

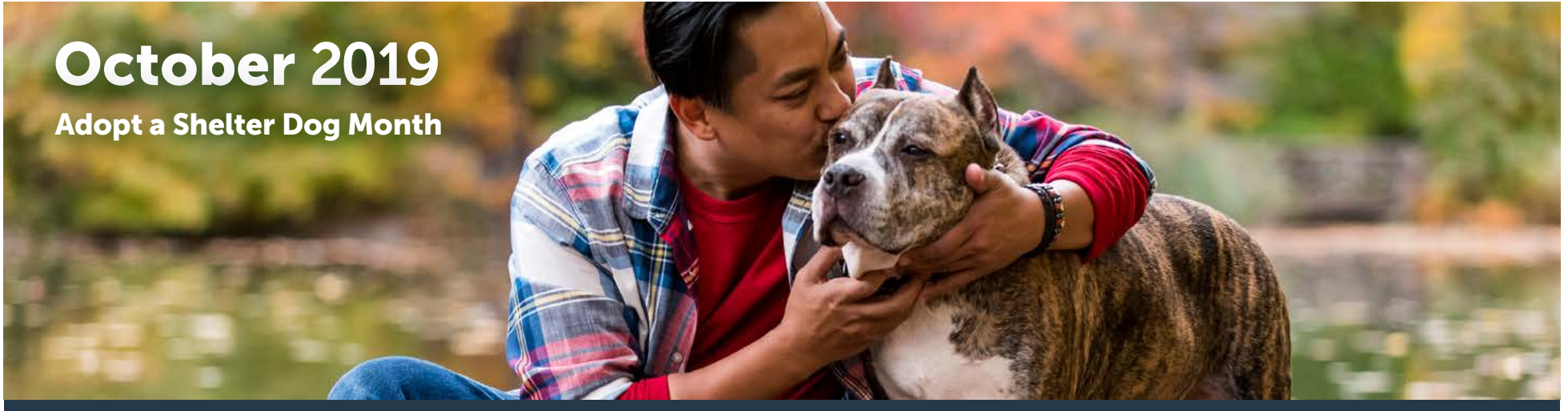
Saving Lives 365 ASPCApro 2019 Q4 Planning Calendar



ASPCApro.org

October 2019

Adopt a Shelter Dog Month



Timely Promotions

- 1:** Check out some of the [top food bloggers' veg recipes](#) and share on your socials.
- 4:** Ask fans to post photos of their smiling adopted pets and use the #WorldSmileDay.
- 13-19:** Shout out to your vet techs every day this week!
- 16:** Support community cats with [5 tips](#) to make them better neighbors.
- 26:** Share 10 ways to [Be A Powerful Advocate for Pit Bulls](#).
- 31:** Bone up on [5 Halloween Safety Tips for Pets](#) and share with adopters.

More Online Engagement

- Use the hashtag **#Dogtober** and join the ASPCA's online dog adoption campaign.
- Go live on Insta or Facebook to showcase your dogs.

Plan Ahead

- Adopt a Senior Pet Month
- Thanksgiving
- Black Friday
- Cyber Monday
- Giving Tuesday

Planning

Staff Celebrations

October 2019 **Adopt a Shelter Dog Month**



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 1-7: National Walk Your Dog Week World Vegetarian Day	2 Canine Communication Webinar #1, 3 p.m. ET	3	4 World Smile Day	5
6	7	8	9 9-11: National Animal Care and Control Association Conference Orlando Legislative Advocacy for Animals Webinar 3 p.m. ET	10	11	12
13	14	15	16 National Feral Cat Day & Canine Communication Webinar #2, 3 p.m. ET	17	18	19
20	21 21-22: Great Lakes Animal Welfare Conference Detroit	22	23	24	25 25-27: Animal Law Conference Portland, OR	26 National Pit Bull Awareness Day
27	28	29 National Cat Day & Defensive Dog Handling Webinar, 3 p.m. ET	30	31 Halloween	Notes <hr/> <hr/> <hr/> <hr/>	

November 2019

Adopt a Senior Pet Month



Timely Promotions

- 3-10:** Thank another shelter or rescue you work with and tag them on social media.
- 10:** Name adoptable dogs and cats after Sesame Street characters and promote them.
- 11:** Reduce adoption fees for active and veteran members of the military.
- 15:** Ask the public to make recycled enrichment items for your shelter pets.
- 28:** Use these creative campaigns to message Thanksgiving.

More Online Engagement

- Feature senior pets every day of the month, including horses!
- Ask fans to share why they are thankful for their pet.

Plan Ahead

- December Holidays
- Pets as Gifts
- New Year's Events and Promotions

Planning

Staff Celebrations

November 2019

Adopt a Senior Pet Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes					1	2
3	4	5	6	7	8	9
<div style="border-top: 1px dashed orange; border-bottom: 1px dashed orange; height: 20px;"></div>						
3-10: National Animal Shelter & Rescue Appreciation Week		Election Day				
10	11	12	13	14	15	16
<div style="border-top: 1px dashed orange; border-bottom: 1px dashed orange; height: 20px;"></div>						
Sesame Street Day	Veterans Day	<u>Determining National Emergency Veterinary Response Capabilities Webinar , 3 p.m. ET</u>			America Recycles Day	
17	18	19	20	21	22	23
<div style="border-top: 1px dashed blue; border-bottom: 1px dashed blue; height: 20px;"></div>						
Family Volunteer Day		<u>19-21: The Association of Animal Welfare Advancement Conference, Houston</u>				
24	25	26	27	28	29	30
				Thanksgiving	Black Friday	

December 2019



Timely Promotions

- 3:** Ask for items on your wish list.
- 13:** Sign up for [Equine News](#).
- 15:** Feature your cat caregivers on your socials.
- 21:** Promote animals who have been at your shelter the longest.
- 25:** Share the [Holiday Survival Guide for Pets and Their People](#) with your community.
- 31:** Create resolutions for your long-term animals and post them online.

More Online Engagement

- Use fun holiday-themed Instagram stickers.
- Go live with [shelter "elves" delivering adopted pets](#).

Plan Ahead

- Thank holiday donors
- Make resolutions
- Update your SOPs

Planning

Staff Celebrations

December 2019



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 National Mutt Day Cyber Monday	3 Giving Tuesday	4 Canine Heartworm Management for Animal Shelters Webinar, 3 p.m. ET	5	6	7
8	9	10	11	12	13 National Horse Day	14
15 National Cat Herder's Day	16 Tools, Tips & Hot Topics on Canine Heartworm Management Webinar, 3 p.m. ET	17	18	19	20	21 National Underdog Day
22 Hanukah	23	24	25 Christmas	26 Kwanzaa	27	28
29	30	31 New Year's Eve	Notes _____ _____ _____ _____			