

December 2018



Timely Promotions

- 2-10:** Chose four cats and four dogs and highlight one each night of Hanukkah.
- 15:** Ask fans to post photos of their cat "herd."
- 21:** Promote animals who have been at your shelter the longest.
- 24-25:** Have shelter "elves" deliver pets to their new homes.

More Online Engagement

- Ask for items on your wish list.
- Have fun on Instagram with holiday-themed filters.

Plan Ahead

- Thank your holiday donors
- Make resolutions
- Write or update SOPs

Planning

Staff Celebrations

December 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes						1
2 ■ 2-10: Hanukkah	3	4	5	6	7	8
9	10	11	12	13	14	15 National Cat Herder's Day
16	17	18	19	20	21 National Underdog Day	22
23	24	25 Christmas Day	26 ■ 26-1/1: Kwanzaa	27	28	29
30	31 New Year's Eve					