

November 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Adopt a Senior Pet Month 			1	2	3	4
5	6	7 Election Day 	8	9	10	11 Veterans Day
National Animal Shelter and Rescue Appreciation Week →						
12	13	14	15	16	17	18
SAWA Annual Conference, 12-14, Miami, FL →						
19	20	21	22	23 Thanksgiving Day 	24 Black Friday 	25
26	27 Cyber Monday 	28 Giving Tuesday 	29	30		

It's Adopt a Senior Pet Month!

Special Days

- 11** Conduct a special promotion for current and former military personnel.
- 23 Social Media Tip:** Ask animal lovers what they're grateful for—and express your gratitude to supporters.
- 24 Social Media Tip:** Feature all your ebony animals available for adoption.
- 28 Social Media Tip:** Make it easy to donate by creating special holiday wish lists at online vendors.

Need Ideas for These Special Days?

ASPCApro.org/November

Shelter Life Cycle

- Year-end fundraising

Plan Ahead

- December holidays
- Pets as gifts
- New Year's events