

## **Timely Promotions**

- **1:** Urge supporters to join the <u>Horse Action Team</u> 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. Catrick's Day, or waive fees for animals with ginger fur?
- **18-24:** Share our <u>Animal Poison Control Center</u> 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	Staff Celebrations		
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## **March 2018**



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