

December 2017



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3 Disability Day 	4	5	6	7	8	9
10	11	12	13	14	15 Cat Herder's Day 	16
17	18	19	20	21	22	23
24 	25 	26	27	28	29	30
New Year's Eve 31						

Special Days

Research proves pets as gifts are just as valued as ones people choose themselves, so this is the perfect time to promote third-party adoptions.

3 Social Media Tip: Highlight your animals with special needs and ask followers to share photos/stories of their differently-abled pets.

15 Social Media Tip: Ask fans to share how their pets make overwhelming days more bearable.

24-25 Have "shelter elves" deliver pets to their new homes!

31 Social Media Tip: Ask followers what their pets' New Year's resolutions would (or should!) be.

Need Ideas for These Special Days?

ASPCApro.org/December

Shelter Life Cycle

- Get your house in order

Plan Ahead

- Make resolutions