
- 13-24:** Created a "12 Days of Adoption" campaign with a media partner or local social influencer and spotlight one adoptable pet daily.
- 19:** Try a "Home for the Holidays" adoption promotion. **BONUS:** Pilot short-term fosters for the holiday break with [this resource](#).
- 23:** Share this [Holiday Survival Guide for Pets and Their People](#).

Additional Resources

- Learn about [Behavior Pathway Resources - Tools of the Trade](#).
- Read insights on [Free Adoptions: Why to Do Them, Finding Funding & Operational Considerations](#), and consider more fee-waived adoption promotions.
- Access quick and easy (and free) [ASPCA Pro training opportunities](#) on topics ranging from behavior, shelter medicine, integrated care, investigations and more!

Plan Ahead

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

Staff Celebrations

December 2025



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