

# ADOPT A HORSE MONTH TOOLKIT

Use these resources in May throughout Adopt a Horse Month (AHM) to help your adoptable horses find new homes!

## Social Media

Use these resources to create social media posts to engage potential adopters and highlight the unique qualities of your adoptable horses:

- Adopt a Horse Month Overlays (Canva\* Templates):
  - [In Feed Size \(4:5\)](#)
  - [Story Size \(9:16\)](#)
- [Ways to Help Horses Post](#) (In Feed and Story Sizes)
- Other [Adopt A Horse Month social media graphics](#) (In Feed and Story Sizes)
- [AHM Facebook Banners](#) (You can also use this [Canva\\* Template link](#) to make your own!)

The [@ASPCA](#), [@ASPCapro](#), [@ASPCARightHorse](#) and [@HorseIllustrated](#) channels will be re-sharing adoptable equines on social media. For a chance to have your equines featured, use the hashtag [#AdoptAHorse](#) and tag [@ASPCA](#) in your posts and stories.

## Marketing Resources

Use these resources to promote your adoptable horses:

- [Stall Card Templates](#) (Canva\* Templates)
- [Flyer Templates](#) (Canva\* Templates)
- [Printable "Adopt Me" Signs to Photograph Your Horses With](#)
- [Press Release Template](#)
- [AHM Messaging Guide](#) (includes social media, local media, and community engagement tips)



Your photo here!



\*Canva is a graphic design platform that allows users to create social media graphics, presentations, posters, and other visual content. It can be used for free or with a paid account (please see [here](#) for nonprofit information). Its platform offers plug-and-play designs that you can customize for your shelter or rescue. Please note that the ASPCA is not affiliated with Canva. Use of this tool is completely voluntary and does not imply an endorsement of this product by the ASPCA.

