## Saving Lives 365 ASPCApro 2019 Q2 Planning Calendar





#### **Timely Promotions Planning** Post photos or videos of your available 1: animals doing something silly. National Volunteer Appreciation Week: Host 7-13: an appreciation event for your volunteers. Use the hashtag #PreventDogBites to share safety tips. Share the ASPCA's **#ShopWithYourHeart** 10: campaign. 14-20: Profile your ACOs on your social media all week long. Post a photo or video of a dog or cat giving 19: a high five. 22: Ask supporters to donate recyclables you can use in creative ways. 25: Create a fun meme about hairballs. 26: Share how your organization (or another) assists horses in need; tag #HelpaHorse. **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



**Staff Celebrations** 

# **April** 2019



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>1</b> April Fool's Day	2	3	4	5	6
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	15-18: Animal Care Expo in New Orleans, LA	16	17	18	19 National High Five Day	20
<b>21</b> Easter Sunday	<b>22</b> 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	27-29 TX Unites, Austin, TX World Veterinary Day
28	29	<b>30</b> Adopt a Shelter Pet Day	Notes			



### **Timely Promotions**

- 4: Create a "May the Fourth Be With You" adoption promotion.
- Host a Cinco de Meow or \$5 adoption event.
- **11:** Share our DIY pet first aid kit with your fans.
- **12:** Post photos of foster moms with their foster animals.

### **More Online Engagement**

• Share the <u>research</u> 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	Staff Celebrations		
	ASPCA	orc	

# **May 2019**



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	<b>4</b> 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
<b>12</b> Mother's Day	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27 Memorial Day	28	29	30	31	



### Hit the trails with your best friend 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? **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**.

**Timely Promotions** 

Plan AheadHot weather

• Get your free parvo protocol

Craft for Your Shelter Day

Independence Day

**Planning** 



**Staff Celebrations** 

### June 2019 It's Adopt a Shelter Cat Month!



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