

Get a **Jump** on the Year Ahead



ASPCApr 2016 Planning Calendar

January 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|------------------------------------------------------------------------------------------|-------------------------------------|--------------------------------------------------|-----------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------|
|  | | | |  | 1 New Year's Day | 2 National Pet Travel Safety Day |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 National Answer Your Cat's Question Day | 16 |
| 17  | 18 Martin Luther King Day | 19 | 20 | 21 | 22  | 23 |
| 24 | 25 | 26 Help a Horse Day Webinar, 3 p.m. ET | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

Need Ideas for These Special Days?

ASPCApro.org/January

Special Days

- 1 Social Media Fun:**
Ask followers their resolutions!
- 15 Social Media Fun:**
Ask followers what question their cats would ask them *(and what the answer would be)*!
- 26** Learn how to join the Help a Horse Day celebration and grant contest.

Shelter Life Cycle

- Tune up protocols & processes
- Calculate your humane capacity

Plan Ahead

- S/N Awareness Month, February
- Super Bowl Sunday, 2/1
- Valentine's Day, 2/14

Download January & get the tools you need:
ASPCApro.org/January
 Download all 2016:
ASPCApro.org/Calendar

Notes

February 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-----------|----------|---------------------------------------------------------------------------------------|----------|
| | 1 | 2 | 3 | 4 | 5  | 6 |
| 7 Super Bowl Sunday | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 Valentine's Day | 15 Presidents' Day  | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 World Spay Day | 24 | 25 | 26 | 27 |
| 28 | 29 | <div>Notes</div> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> | | | | |

All Month

S/N Awareness Month

A great time to promote your program.

Need Ideas for These Special Days?

ASPCApro.org/February

Special Days

- 7** Quarterback your shelter team to adoption success with touchdown promotions.
- 14** Get that lovin' feelin' with kissing booths, pets as gifts and more.
- 15** Consider free adoptions for veterans & active duty military families!
- 23** **Social Media Fun:** Get the word out about spay/neuter services (and offer a special for the day).

Shelter Life Cycle

- Sharpen your vaccination IQ

Plan Ahead

- Kitten Season
- Foster Recruitment
- St. Patrick's Day, 3/17
- ACO & Volunteer Appreciation Weeks



Download February & get the tools you need:

ASPCApro.org/February

Download all 2016:

ASPCApro.org/Calendar

March 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-----------------------------------------------------------------------------------|-----------|-----------|-----------------------------------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------|
|  | | 1 | 2 Read Across America Day | 3 What if Dogs and Cats Had Opposable Thumbs Day | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16  | 17 St. Patrick's Day | 18 | 19 |
| 20 Week of March 20 – National Poison Prevention Week | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 Easter Sunday | 28 | 29 | 30 | 31 |  | |

All Month

Sign up for Help a Horse Day!

Need Ideas for These Special Days?

ASPCApro.org/March

Special Days

- 2** When kids read to shelter pets, everyone wins.
- 3** **Social Media Fun:** Ask what followers' pets would do if they had thumbs like ours!
- 17** Craft a mean, green St. Patrick's Day adoption promotion.
- 20-26** Toxins for pets lurk in unexpected places. Share safety info with adopters and social media followers.

Shelter Life Cycle

- Hiring for summer & training volunteers

Plan Ahead

- Help a Horse Day, April
- ACO & Volunteer Appreciation
- Kitten Season
- Foster Recruitment

Notes

Download March & get the tools you need:

ASPCApro.org/March

Download all 2016:

ASPCApro.org/Calendar

April 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-------------------------------------------------------------------------------------------------------------------------|------------------------------|---------------------------------------------------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------|-----------------------|---------------------------------------------------------------------------------------------|
|  | | | |  | 1 April Fool's Day | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 9-11: New England Fed Conference, Nashua, NH |
| 10 ASPCA's 150th Anniversary | 11 | 12 | 13 | 14 | 15 | 16 |
| <div>← Week of April 10-16 – ACO Appreciation Week →</div> <div>← Week of April 10-16 – National Volunteer Week →</div> | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 Earth Day | 23 23-25: Texas Unites in Austin |
| 24 | 25 Hairball Awareness Day | 26 Help a Horse Day  | 27 | 28 | 29 | 30  |

Need Ideas for These Special Days?

ASPCApro.org/April

Special Days

- 1** No kidding, we've got great April Fool's Day promotions.
- 10-16** Give your ACOs some love with these great ideas.
- 10-16** Let volunteers know they're valued with meaningful thank-yous.
- 22** Help save the planet and make life sweeter for shelter pets.
- 25 Social Media Fun:** Make a silly meme to announce this day to followers.
- 26** Engage the community in your work with equines.

Shelter Life Cycle

- The kittens are coming!

Plan Ahead

- Cinco de Mayo, 5/5
- Mother's Day, 5/8

Notes

Download April & get the tools you need:

ASPCApro.org/April

Download all 2016:

ASPCApro.org/Calendar

May 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-------------------|--------------------|------------------------|---------------------------------------------|--------------------|--------|---------------------------------------------|
| 1 | 2 | 3 Self-care Webinar | 4 Star Wars Day | 5 Cinco de Mayo | 6 | 7 |
| 8 Mother's Day | 9 Lost Sock Day | 10 | 11 HSUS Animal Care Expo - Las Vegas, NV | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 ASPCA Equine Workshop - Baltimore, MD |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 Memorial Day | 31 | Notes | | | |

Need Ideas for These Special Days?

ASPCApro.org/May

Special Days

- 3** Information geared to equine rescue workers.
- 4 Social Media Fun:** Create a themed meme and write, "May the 4th be with you!"
- 5** See our muy caliente Cinco de Mayo adoption tools.
- 8** Try pets as gifts and other Mother's Day promotion ideas.
- 9 Social Media Fun:** Get the word out about spay/neuter services (and offer a special for the day).

Shelter Life Cycle

- Kittens keep on coming!

Plan Ahead

- Adopt a Shelter Cat Month, June
- Father's Day, 6/19

Download May & get the tools you need:

ASPCApro.org/May

Download all 2016:

ASPCApro.org/Calendar



June 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------|---------------------------------------|----------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
|  | | | 1 | 2 | 3 | 4  Hug Your Cat Day |
| 5 | 6  | 7 | 8 | 9 | 10 | 11 |
| | Prairie States Animal Welfare Conference Bloomington, IL → | | | | | |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| | | | SAWA Management Conference, Detroit → | | | |
| 19 Father's Day | 20 | 21 | 22 | 23 | 24 Take Your Dog To Work Day | 25 |
| 26 | 27 | 28 | 29 | 30 |  | |

All Month

Adopt A Shelter Cat Month!

We've got a treasure trove of adoption promotions available.

Need Ideas for These Special Days?

ASPCApro.org/June

Special Days

- 4 Social Media Fun:**
Ask your fans if they've hugged their cat today, and invite them to post a pic.
- 19** Try pets as gifts and other Father's Day promotion ideas.
- 24** Share great workplace-friendly tips.

Shelter Life Cycle

- Tidy up your cleaning protocols

Plan Ahead

- National Black Cat Appreciation Day, 8/17
- Hot weather
- Get your free parvo protocol

Download June & get the tools you need:

ASPCApro.org/June

Download all 2016:

ASPCApro.org/Calendar

Notes

July 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------|---------------------------------------------------------------------------------------------|
|  | | |  | | 1 | 2 |
| 3 | 4 Independence Day | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13  | 14 14-17 Best Friends Animal Conference, Salt Lake City | 15 | 16 |
| 17 14-17 BFAC | 18 | 19 | 20 | 21 | 22 National Craft for Your Shelter Day | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30  |
| 31 | <div> Download July & get the tools you need: ASPCApro.org/July Download all 2016: ASPCApro.org/Calendar </div> | | | | | Notes |

All Month

Adopt a Rescued Rabbit Month

Need Ideas for These Special Days?

ASPCApro.org/July

Special Days

- 4** Help shelter pets celebrate their freedom with special 4th of July adoption promotions.
- 22** Get your crafty volunteers involved in making fun and useful items for your shelter.

Shelter Life Cycle

- Keep your shelter pets cool
- Parvo protocol time
- Empty the shelter

Plan Ahead

- National Black Cat Appreciation Day, 8/17

August 2016



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

Need Ideas for These Special Days?

ASPCApro.org/August

Special Days

- 17** Bust the myths and celebrate the beauty of ebony felines.

Shelter Life Cycle

- Budget planning
- Parvo protocol time

Plan Ahead

- Disaster preparedness
- Begin planning holiday promotions

Notes

Download August & get the tools you need:

ASPCApro.org/August

Download all 2016:

ASPCApro.org/Calendar

September 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-----------------------------------------------------------------------------------------|-------------------------------------|-----------------------------------------------------------------------------------|-----------|----------|--------|--------------------------------------------------------------------------------------|
| | |  | | 1 | 2 | 3 |
| 4 | 5 Labor Day | 6 | 7 | 8 | 9 | 10 |
| 11 National Day of Service | 12 | 13 | 14 | 15 | 16 | 17 |
| 18  | 19 Talk Like a Pirate Day | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 |  |

Need Ideas for These Special Days?

ASPCApro.org/September

Special Days

- 11 Social Media Fun:**
Promote ideas for service projects at your shelter or in your area.
- 19 Social Media Fun:**
Get silly and creative – offer specials to adopters who say “Arrr!” or “Hey, Matey!” You get the drift.

Shelter Life Cycle

- Are you prepared for disasters?

Plan Ahead

- Adopt a Shelter Dog Month, October
- National Feral Cat Day, 10/16
- National Veterinary Technicians Week, 10/11-17
- National Pit Bull Awareness Day, 10/24
- Halloween, 10/31

Notes

Download September & get the tools you need:

ASPCApro.org/September

Download all 2016:

ASPCApro.org/Calendar

October 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------|----------|--------|----------|
| |  | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| National Veterinary Technician Week 9-15 | | | | | | |
| 16 National Feral Cat Day | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 National Pit Bull Awareness Day |  | | 26 | 27 | 28 |
| 30 | 31 Halloween | | | | | |

All Month

Adopt a Shelter Dog Month

A wealth of adoption promotions await.

Need Ideas for These Special Days?

ASPCApro.org/October

Special Days

- 9-15** We've got resources designed especially for vet techs.
- 16** From TNR to S/N, we've got your feral cat resources.
- 24** Grab some pitty great adoption promotion ideas.
- 31** It's almost scary how much you can do with this holiday.

Shelter Life Cycle

- Ferals in winter

Plan Ahead

- Adopt a Senior Pet Month, November
- Thanksgiving, 11/24
- Black Friday, 11/25
- Giving Tuesday, 11/29

Notes

Download October & get the tools you need:
ASPCApro.org/October
 Download all 2016:
ASPCApro.org/Calendar



November 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-------------------------------------------------------------------------------------|--------|----------------------|-------------------|---------------------------------------------------------------------------------------|--------------------|--------------------|
|  | | 1 | 2 | 3 | 4 | 5 |
| | 6 | 7 | 8 Election Day | 9 | 10 | 11 Veterans Day |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 Thanksgiving Day | 25 Black Friday | 26 |
|  | 28 | 29 Giving Tuesday | 30 |  | | |
| | | | | | | |

All Month

Adopt a Senior Pet Month

Tout the richness that senior pets bring to our lives and rev up those adoptions.

Need Ideas for These Special Days?

ASPCApro.org/November

Special Days

24 Social Media Fun:

Ask supporters to name an animal they're thankful for.

25 Social Media Fun:

Let puns loose with promos for kennel-busting adoptions.

29 Social Media Fun:

Get specific with donation requests. Ex: \$10 to feed one cat.

Shelter Life Cycle

- Year-end fundraising

Plan Ahead

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

Notes

Download November & get the tools you need:

ASPCApro.org/November

Download all 2016:

ASPCApro.org/Calendar

December 2016



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------|-----------|-----------|------------------------------------------------------------------------------------------|-----------------------------|
|  4 | 5  | 6 | 7 | 1 8 | 2  | 3 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 Week of December 25: Holiday week | 26 | 27 | 28 | 29 | 30 | 31 New Year's Eve |

All Month

Food, fun, visitors and dangers abound!

Keep holiday pet safety top of mind by sharing resources with your community.

Need Ideas for These Special Days?

ASPCApro.org/December

Special Days

The research is clear:

Pets given as gifts are just as valued as ones people choose themselves. Find out how to make third-party adoptions a powerful part of your program.

31 Social Media Fun:

Ask fans what their pets' New Year's resolutions would (or should!) be.

Shelter Life Cycle

- Get your house in order

Plan Ahead

- Make resolutions



Notes

Download December & get the tools you need:

ASPCApro.org/December

Download all 2016:

ASPCApro.org/Calendar