

# **Saving Lives 365** ASPCApro 2018 Planning Calendar



**ASPCApro.org**



# January 2018



### Timely Promotions

- 1:** Ask fans for their pets' New Year's resolutions.
- 2:** Review your animal transport policy.
- 14:** Pets who don't like costumes? Use a photo editing tool to add one to images.
- 22:** "Interview" a cat in your care and have fans ask follow-up questions.

### More Online Engagement

- Share milestones such as record number of adoptions in 2017.
- Give a weekly Facebook LIVE tour of your shelter.
- Try the hashtag **#MeowMonday**.

### Plan Ahead

- Tune up protocols & processes
- Calculate your humane capacity
- Spay/Neuter Awareness Month
- Super Bowl Sunday
- Valentine's Day

### Planning

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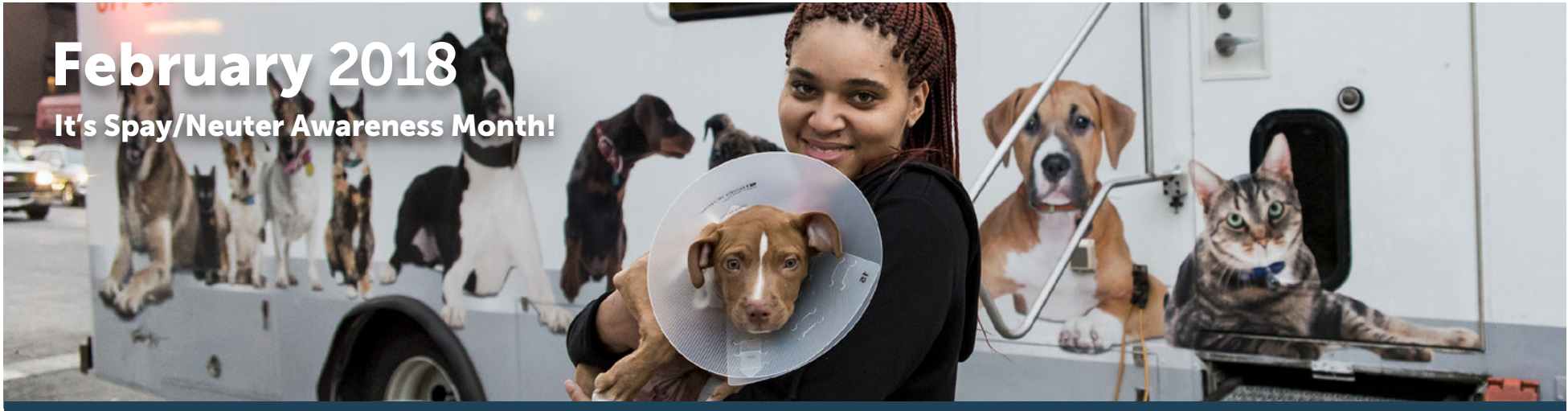
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# January 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>1</b> New Year's Day	<b>2</b> National Pet Travel Safety Day	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
<b>14</b> National Dress Up Your Pet Day	<b>15</b> Martin Luther King Jr. Day	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
<b>21</b>	<b>22</b> National Answer Your Cat's Question Day	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	Notes _____ _____ _____ _____		



**February 2018**  
**It's Spay/Neuter Awareness Month!**

### Timely Promotions

- 4:** Cats vs. dogs football promo
- 14:** [Try a kissing booth!](#)
- 20:** Have followers share why they love their pets.
- 27:** Promote S/N services with a special today.

### More Online Engagement

- Post photos of your staff in empty kennels after an adoption event.
- Stage a V-Day animal wedding for mega engagement.
- Try the hashtag **#TransformationTuesday.**

### Plan Ahead

- Kitten season
- Foster recruitment
- Horse Protection Day
- St. Patrick's Day
- Poison Prevention Week

### Planning

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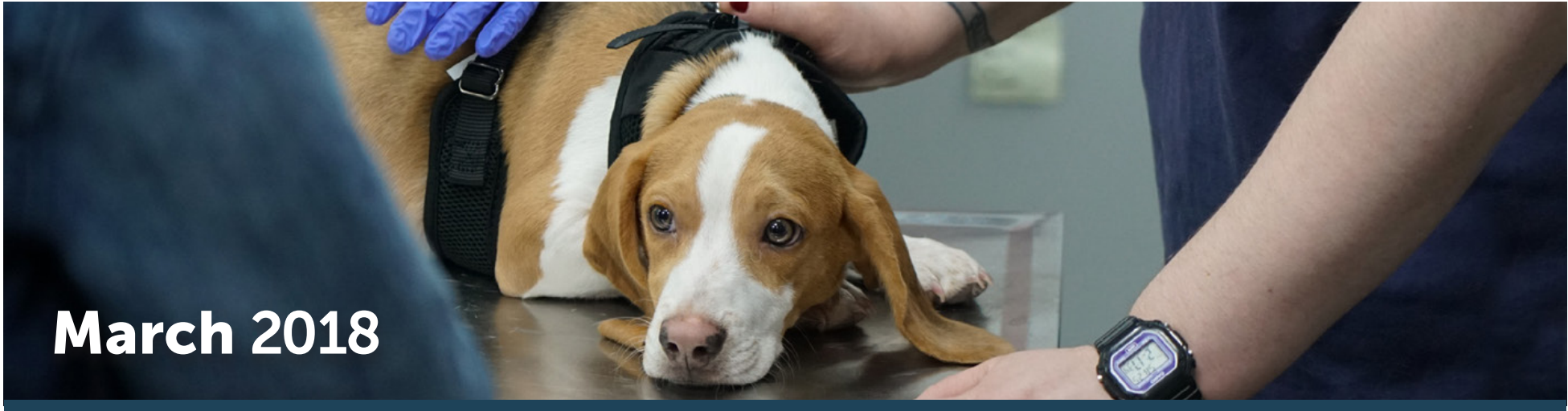
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# February 2018

It's Spay/Neuter Awareness Month!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes _____ _____ _____				1	2	3
4 Super Bowl	5	6	7	8	9	10
11	12	13	14 Valentine's Day	15	16	17
18	19 Presidents' Day	20 National Love Your Pet Day	21	22	23	24
25	26	27 World Spay Day	28	Notes _____ _____ _____		



# March 2018

## Timely Promotions

- 1:** Urge supporters to join the [Horse Action Team](#) to ban horse slaughter.
- 2:** Ask fans to post photos of kids reading to pets.
- 4:** Get creative with movie poster parodies.
- 12:** Post uber-adorable cat and dog napping pics.
- 17:** How about an O'Doption special, or St. Patrick's Day, or waive fees for animals with ginger fur?
- 18-24:** Share our [Animal Poison Control Center](#) information with your followers.

## More Online Engagement

- Celebrate March Madness with basketball-themed memes.
- Ask fans for now-and-then photos of their kittens and pups all grown up.
- Have foster parents go LIVE on social media to show off their animals.

## Plan Ahead

- Get ready to hire for summer
- Kitten season
- Foster recruitment
- Help a Horse Day
- ACO Appreciation Week
- Volunteer Appreciation Week

## Planning

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# March 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes				<b>1</b> National Horse Protection Day	<b>2</b> Read Across America Day	<b>3</b>
<b>4</b> The Academy Awards	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<b>11</b>	<b>12</b> National Napping Day	<b>13</b> National K9 Veterans Day	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b> St. Patrick's Day
<b>18</b> ■ 18-24: National Poison Prevention Week. Poison emergency? Call the APCC hotline at 888-426-4435	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b> National Puppy Day	<b>24</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>





April 2018

**Timely Promotions**

- 1: Post photos or videos of your available animals doing something silly.
- 10: Share the ASPCA's #ShopWithYourHeart campaign.
- 8-14: Host an appreciation event for your community's ACOs and invite the public to attend.
- 8-14: Use the hashtag #PreventDogBites to share safety tips.
- 19: Post a photo or video of a dog or cat giving a high five.
- 22: Ask supporters to donate recyclables you can use in creative ways.
- 26: Share how your organization (or another) assists horses in need; tag #HelpaHorse.
- 27: Create a fun meme about hairballs.

**More Online Engagement**

- Post before/after pics of animals you rehabilitate.
- Try the hashtag #WoofWednesday.

**Plan Ahead**

- Kitten season
- Cinco de Mayo
- Mother's Day

**Planning**

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**Staff Celebrations**

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# April 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1</b> April Fool's Day Easter	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b> 7-9: New England Fed in Nashua, NH
<b>8</b> 8-14: Dog Bite Prevention Week & National ACO Appreciation Week Dog Fighting Awareness Day	<b>9</b>	<b>10</b> National Farm Animals Day	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>15</b> 15-22: National Volunteer Appreciation Week	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b> National High Five Day	<b>20</b>	<b>21</b>
<b>22</b> Earth Day	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b> Help a Horse Day	<b>27</b> Hairball Awareness Day	<b>28</b> 28-30: TX Unites in Austin, TX World Veterinary Day
<b>29</b>	<b>30</b> Adopt a Shelter Pet Day	Notes <hr/> <hr/> <hr/>				



**May 2018**

**Timely Promotions**

- 4:** Create a “May the Fourth Be With You” adoption promotion.
- 5:** Create a festive Mexico-themed adoption special.
- 9:** Encourage supporters to make catnip toys out of old socks.
- 13:** Post photos of foster moms with their foster animals.

**More Online Engagement**

- Tweet LIVE from Expo or another offsite event.
- Try the hashtag **#ThankyouThursday**.
- Share the [research](#) that proves pets given as gifts are cared for as much as other pets.

**Plan Ahead**

- Adopt a Shelter Cat Month
- Father’s Day

**Planning**

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**Staff Celebrations**

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# May 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4 Star Wars Day	5 Cinco de Mayo
6 6-12: National Pet Week	7	8	9 Lost Sock Day	10	11	12
13 Mother's Day	14 14-17: Animal Care Expo in Kansas City, MO	15	16 16-18: IVFSA Conference in Portland, OR	17	18	19
20	21	22	23	24	25	26
27	28 Memorial Day	29	30	31	Notes _____ _____ _____ _____	



# June 2018

It's Adopt a Shelter Cat Month!



## Timely Promotions

- 8:** Ask followers to post photos of their best canine or feline friend and use the hashtag **#BestFriendsDay**.
- 17:** Hold a fee-waived promotion for fathers.
- 21:** Ask staff, volunteers and fans to post pictures of themselves with their favorite animal.

## More Online Engagement

- Crowdsource your brainstorming by asking fans to help name cats.
- Post pics of men with cats—always a hit!
- Try the hashtag **#FosterFriday**.

## Plan Ahead

- Hot weather
- Get your free [parvo protocol](#)
- Independence Day
- Craft for Your Shelter Day

## Planning

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# June 2018

It's Adopt a Shelter Cat Month!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes					1	2
3 3-6: Prairie States Conference in Bloomington, IL	4 Hug Your Cat Day	5	6 6-8: SAWA Management Conference in Chicago, IL	7	8 National Best Friends Day	9
10	11	12	13	14	15	16
17 Father's Day	18	19	20	21 National Selfie Day	22 Take Your Dog to Work Day	23
24	25	26	27	28	29	30
31						

# July 2018

It's National Lost Pet Prevention Month!



## Timely Promotions

- 4:** Try a \$17.76 adoption fee promotion.
- 15:** Share with your fans how to make a [pet first aid kit](#).
- 21:** Put out a call for volunteers to craft useful items for your shelter, like toys, beds and quilts.

## More Online Engagement

- Free apps like Videoshop turn anyone into a video editor.
- Try the hashtag **#SaturdaySmile**.

## Plan Ahead

- Keep shelter pets cool
- Parvo protocol time
- National Black Cat Appreciation
- Clear the Shelters

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# July 2018

It's National Lost Pet Prevention Month!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 Independence Day	5	6	7
8	9	10	11	12	13 13-17: AVMA Conference in Denver, CO	14
15 Pet Fire Safety Day	16	17	18	19 19-21: Best Friends Animal Conference in Los Angeles, CA	20	21 National Craft for Your Shelter Day
22	23	24	25	26	27	28
29	30	31 National Mutt Day	Notes _____ _____ _____ _____			

# August 2018



## Timely Promotions

- 3:** Partner with local bars on a “pup crawl” or adoption event.
- 15:** Encourage your supporters to update their pet’s microchip information and use the hashtag **#CheckTheChip**.
- 17:** Celebrate the beauty of ebony felines with special adoption promotions.
- 22:** Remind fans to schedule their kitty’s annual check-up and use **#Cat2VetDay**.
- 26:** If you were a dog, what kind would you be? Ask your fans.
- 28:** Invite fans to share pics of departed animal friends they’ve loved.

## More Online Engagement

- To promote animals long-term animals, post a funny photo and ask for captions.
- Share behind-the-scenes footage of animals getting ready for an event.
- Try the hashtag **#SundaySpayNeuter**.

## Plan Ahead

- Budget planning
- Disaster preparedness
- Holiday promotions
- National Day of Service

## Planning

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# August 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes _____ _____ _____			1	2	3 International Beer Day	4
5	6	7	8 International Cat Day	9	10 10-12: ASPCA Cornell Maddie's Shelter Medicine Conference in Ithaca, NY	11
12	13	14	15 National Check the Chip Day	16	17 National Black Cat Appreciation Day	18 International Homeless Animals Day
19	20	21	22 Take Your Cat to the Vet Day	23	24	25
26 National Dog Day	27	28 Rainbow Bridge Remembrance Day	29	30	31	



# September 2018

It's National Disaster Preparedness Month!



## Timely Promotions

- 3:** Promote adoptions of working breed dogs and barn cats.
- 11:** Share ideas for service projects at your shelter or in your community.
- 13:** Debunk a longstanding myth by trying pets as gifts or fee-waived adoptions.
- 19:** Use a photo editing tool to add pirate costumes and speech bubbles to images of available animals, post them and ask your fans to comment about what the animals are saying using "pirate talk."

## All Month Long

- Share our [free resources on emergency planning](#) with your community.
- Feature your animals who need extra TLC.

## More Online Engagement

- Create fun collages with apps like PicMonkey.
- Ask fans for back-to-school photos of kids with pets.
- Shout out your superstar volunteers.

## Plan Ahead

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

## Planning

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# September 2018

It's National Disaster Preparedness Month!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes						1
2	3 Labor Day	4	5	6	7	8
9	10	11 National Day of Service & Remembrance	12	13 Defy Superstition Day	14	15 Puppy Mill Awareness Day
16	17	18	19 Talk Like a Pirate Day	20	21	22
23	24	25	26	27	28 World Rabies Day	29
30	24-30: National Deaf Pet Awareness Week					

# October 2018

It's Adopt a Shelter Dog Month!



## Timely Promotions

- 5:** Post photos of pets smiling and use the hashtag **#WorldSmileDay**.
- 14-20:** Shout out to all your vet techs every day this week.
- 16:** Check out our [TNR resources](#).
- 27:** Make their hearts go pitter-pat for your pitties.
- 31:** Go live on Facebook or Twitter with a Halloween-themed parade of pets.

## More Online Engagement

- Post a dog a day for the month.
- Use the hashtag **#FindYourFido** and tap into the ASPCA's online campaign.

## Plan Ahead

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

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# October 2018

It's Adopt a Shelter Dog Month!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>1</b> National Black Dog Day	<b>2</b>	<b>3</b>	<b>4</b> World Animal Day	<b>5</b> World Smile Day	<b>6</b>
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b> 11-12: National Animal Care and Control Association's Conference in Denver, CO	<b>12</b>	<b>13</b>
<b>14</b> 14-20: National Veterinary Technician Week	<b>15</b>	<b>16</b> National Feral Cat Day	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b> National Sweetest Day
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b> National Pit Bull Awareness Day
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b> Halloween	Notes _____ _____ _____ _____		

# November 2018

It's Adopt a Senior Pet Month!



## Timely Promotions

- 4-10:** Tag another shelter or rescue you partner with and thank them online.
- 11:** Hold an adoption special for current and former military members.
- 22:** Ask fans to talk about an animal for whom they are thankful.
- 23:** Create an album of all your available black animals and ask supporters to share it.
- 27:** Create holiday wish lists and share them with your fans.

## All Month Long

- Ask supporters to share the best things about their senior pets.

## More Online Engagement

- Share photos of senior animals in all their beauty.
- Post your favorite thank-you notes from adopters.

## Plan Ahead

- December holidays
- Gift-giving
- New Year's events and promotions

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# November 2018

It's Adopt a Senior Pet Month!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes				1	2	3
4	5	6	7	8	9	10
4-10: National Animal Shelter & Rescue Appreciation Week		Election Day	7-10: SAWA Annual Conference in Kansas City, MO			
11 Veterans Day	12	13	14	15	16	17
18	19	20	21	22 Thanksgiving	23 Black Friday	24
25	26 Cyber Monday	27 Giving Tuesday	28	29	30	

# 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

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# 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					