

August 2017



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4 International Beer Day	5
6	7	8	9	10	11	12
13	14	15	16	17 National Black Cat Appreciation Day 	18	19 Photography Day 
20	21	22	23	24	25	26
27	28	29	30	31 		

Special Days

- 4** Partner with local bars on a “pup crawl” or adoption event.
- 17** Celebrate the beauty of ebony felines with special adoption promotions.
- 19 Social Media Tip:**
Have fans post photos of their adopted pets.

Need Ideas for These Special Days?

ASPCApro.org/August

Shelter Life Cycle

- Budget planning
- Parvo protocol time
- Clear the Shelter

Plan Ahead

- Disaster preparedness
- Begin planning holiday promotions