

Saving Lives 365 ASPCApro 2019 Q2 Planning Calendar



ASPCApro.org



Timely Promotions

Planning

Staff Celebrations

More Online Engagement

Plan Ahead

April 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 April Fool's Day	2	3	4	5	6
7 7-13: Dog Bite Prevention Week & National Volunteer Appreciation Week	8 Dogfighting Awareness Day	9	10 National Farm Animals Day	11	12	13
14 7-13: National Animal Care & Control Appreciation Week	15 15-18: Animal Care Expo in New Orleans, LA	16	17	18	19 National High Five Day	20
21 Easter Sunday	22 Earth Day	23 Webinar: Using Mega Adoption Events to Promote Adopting Fosters	24	25 National Hairball Awareness Day	26 Help a Horse Day: Kickoff Weekend for Help a Horse Home	27 27-29 TX Unites, Austin, TX World Veterinary Day
28	29	30 Adopt a Shelter Pet Day	Notes			

May 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4 Star Wars Day
5 5-11: National Pet Week Cinco de Mayo	6	7 IVFSA Conference in St. Pete Beach, FL 7-10	8	9	10	11 National Animal Disaster Preparedness Day
12 Mother's Day	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27 Memorial Day	28	29	30	31	

It's Adopt a Shelter Cat Month!



- 1:** Hit the trails with your best friend
- 4:** Have a cat who likes to hug? Feature him online!
- 16:** Hold a fee-waived promotion for fathers
- 21:** Ask staff, volunteers and fans to post pictures of themselves with their favorite animal
- 22:** Canine kissing booth, anyone?

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

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

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

June 2019

It's Adopt a Shelter Cat Month!

ASPCA[®]pro

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes						1 National Trails Day
2 2-5: Prairie States Conference in Bloomington, IL	3	4 Hug Your Cat Day	5	6	7	8
9	10	11	12 Association of Animal Welfare Advancement Conference, St. Louis, MO	13	14	15
16 Father's Day	17	18	19	20	21 National Selfie Day Take Your Dog to Work Day	22 National Kissing Day
23	24	25	26	27	28	29 30/31