

CONTENT PLANNING

DAYS TO REMEMBER

- New Years Day 1
- National Pet Travel Safety Day 2
- National Bird Day 5
- National Cuddle Up Day 6
- National Squirrel Appreciation Day 21

We'll be posting for you every...

Tu/Th

MONTHLY THEMES

National Train Your Dog Month
Walk Your Pet Month,
Adopt a Recued Bird Month

JAN '20

PLAN AHEAD

Start planning out Valentine's Day & Pet Dental Month promotions and marketing pieces

| S | M | T | W | T | F | S |
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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

Don't forget to follow through with your weekly posting prompts!

Need help? Contact Support: 858.684.7787

FEB '20

PLAN AHEAD

Start planning out St Patrick's Day & Heartworm Awareness promotions and marketing pieces

| S | M | T | W | T | F | S |
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| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |

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CONTENT PLANNING DAYS TO REMEMBER

- Valentine's Day 14
- Love Your Pet Day 20
- National Wildlife Day 22
- National Dog Biscuit Appreciation Day 23

We'll be posting for you every... Tu/Th

- MONTHLY THEMES**
- American Heart Month
 - National Pet Dental Month
 - Responsible Pet Owners Month

CONTENT PLANNING

DAYS TO REMEMBER

St. Patrick's Day 17
Poison Prevention Week 15-21
National Puppy Day 23

We'll be posting for you every...

Tu/Th

MONTHLY THEMES

Expanding Girls' Horizons in Science and Engineering

MAR '20

PLAN AHEAD

Start planning out National Pet Day & Prevention of Lyme Disease promotions and marketing pieces

| S | M | T | W | T | F | S |
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| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

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APR '20

PLAN AHEAD

Start planning out Pet Week, Mother's Day, Eye Exam, & Allergy Awareness promotions and marketing pieces

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

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CONTENT PLANNING DAYS TO REMEMBER

| | |
|----------------------------------|-------|
| Every Day is Tag Day | 4 |
| National Public Health Week | 5-11 |
| World Health Day | 7 |
| National Pet Day | 11 |
| National Bite Prevention Week | 12-18 |
| National Pet ID Week | 17-23 |
| National Volunteer Week | 19-25 |
| Hairball Awareness Day | 24 |
| World Veterinary Day | 25 |
| International Guide Dog Day | 29 |
| National Adopt a Shelter Pet Day | 30 |

We'll be posting for you every...

Tu/Th

MONTHLY THEMES

ASPCA's Prevention of Cruelty to Animals, American Red Cross's Pet First Aid Awareness, Prevention of Lyme Disease in Dogs, Heartworm Awareness

CONTENT PLANNING

DAYS TO REMEMBER

| | |
|-----------------------------------|------|
| National Specially Abled Pets Day | 3 |
| National Pet Week | 3-9 |
| Be Kind to Animals Week | 5-11 |
| Animal Disaster Preparedness Day | 9 |
| Mother's Day | 10 |
| Armed Forces Day | 16 |
| International Turtle Day | 23 |
| Memorial Day | 25 |

We'll be posting for you every... **Tu/Th**

MONTHLY THEMES

National Service Dog Eye Exam Month, Asthma & Allergy Awareness Month, Mental Health Awareness Month

MAY '20

PLAN AHEAD

Start planning out Memorial Day, Pet Appreciation, Father's Day & Adopt a Shelter Cat promotions and marketing pieces

| S | M | T | W | T | F | S |
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| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

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JUN '20

PLAN AHEAD

Start planning out Independence Day & National Mutt Day promotions and marketing pieces

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
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| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |

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CONTENT PLANNING DAYS TO REMEMBER

| | |
|---------------------------|------|
| Hug Your Cat Day | 4 |
| Pet Appreciation Week | 7-13 |
| Pet Memorial Day | 9 |
| Father's Day | 21 |
| Take Your Dog to Work Day | 26 |

We'll be posting for you every... Tu/Th

MONTHLY THEMES

American Humane's Adopt a Cat Month, ASPCA's Adopt a Shelter Cat Month, National Dairy Month

CONTENT PLANNING

DAYS TO REMEMBER

| | |
|------------------------------------|----------|
| Independence Day | 4 |
| Pet Fire Safety Day | 15 |
| Parents Day | 26 |
| National Mutt Day | 31 |
| AVMA Annual Convention (San Diego) | 31-Aug 4 |

We'll be posting for you every... **Tu/Th**

MONTHLY THEMES
Adopt a Rescued Rabbit

JUL '20

PLAN AHEAD

Start planning out Christmas and Winter Holiday promotions and marketing pieces

| S | M | T | W | T | F | S |
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| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
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AUG '20

PLAN AHEAD

Start planning out World Rabies Day & Responsible Dog Owner Awareness promotions and marketing pieces

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
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| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

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CONTENT PLANNING DAYS TO REMEMBER

- International Assistance Dog Week 2-8
- National Check the Chip Day 15
- National Bring Your Cat to the Vet Day 22
- International Dog Day 26

We'll be posting for you every... Tu/Th

MONTHLY THEMES

National Immunization Awareness Month,
Itchy Pet Awareness Month

CONTENT PLANNING

DAYS TO REMEMBER

| | |
|----------------------------------|-------|
| Labor Day | 7 |
| Suicide Awareness Week | 6-12 |
| Iguana Awareness Day | 12 |
| Pet Memorial Day | 13 |
| Farm Safety & Health Week | 13-19 |
| National Deaf Dog Awareness Week | 20-26 |
| World Rabies Day | 28 |

We'll be posting for you every... Tu/Th

MONTHLY THEMES

Suicide Prevention Awareness Month, Catalyst Council's Happy Cat Month, Animal Pain Awareness Month, Disaster Preparedness Month, Service Dog Month, Responsible Dog Ownership Month

SEP '20

PLAN AHEAD

Start planning out Fall/Halloween & Adopt a Shelter Dog promotions and marketing pieces

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
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| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

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OCT '20

PLAN AHEAD

Start planning out Adopt A Senior Pet & Veterans Day promotions and marketing pieces

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
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CONTENT PLANNING DAYS TO REMEMBER

| | |
|------------------------------------|-------|
| National Walk Your Dog Week | 1-7 |
| World Animal Day | 4 |
| National Vet Tech Week | 11-17 |
| National Pet Obesity Awareness Day | 14 |
| Boss's Day | 16 |
| Reptile Awareness Day | 21 |
| National Cat Day | 29 |

We'll be posting for you every... **Tu/Th**

MONTHLY THEMES

ASPCA's Adopt a Shelter Dog Month, Animal Safety & Protection Month, American Humane's Adopt-a-Dog Month

CONTENT PLANNING

DAYS TO REMEMBER

| | |
|----------------------------------|-----|
| Animal Shelter Appreciation Week | TBD |
| Veteran's Day | 11 |
| Thanksgiving | 26 |
| Antibiotics Awareness Week | TBD |

We'll be posting for you every... Tu/Th

MONTHLY THEMES

ASPCA's Adopt a Senior Pet Month, National Pet Cancer Awareness Month, National Pet Diabetes Month

NOV '20

PLAN AHEAD

Start planning out New Years promotions and marketing pieces
(you should already have your Winter/Christmas materials DONE!)

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
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DEC '20

PLAN AHEAD

Start planning out Train Your Dog, Walk Your Dog, Pet Travel Safety promotions and marketing pieces

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
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CONTENT PLANNING DAYS TO REMEMBER

- National Mutt Day TBD
- Day of the Horse TBD
- We'll be posting for you every...* Tu/Th