

February 2017

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

It's Spay/Neuter Awareness Month!

Special Days

- 5** Hit a Super Bowl touchdown with winning promotions.
- 14** Give your shelter more love with kissing booths and other promotions.
- 20** Offer free/discounted adoptions for veterans (and others).
- 28 Social Media Tip:** Get the word out about S/N services (and offer a special for the day.)

Need Ideas for These Special Days?

ASPCApro.org/February

Shelter Life Cycle

- Sharpen your vaccination IQ

Plan Ahead

- Kitten Season
- Foster Recruitment
- St. Patrick's Day, 3/17
- ACO Appreciation, Week of 5/9
- Volunteer Appreciation, Week of 5/23