

# **Saving Lives 365** ASPCApro 2020 Q4 Planning Calendar



**ASPCApro.org**

# October 2020

## Adopt a Shelter Dog Month

Register for our  
**#AdoptAFosterDog**  
Campaign!



### Timely Promotions

- 1:** Check out some of the [factory farm detox recipes](#) and share on your social media.
- 1-15:** Encourage your fans to adopt a horse. No horses in your care? Encourage fans to visit [myrighthorse.org](#).
- 5:** Shout out a teacher or school who supports your organization in honor of World Teacher's Day.
- 11-17:** Feature your vet techs' important work this week!
- 16:** Ask your community to help make [winter shelters](#) for community cats.
- 24:** Get your pitties' faces out there with [fun TikTok videos](#).
- 29:** Try these [5 Tips for Marketing Adult Cats](#).
- 31:** Bone up on [5 Halloween Safety Tips for Pets](#) and share with adopters.

### More Online Engagement

- Register for the ASPCA's Adopt a Shelter Dog Month campaign and use hashtag **#AdoptAFosterDog**
- Use hashtag **#MakeADogsDay** to share adoptable dogs from your shelter who may need some extra exposure to find their loving homes!"
- Hold a Halloween-themed **virtual adoption event**—costumes included!

### Plan Ahead

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

### Staff Celebrations

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# October 2020

## Adopt a Shelter Dog Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes				<b>1</b>	<b>2</b>	<b>3</b>
				<a href="#">Sep. 30–Oct. 3: Connexity by AAHA Conference, Virtual</a>		
				<b>1–7: National Walk Your Dog Week</b>		
				International Day of Non-Violence	World Smile Day	<b>3–11: Hooftober</b>
				World Vegetarian Day		
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<b>1–7: National Walk Your Dog Week</b>						
<b>3–11: Hooftober: ASPCA Equine Adoption Campaign</b>						
	World Teachers' Day					
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>
<b>3–11: Hooftober: ASPCA Equine Adoption Campaign</b>						
<b>11–17: National Veterinary Technician Week</b>						
					National Feral Cat Day	
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
			<a href="#">21: Webinar: Weeding Out the Stigma of CBD in Pets</a>		<a href="#">23–25: Animal Law Conference, Virtual</a>	
				National Make a Dog's Day		National Pit Bull Awareness Day
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>
<a href="#">23–25: Animal Law Conference, Virtual</a>						
				National Cat Day		Halloween

# November 2020

## Adopt a Senior Pet Month



### Timely Promotions

- 1:** Launch your Giving Tuesday campaign, leading up to the big day on December 1
- 3:** Post voting-themed photos of your animals on social media to encourage your community to get out and vote.
- 6-12:** Thank another shelter or rescue you work with and tag them on social media.
- 11:** Try a "**Pets for Vets**" promotion, similar to Animal Care Centers of NY's, and reduce adoption fees for active and veteran members of the military.
- 15:** Ask the public to make recycled **cat** and **dog** enrichment items for your animals.
- 17:** Encourage volunteers to take your dogs on a hike during a **Doggy Day Out**.
- 26:** Keep pets safe by sharing these **four Thanksgiving foods that are harmful to pets**.
- 27:** Host a "Cat Friday" adoption event, waiving or reducing adoption fees for your feline residents
- 30:** Take advantage of Cyber Monday by promoting your shelter's online donation list.

### More Online Engagement

- Feature senior pets every day of the month, including **horses**!
- Ask fans to share why they are thankful for their pet.

### Plan Ahead

- December Holidays
- **Pets as Gifts**
- New Year's Events and Promotions

### Staff Celebrations

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# November 2020 Adopt a Senior Pet Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1</b>  World Vegan Day	<b>2</b>	<b>3</b>  Election Day	<b>4</b>	<b>5</b>	<b>6</b>  6-12: National Animal Shelter & Rescue Appreciation Week	<b>7</b>
<b>8</b>  6-12: National Animal Shelter & Rescue Appreciation Week	<b>9</b>	<b>10</b>	<b>11</b>  Veterans Day	<b>12</b>	<b>13</b>  World Kindness Day	<b>14</b>
<b>15</b>  America Recycles Day	<b>16</b>	<b>17</b>  National Take a Hike Day	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>  Family Volunteer Day
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>  Thanksgiving Day	<b>27</b>  Black Friday	<b>28</b>
<b>29</b>	<b>30</b>  Cyber Monday	Notes <hr/> <hr/> <hr/> <hr/>				

# December 2020



## Timely Promotions

- 1:** Go live with some of your animals to encourage Giving Tuesday donations. Make sure to include a donate button in all your social media promotions.
- 5:** Show your volunteers how important they are.
- 13:** Dedicate your social media channels to adoptable horses. No horses in your care? Encourage fans to visit [myrighthorse.org](http://myrighthorse.org).
- 15:** Feature your cat caregivers on your socials.
- 18:** Promote the dogs in your care who have special medical or behavioral needs.
- 25:** Have volunteer elves deliver adopted pets to their new homes.
- 31:** Hold a “Mew Year’s” promotion and waive or reduce your cat adoption fees.

## More Online Engagement

- Lay out new toys and treats, and post videos of your shelter animals choosing their own holiday gift.
- Post photos of your animals with captions stating their New Year’s resolution.

## Plan Ahead

- Thank holiday donors
- Make resolutions
- Update your SOPs

## Staff Celebrations

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# December 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
		Giving Tuesday			National Cookie Day	International Volunteer Day
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
				10–18: Hanukkah		
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>
10–18: Hanukkah						
National Horse Day		National Cat Herder's Day			National Underdog Day	
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>
						Dec. 26–Jan. 1: Kwanzaa
					Christmas Day	
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	Notes	
Dec. 26–Jan. 1: Kwanzaa						
				New Year's Eve		