# Saving Lives 365 ASPCApro 2021 Q2 Planning Calendar





## **Timely Promotions**

- 7: 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.).
- 10: Share the ASPCA's #ShopWithYourHeart campaign.
- **10:** Promote your bonded pairs today!
- **11-17:** Profile your ACOs, the unsung heroes, on your social media channels.
- **15:** Train cats and dogs to high five and help them get adopted faster.
- 18-24: Check out 10 Ways to Thank Foster Pet Families.
- 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.
- 24: Thank your shelter veterinarians on Facebook and ask followers to comment with a shout-out to their own pet's vet.
- 26: Do you adopt out equines? Become a partner in The <u>Right Horse Initiative</u> and gain access to invaluable adoption resources.
- 26: Share these helpful tips on keeping pets safe around kids.

## More Online Engagement

- Use the hashtag **#PreventDogBites** on Twitter or Instagram and share your favorite safety tips.
- 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 <u>pet ID</u> tags and learn how to keep adopted pets protected.
- Share with staff these free ASPCA Cornell Maddie's Shelter Medicine Conference online classes, including Caring this Much is Exhausting! The Emotional Challenges of Working in an Animal Shelter or Rescue Environment.

#### **Plan Ahead**

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

## **Staff Celebrations**



# **April 2021**



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes				1	2	3
				April Fool's Day		
4	5	6	7	8	9	10
Easter			National Beer Day	National Dogfighting Awareness Day		National Farm Animals Day Siblings Day
11	12	13	14	15	16	17
	Bite Prevention Week al Control Officer Apprec	ation Week		National High Five Day	Wear Your Pajamas to Work Day	17-23: National Pet ID Week
18	19	20	21	22	23	24
17-23: National Pet I						
18-24: National Volunteer Appreciation Week			21-23: Animal Care Expo Online		National Lost Dogs	
				Earth Day	Awareness Day	World Veterinary Day
25	26	27	28	29	30	
	Help a Horse Day				National Adopt a Shelter Pet Day	
					Animal Advocacy Day	
	National Kids and Pets Day	National Little Pampered Dog Day			National Therapy Animal Day	



## **Timely Promotions**

- 2: Host a volunteer dog walking training to keep your pups and community members active and healthy.
- **3:** Highlight your special needs pets and share how their traits make them one of a kind.
- 4: Name pets after Star Wars characters and feature them on social media channels.
- 5: Thank all the teachers who have supported your organization's efforts in the last year in a **#ThankATeacher** Instagram post.
- 9: 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:** Promote any available hamsters in your care.
- **20:** Ask your fans what they would buy their pets if they had a million dollars to spoil them with.
- 28: Download, print & post Animals in Hot Cars posters.
- **29:** Break out the baby pools and let your pups splash around live on Facebook.

#### **More Online Engagement**

- Help horses find homes by sharing available horses on <u>MyRightHorse.org</u> on your social media channels.
- Watch your inbox for Adopt a Horse Month resources, and while you're waiting, snag some new photos of your equines for online promotions.
- 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 high five?

#### **Professional Development**

- Read up on pets as gifts and ways to handle the logistics of third-party adoptions.
- Learn how to home horses in transition in this recorded webinar.
- Bone up on canine communication and behavior in this helpful webinar series.

#### **Plan Ahead**

- Adopt a Shelter Cat Month
- Father's Day

## **Staff Celebrations**



## May 2021 Adopt a Horse Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes						1
						1-7: National Pet Week
2	3	4	5	6	7	8
1-7: National Pet Week						•
			National Teachers' Day			
National Fitness Day	National Specially- Abled Pets Day	Star Wars Day	Cinco de Mayo			
9	10	11	12	13	14	15
Mother's Day	National Hamster Day					Love Your Pet Day
16	17	18	19	20	21	22
					National Endangered	
Love a Tree Day				Be a Millionaire Day	Species Day	
23	24	25	26	27	28	29
	Scavenger Hunt Day					
30	31					National Learn to
	Memorial Day				Heat Awareness Day	Swim 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.
- **5:** Encourage your fans to share photos of their pets enjoying the outdoors.
- **17:** Share with your community which people food can be hazardous to pets and which **veggies and fruits are safe for sharing**.
- **18:** Stage a pet-friendly photo shoot complete with a picnic basket and red-and-white checked blanket.
- **21:** Feature available animals stretching or doing the downward dog on Instagram.
- 24: Teach a cat to ring a bell and watch them charm themselves into a new home.
- **25:** Partner with a local business on an employee adoption event.
- 27: Take pics of tolerant pets in shades—or photoshop in the glasses—and share the images online.

## **More Online Engagement**

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

#### **Professional Development**

- Dive into our extensive <u>community cat</u> <u>resources</u> prepared for shelters, rescues, and caretakers.
- Learn how to **combat ringworm in shelter cats**.
- Take advantage of warmer weather to recruit adoption ambassadors and get adoptable dogs (and cats) out into the community.

#### **Plan Ahead**

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

## **Staff Celebrations**



## June 2021 Adopt a Shelter Cat Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		Say Something Nice Day			Hug Your Cat Day	Play Outside Day
6	7	8	9	10	11	12
13	14	Best Friends Day	16	17	18	19
				Eat Your Vegetables Day	International Picnic Day	Juneteenth
20	21	22	23	24	25	26
Father's Day				Cat World	Take Your Dog	
First Day of Summer	National Yoga Day			Domination Day	to Work Day	
27 National Sunglasses Day	28	29	30	Notes		