Saving Lives 365 ASPCApro 2021 Q1 Planning Calendar





Timely Promotions

- 2: Share this <u>pet travel bag</u> checklist with your community so pets are ready to safely hit the road at a moment's notice.
- **4:** Partner with a local Italian restaurant on a portion of sales to benefit your organization—or recreate the iconic pasta scene from *Lady and the Tramp* and share on social media.
- **10:** Alert your followers to these **17 plants that** are toxic for pets.
- **11-15:** Register for the Maddie's Fund No Place Like Home Challenge
- **21:** Ask your community to donate squeaky toy squirrels to your pups!
- 22: Profile a few felines on your social media and ask fans to submit questions to them. Have fun responding on behalf of the cats and maybe land them a new home!
- **24:** Slather some xylitol-free peanut butter on paper plates or frisbees and hang from canine kennels to entertain your dogs and visitors alike.

More Online Engagement

- Make funny videos of your cats and dogs for Belly Laugh Day or Opposite Day and post them on TikTok.
- Check out what hashtags are trending in 2021 and hop on the bandwagon!

Professional Development

- Subscribe to <u>ASPCApro enews</u> for weekly shelter updates.
- Take <u>free online courses</u> from the ASPCA's Learning Lab at the Behavior Rehabilitation Center.
- See how your protocols compare to Association of Shelter Veterinarians' Guidelines.

Plan Ahead

- S/N Awareness Month
- The Big Game
- Valentine's Day

Staff Celebrations



January 2021



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes					1	2
			New Year's Day	National Pet Travel Safety Day		
3	4	5	6	7	8	9
	National Spaghetti Day	National Bird Day			Bubble Bath Day	
10	11	12	13	14	15	16
	11-15: No Place Like Ho	ome Challenge Registra	ation			
Houseplant Appreciation Day				Change a Pet's Life Day Dress Up Your Pet Day	National Hat Day	
17	18	19	20	21	22	23
	Martin Luther King, Jr. Day			National Hugging Day National Squirrel Appreciation Day	Answer Your Cat's Questions Day	Pie Day
24 Peanut Butter Day Belly Laugh Day	25	26	27	28	29	30
31	Opposite Day				Seeing Eye Dog Day	



Timely Promotions

- 7: Designate a dog, cat, or horse as MVP (Most Valuable Pet) to share on social media prior to the Big Game.
- **11:** Host a <u>virtual adoption event</u> to help create more human-animal bonds in your community.
- **14:** Schedule a <u>microchip scanning refresher</u> for your staff.
- **15:** Highlight the long-timers who are still looking for love the day after Valentine's Day.
- **16:** Promote one of your grumpy animals in an Instagram Story!
- 17: Snag pics of your supporters or volunteers doing something to help your shelter and post on your social channels with the hashtag #CaptureKindness.
- **20:** Ask fans to share pics of their shelter alums and tag you on Facebook and Instagram.
- **22:** Host an online dog walking orientation training or create a post on social media asking fans to share videos of their adopted dogs on a walk.

More Online Engagement

- Create your own custom kissing booth for Valentine's Day and share videos of pups planting one on your staff members. Check out this Pinterest board for other shelter DIY ideas.
- Remind your followers to make sure their pets' microchips are up to date on Pet Theft Awareness Day.

Professional Development

- Find out how the ASPCA's Spay and Neuter Alliance (ASNA) can help you start or revamp your S/N clinic.
- Take free online courses from ASNA.
- Read this <u>study on high-intensity TNR</u> and how it can save more cats.

Plan Ahead

- St. Patrick's Day
- Pet Poison Prevention Week

Staff Celebrations



February 2021 Spay/Neuter Awareness Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
The Big Game				Make a Friend Day		
14	15	16	17	18	19	20
Pet Theft Awareness Day Valentine's Day	Singles Awareness Day Presidents' Day	Do a Grouch a Favor Day Mardi Gras	Random Acts of Kindness Day			Love Your Pet Day
21	22	23	24	Extracorporeal Therapies in Toxicology Dialysis	26	27
	Walking the Dog Day			and Beyond Webinar World Spay Day		
28	Notes				1	1



Timely Promotions

- Subscribe to <u>Equine News</u> and get monthly updates about issues affecting horses and other equines.
- **2:** Have volunteers or staff read to <u>dogs</u>, <u>cats</u> and equines.
- **3:** Ask fans what their adopted pets would do if they had thumbs and post responses on social media.
- **15:** Capture your kitties catnapping and share the pics.
- 17: Try one of these lucky adoption promotions!
- **20:** Hold an adoption event that promotes pets as a surefire source of happiness. For inspiration, check out the Little Black Board of Adoption Promotions.
- **21-27:** Share how to make a <u>pet poison</u> prevention kit with your community.
- **28:** Spoil your cats with these <u>cat enrichment</u> tips and tricks.

More Online Engagement

- Celebrate National Horse Protection Day by promoting My Right Horse—an online platform for adoptable horses.
- On World Wildlife Day, tag your local wildlife rehabilitator in a thank-you post on social media.
- Go live on Facebook or Instagram for National Puppy Day to feature your younger pups—or highlight older dogs by showing they're still young at heart. Make sure to include a donate button for your organization!

Professional Development

- Make sure your spring cleaning includes a new custom parvo protocol.
- Share When Pet Poisonings Affect Your Staff with your team.
- Tell your veterinary staff about the free Animal Poison Control Center online courses.

Plan Ahead

- Volunteer Appreciation Week
- Animal Control Appreciation Week
- Help a Horse Day

Staff Celebrations

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March 2021



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	National Horse	Read Across	World Wildlife Day If Pets Had		Faralana	
	Protection Day	America Day	Thumbs Day		Employee Appreciation Day	
7	8	9	10	11	12	13
	International					
	Women's Day					K9 Veterans Day
14	15	16	17	18	19	20
	National Napping Day		St. Patrick's Day			International Day of Happiness
21	22	23	24	25	26	27
21-27: National Pet P	pison Prevention Week					
	Earth Day	National Puppy Day				
28	29	30	31	Notes		
March 28-April 3: Nat	ional National Cleaning We	eek				
Respect Your Cat Day	,					