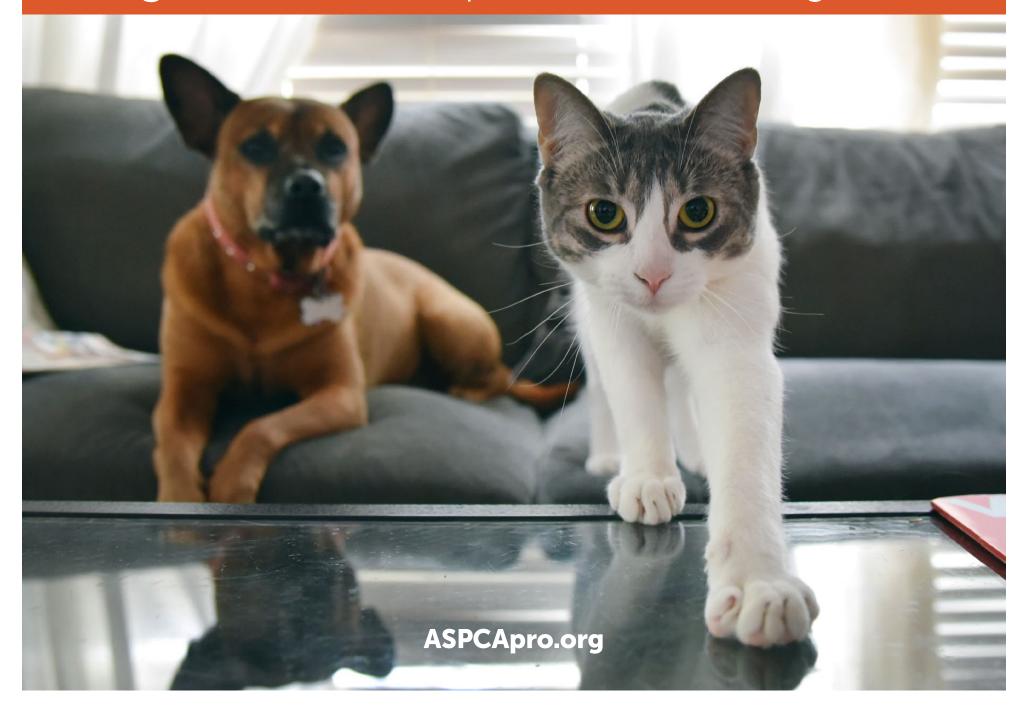
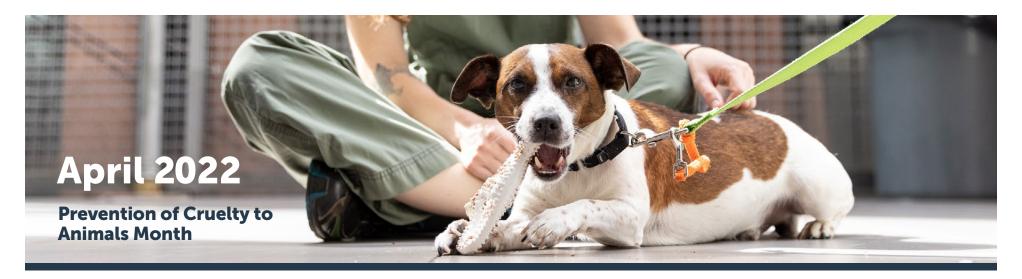
Saving Lives 365 ASPCApro 2022 Q2 Planning Calendar





Timely Promotions

- 7: Learn how to wrap a cat like a burrito and other gentle handling techniques.
- Share this important research on <u>canine babesiosis</u> and <u>dogfighting injuries</u> with staff and veterinary partners.
- **9:** Highlight a one-of-a-kind adoptable dog, cat, or horse—or use a photoediting tool to add unicorn horns to horse, dog, or cat pics and promote them.
- 10: Share the ASPCA's #ShopWithYourHeart campaign.
- **10-16:** Profile your ACOs, the unsung heroes, on your social media channels.
- 13: Share 17 Plants Poisonous to Pets with your community.
- 17-23: Check out 10 Ways to Thank Foster Pet Families.
- **21:** Train cats and dogs to high five and help them get adopted faster.
- 22: Reduce your carbon pawprint with these recycling enrichment projects.
- **23:** Share strategies for preventing lost dogs and what to do if a dog goes missing in your community.
- **26:** Do you adopt out equines? Become an ASPCA Right Horse Partner and gain access to invaluable adoption resources and My Right Horse
- **28:** Share these helpful tips on keeping pets safe around kids.
- **29:** Get your groove on and have staff perform a trending TikTok dance with adoptable pets in the background.
- **30:** Thank your shelter veterinarians on Facebook and ask followers to comment with a shout-out to their own pet's vet.

More Online Engagement

- Temporarily update select animal bios with pets' preferred brews (stout for plump pups, pale ale for light-furred cats, hoppy for any bunnies in your care, etc.) for National Beer Day
- Share cute pics of pups in jammies on Wear Your Pajamas to Work Day.

Professional Development

- Learn more about the ASPCA's Meow For Now kitten foster campaign.
- Dive into the research around pet ID tags and learn how to keep adopted pets protected.

Plan Ahead

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

Staff Celebrations



April 2022 Prevention of Cruelty to Animals Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes					1	2
					April Fool's Day	
3	4	5	6	7	8	9
				National Burrito Day National Beer Day	National Dogfighting Awareness Day	National Unicorn Day
10	11	12	13	14	15	16
	g Bite Prevention Week mal Control Officer Apprecia	etion Week				
National Farm Animals Day	National Pet Day	ation week	International Plant Appreciation Day		Good Friday Passover Begins	Wear Your Pajamas to Work Day
17	18	19	20	21	22	23
17-23: National Pet 17-23: National Vol	ID Week unteer Appreciation Week	19-22: Animal Care I	Expo Orlando Hybrid			
Easter				National High Five Day	Earth Day	National Lost Dogs Awareness Day
24	25	26	27	28	29 International Dance Day	30 World Veterinary Day National Adopt a Shelter Pet Day
		Help a Horse Day	International Guide Dog Day	National Kids and Pets Day	Hairball Awareness Day	Animal Advocacy Day National Therapy Animal Day



Timely Promotions

- Download <u>Adoption Promotions for Harder-to-Place</u> <u>Pets.</u>
- **3:** Thank all the teachers who have supported your organization's efforts in the last year in a **#ThankATeacher** Instagram post.
- 7: Host a volunteer dog walking training to keep your pups and community members active and healthy.
- **8:** Create a simple online or paper wish list for moms (and others) to indicate which of your pets they'd love to have as a gift.
- **10:** Tidy up your shelter sanitation practices with this disinfection reference sheet.
- **12:** Ask volunteers to create new bios for adoptable animals using a limerick format and share on social media.
- **13:** Ask followers to help make this traditionally "unlucky day" a good one for shelter pets by sharing 13 adoptable animals with their social networks.
- 19: APCC Webinar
- **20:** Partner with a wildlife organization and let them take over your social media for the day.
- 27: Download, print, and post Animals in Hot Cars posters.
- 29: Build a racetrack enrichment pen for dogs.
- **31:** Take some time to assess your shelter's soundscape.

More Online Engagement

- Help horses find homes by sharing available horses on MyRightHorse.org on your social media channels.
- Celebrate Scavenger Hunt Day by asking your community to search pets' online bios for answers to your questions. For example, what's the name of the tiger-striped cat who knows how to give a high five?

Professional Development

- Read a discussion about the importance of providing a spectrum of care to increase veterinary access to more clients.
- Discover tips for creating a <u>customer-friendly horse</u> adoption application.
- Learn how shelters across the country are using <u>real-life</u> rooms.
- Bone up on canine communication and behavior in this helpful webinar series.
- Save the date for Animal Poison Control Center's webinar on May 19. Check our <u>upcoming webinar page</u> for registration.

Plan Ahead

- Adopt a Shelter Cat Month
- Father's Day

Staff Celebrations

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May 2022 Adopt a Horse Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
1-7: National Pet Week						
		National Specially- Abled Pets Day				
		National Teacher Day	Star Wars Day	Cinco de Mayo		National Fitness Day
8	9	10	11	12	13	14
		National Clean		National Limerick		National Dog
Mother's Day		Your Room Day		Day	Friday the 13th	Mom's Day
15	16	17	18	19	20	21
					National Dog Rescue Day	
	Love a Tree Day				National Endangered Species Day	
22	23	24	25	26	27	28
		Scavenger Hunt Day			Heat Awareness Day	
29	30	31	Notes		-	
Indianapolis 500	Memorial Day	Save Your Hearing Day				



Timely Promotions

- **1:** Ask your fans to complete a positive online review about your organization and include a link to the site where you hope to boost your reputation.
- **3:** Record your adoptable pups enjoying squeaky toy donuts and share on your most popular social media platform.
- **14:** Ask followers to contribute to a grooming fund to get your dogs and cats professionally coiffed.
- **17:** Share with your community which people food can be hazardous to pets and which veggies and fruits are safe for sharing.
- 21: Showcase photos of animals in yoga poses.
- **24:** Teach a cat to ring a bell and watch them charm themselves into a new home.
- **27:** Take pics of tolerant pets in shades—or photoshop in the glasses— and share the images online.
- **30:** Invite your followers to share pictures of their dogs (or cats) giving paw.

More Online Engagement

- Post adoptable cats and use #CatsofInstagram.
- Invite your followers to share pictures of fathers parenting a pet.

Professional Development

- Learn how to combat ringworm in shelter cats.
- Discover tips on <u>How to Get Great Photos of</u> Your Available Animals.
- Read new research on <u>grooming</u> and <u>resource</u> guarding.
- Register for ASPCA® Cornell Maddie's Shelter
 Medicine Conference held July 15-17.

Plan Ahead

- Independence Day
- Hot weather
- Craft for Your Shelter Day

Staff Celebrations



June 2022 Adopt a Shelter Cat Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes			Say Something Nice Day	2	3	4
					National Donut Day	Hug Your Cat Day
5	6	7	8	9	10	11
			Best Friends Day			
12	13	14	15	16	17	18
		International Bath Day			Eat Your Vegetables Day	
19	20	21	22	23	24	25
Father's Day Juneteenth		First Day of Summer National Yoga Day			Cat World Domination Day Take Your Dog to Work Day	
26	27	28	29	30	Notes	
	National Sunglasses Day		Camera Day	National Handshake Day		