

# Saving Lives 365 ASPCApro 2021 Q4 Planning Calendar



[ASPCApro.org](https://www.aspcapro.org)

# October 2021

## Adopt a Shelter Dog Month



### Timely Promotions

- 1:** Check out some of the [factory farm detox recipes](#) and share on your social media channels.
- 1:** Nominate a horse advocate for [The Right Horse's Good People for Good Horses Award](#) through November 8.
- 1-7:** Hold a virtual or in-person volunteer dog walking training session.
- 2:** Post photos of smiling people and pets on adoption day on social media!
- 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!
- 12-17:** Stop by the [Retired Racehorse Project](#) if you're in Lexington, Kentucky to learn more about our Right Horse Initiative!
- 16:** Ask your community to help make [winter shelters](#) for community cats.
- 17:** Use image-editing software to "dress" your pets in outrageous outfits and share the results on your social media channels.
- 22:** Try a [Doggy Day Out program](#) and allow volunteers to take a pup on a field trip!
- 29:** Highlight your pets who prefer solitude.
- 31:** Bone up on [5 Halloween Safety Tips for Pets](#) and share with adopters.

### More Online Engagement

- Use hashtag **#MakeADogsDay** to share adoptable dogs from your shelter who may need some extra exposure to find their loving homes!

### Plan Ahead

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

### Staff Celebrations

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# October 2021

Adopt a Shelter Dog Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes					<b>1</b>	<b>2</b>
					 1-7: National Walk Your Dog Week	
					World Vegetarian Day	World Smile Day
<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
						
		World Teachers' Day			National Kitten Day	
<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>
					 <a href="#">15-17: Animal Law Conference, Virtual</a>	
						National Feral Cat Day
<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>
  17-23: National Veterinary Technician Week						
Wear Something Gaudy Day					National Make a Dog's Day	Make a Difference Day
<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>
National Pit Bull Awareness Day						
<b>31</b>					National Cat Day	
Halloween					Hermit Day	

# November 2021

## Adopt a Senior Pet Month



### Timely Promotions

- 1:** Launch your [Giving Tuesday campaign](#), leading up to the big day on November 30.
- 3:** Register for the [ASPCA Applied Research Forum](#).
- 5:** Invite the public to read to your [dogs](#) and [cats](#).
- 6-12:** Create a post thanking another shelter or rescue you partner with and tag them on social media.
- 11:** Try a "Pets for Vets" promotion and reduce adoption fees for active and veteran members of the military.
- 11:** Register for:  
[Don't Sweat It!: Treating Low-Toxicity Agents in Cats and Dogs](#)
- 15:** Ask the public to make recycled [cat](#) and [dog](#) enrichment items for your animals.
- 16:** Feature your drooliest dogs on Slobber Appreciation Day!
- 20:** Encourage families to try fostering for the first time with a [Holiday Heroes short-term foster opportunity](#).
- 26:** Keep pets safe by sharing these [4 Thanksgiving foods that are harmful to pets](#).
- 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](#)!
- Engage your followers with [5 Ways to Message Thanksgiving](#) tips from your colleagues in the field.
- Create a post asking 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 2021

Adopt a Senior Pet Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
	1-7: National Animal Shelter & Rescue Appreciation Week					
	World Vegan Day		<a href="#">ASPCA Applied Research Forum</a>	<u>Diwali Day</u>		Book Lover's Day
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
				<u>Webinar: Don't Sweat It!: Treating Low-Toxicity Agents in Cats and Dogs</u>		
				Veterans Day		World Kindness Day
<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
	America Recycles Day	National Slobber Appreciation Day	<u>17-19: The Association of Animal Welfare Advancement Conference, New Orleans</u>			
						Family Volunteer Day
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
				Thanksgiving Day	Black Friday	
<b>28</b>	<b>29</b>	<b>30</b>	Notes _____ _____ _____			
Hanukkah: Nov. 28-Dec. 6						

# December 2021



## Timely Promotions

- 2:** Create a professional development opportunity for staff with our [Canine Communications recorded webinars](#)—approved for CEUs by the Certification Council for Professional Dog Trainers (CCPDT).
- 4-8:** Tell your equine veterinarians to stop by the ASPCA’S booth at the [American Association of Equine Practitioners annual convention](#) in Nashville for a special gift and to learn more about our safety net programming.
- 5:** Spoil the [dogs](#) and [cats](#) in your care with these enriching ideas!
- 9:** Shout out your veterinary team, thanking them for their commitment to the animals in your care.
- 13:** Dedicate your [social media](#) channels to adoptable horses. No horses in your care? Encourage fans to visit [myrighthorse.org](#).
- 15:** Feature your cat caregivers on your socials. Be sure to include community cat colony caregivers too!
- 18:** Use our [marketing guide](#) to promote the dogs in your care who have special medical or behavioral needs. Plus, learn how to write [horse adoption listings for spirited equines](#).
- 25:** Have [volunteer elves deliver adopted pets to their new homes](#).
- 31:** Hold a “Mew Year’s” or “Neigh Years” promotion and reduce adoption fees for your cats and horses.

## More Online Engagement

- Create [stockings for your shelter animals](#) and share online.
- Share the [Top 5 Holiday Dangers for Pets](#) with your community.

## Plan Ahead

- Thank holiday donors
- Make resolutions
- Update your SOPs

## Staff Celebrations

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# December 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes			<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
			Hanukkah: Nov. 28-Dec. 6			<a href="#">4-8: Association of Equine Practitioners Conference, Nashville</a> National Cookie Day
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
Celebrate Shelter Pets Day				International Day of Veterinary Medicine		
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
	National Day of the Horse		National Cat Herder's Day			National Underdog Day
<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
						Christmas Day
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	
Dec. 26-Jan. 1: Kwanzaa					New Year's Eve	