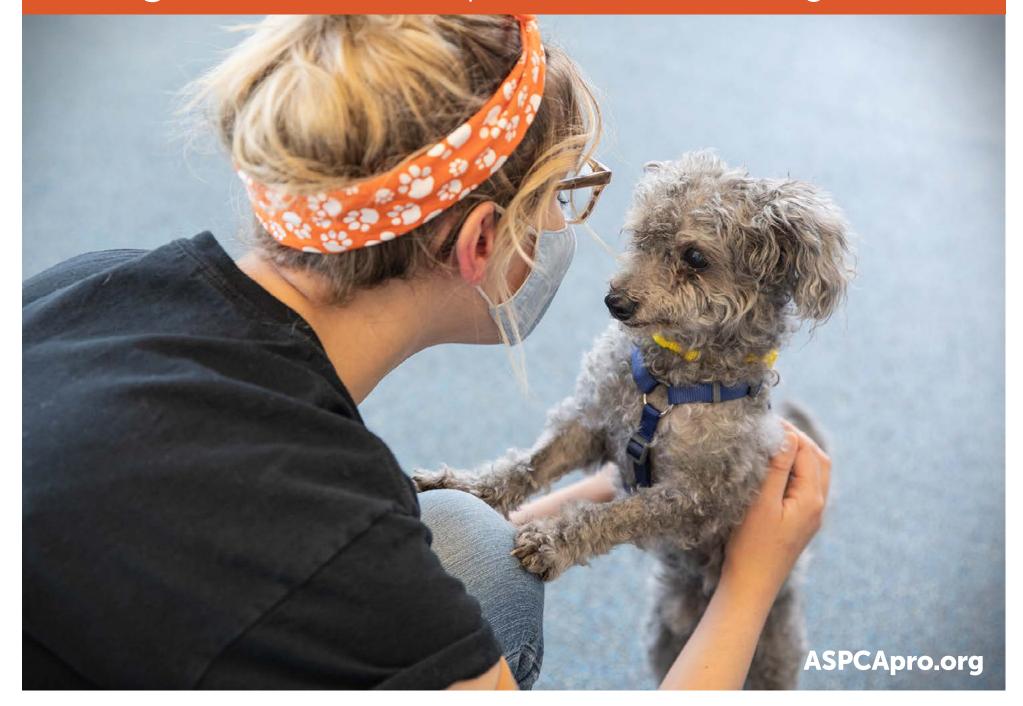
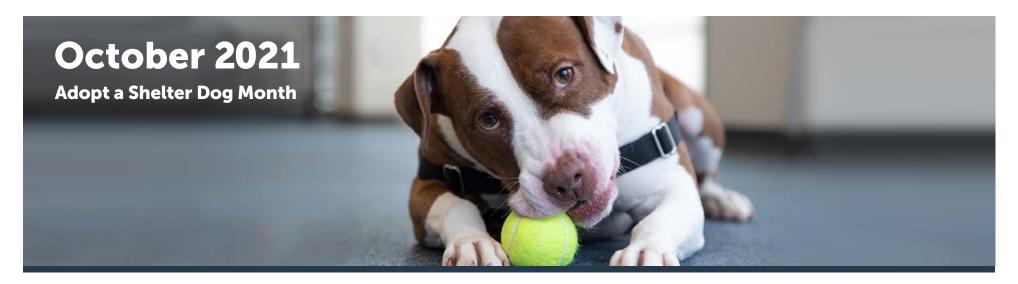
Saving Lives 365 ASPCApro 2021 Q4 Planning Calendar





Timely Promotions

- 1: Check out some of the <u>factory farm detox recipes</u> 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 <u>Retired Racehorse Project</u> if you're in Lexington, Kentucky to learn more about our Right Horse Initiative!
- **16:** Ask your community to help make <u>winter shelters</u> 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 <u>Doggy Day Out program</u> and allow volunteers to take a pup on a field trip!
- 29: Highlight your pets who prefer solitude.
- **31:** Bone up on <u>5 Halloween Safety Tips for Pets</u> 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



October 2021 Adopt a Shelter Dog Month



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



Timely Promotions

- **1:** Launch your <u>Giving Tuesday campaign</u>, 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 <u>cat</u> and <u>dog</u> 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



November 2021 Adopt a Senior Pet Month



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



Timely Promotions

- **2:** Create a professional development opportunity for staff with our <u>Canine Communications recorded webinars</u>—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 <u>social media</u> channels to adoptable horses. No horses in your care? Encourage fans to visit <u>myrighthorse.org</u>.
- **15:** Feature your cat caregivers on your socials. Be sure to include community cat colony caregivers too!
- 18: Use our <u>marketing guide</u> 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 <u>Top 5 Holiday Dangers for</u> <u>Pets</u> with your community.

Plan Ahead

- Thank holiday donors
- Make resolutions
- Update your SOPs

Staff Celebrations



December 2021



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes			1	2	3	4
			Hanukkah: Nov. 28-De	ec. 6 National Mutt Day		4-8: Association of Equine Practitioners Conference, Nashville National Cookie Day
5	6	7	8	9	10	11
Celebrate Shelter Pets Day				International Day of Veterinary Medicine		
12	National Day of	14	National Cat	16	17	National Underdog
19	the Horse	21	Herder's Day	23	24	25
26	27	28	29	30	31	Christmas Day
Dec. 26-Jan. 1: Kwan	-+		- 23			
Dec. 20 dan. 1. Kwan	1244					
					New Year's Eve	