2018 Month-By-Month Marketing Campaigns

Each month provides your team with an opportunity for raising awareness among your client base or offering seasonally appropriate promotions. Some are silly and could inspire you to create equally silly social media contests (for example), while some are rooted in very important health topics. In the case of these important health topics, keep in mind that veterinary manufacturers can often provide you with supporting brochures, displays, etc. Where available, websites have been listed to help you as you brainstorm ways to incorporate these campaigns into your annual marketing plans.

January
- Equine Breeding and Foaling Season
- Train Your Dog Month (trainyourdogmonth.com)
- Pet Travel Safety Day, Jan 2nd (pettravelsafetyday.com)
- Bird Day, Jan 5th (nationalbirdday.com)
- Dress Up Your Pet Day, Jan 14th (daysoftheyear.com)
- Penguin Awareness Day, Jan 20th (worldpenguinday.com)
- Squirrel Appreciation Day, Jan 21st (daysoftheyear.com)
- Answer Your Cat’s Question Day, Jan 22nd (daysoftheyear.com)

February
- Calving Season
- Pet Dental Health Month
- Adopt-A-Rescued-Rabbit Month (rabbit.org)
- Responsible Pet Owners Month
- Serpent Day, Feb 1st (daysoftheyear.com)
- Hedgehog and Marmot Day, Feb 2nd (daysoftheyear.com)
- Sled Dog Day, Feb 2nd (daysoftheyear.com)
- Pet Theft Awareness Day, Feb 14th (stolenpets.com/day.htm)
- World Whale Day, Feb 17th (pacificwhale.org)
- Love Your Pet Day, Feb 20th (daysoftheyear.com)
- International Dog Biscuit Appreciation Day, Feb 23rd
- World Spay Day, Feb 27th (worldspayday.org)
- Polar Bear Day, Feb 27th (polarbeardirectional.org)

March
- Cattle Branding Season
- Adopt a Rescued Guinea Pig Month (adopt.guineapigtoday.com)
- Poison Prevention Awareness Month (poisonprevention.org)
- National Pig Day, Mar 1st
- Horse Protection Day, Mar 1st (horseprotectionday.com)
- Professional Pet Sitters Week, 1st full week (petsit.com)
- National Severe Weather Preparedness Week (varies by state)
- National Agriculture Day, Mar 20th (agday.org)
- National Puppy Day, Mar 23rd (nationalpuppyday.com)
- Poison Prevention Week, Mar 18th – 24th

April
- Prevention of Cruelty to Animals Month (aspca.org)
- Frog Month (nwf.org)
- Heartworm Awareness Month (heartwormsociety.org)
- Pet First Aid Awareness Month (redcross.org)
- Prevention of Lyme Disease in Dogs Month
- Every Day Is Tag Day™, 1st Saturday (americanhumane.org)
- Ferret Day, Apr 2nd (nationalferretday.org)
- World Rat Day, Apr 4th (daysoftheyear.com)
- International Beaver Day, Apr 7th
- Zoo Lovers Day, Apr 8th (daysoftheweek.com)
- Pets Day, Apr 11th (petdayusa.com)
- Animal Control Officers Week, Apr 8th – 14th (nacanet.org)
- Dolphin Day, Apr 14th
- Pet ID Week, 3rd full week starting with a Sunday
- Bulldogs are Beautiful Day, Apr 21st
- Hairball Awareness Day, last Friday
- World Veterinarian Day, last Saturday (worldvet.org)
- World Penguin Day, Apr 25th (worldpenguinday.com)
- Kids and Pets Day, Apr 26th (kidsandpetsday.com)
- Help A Horse Day, Apr 26th (aspcapro.org)
- International Guide Dog Day, last Wednesday
- Adopt-A-Shelter Pet Day, Apr 30th
### May
- Lyme Disease Awareness Month ([lymedisease.org](http://lymedisease.org))
- Arthritis Month ([arthritis.org](http://arthritis.org))
- Asthma and Allergy Awareness Month ([aafa.org](http://aafa.org))
- Pet Cancer Awareness Month ([petcancerawareness.org](http://petcancerawareness.org))
- Service Dog Eye Exam Month ([acvoeyeexam.org](http://acvoeyeexam.org))
- National Pet Week, 1st week starting on Sunday ([petweek.org](http://petweek.org))
- Be Kind to Animals Week, 1st week starting on Sunday ([behuman.org](http://behuman.org))
- Specially-abled Pets Day, May 3rd ([speciallyabledpets.com](http://speciallyabledpets.com))
- Animal Disaster Preparedness Day, 2nd Saturday ([fema.gov](http://fema.gov))
- Migratory Bird Day, 2nd Saturday ([birdday.org](http://birdday.org))
- Endangered Species Day, 3rd Friday ([fws.gov](http://fws.gov))
- Dog Bite Prevention Week, 3rd week starting on Sunday ([avma.org](http://avma.org))
- International Turtle Day, May 23rd ([wiseoceans.com](http://wiseoceans.com))
- National Heat Awareness Day, May 25th ([nws.noaa.gov](http://nws.noaa.gov))

### June
- Mosquito and Fly Season
- Thunderstorm and Fireworks Season
- Adopt-A-Cat Month ([americanhumane.org](http://americanhumane.org))
- Adopt-A-Shelter Cat Month ([aspca.org](http://aspca.org))
- National Dairy Month ([nationaldairycouncil.org](http://nationaldairycouncil.org))
- National Zoo and Aquarium Month ([aza.org](http://aza.org))
- Pet Appreciation Week, 1st full week
- National Cancer Survivors Day, Jun 3rd ([ncsd.org](http://ncsd.org))
- International Hug Your Cat Day, Jun 4th
- World Oceans Day, Jun 8th ([worldoceansday.org](http://worldoceansday.org))
- World Pet Memorial Day, 2nd Sunday ([iaopc.com](http://iaopc.com))
- Take Your Dog to Work Day, Jun 22nd ([takeyourdog.com](http://takeyourdog.com))

### July
- Livestock Breeding Season
- Mosquito and Fly Season
- Cow Appreciation Day, 2nd Friday
- Farriers Week, 2nd full week
- Pet Fire Safety Day, Jul 15th ([nvfc.org](http://nvfc.org))
- World Tiger Day, Jul 29th ([tigerday.org](http://tigerday.org))
- National Mutt Day, Jul 31st ([nationalmuttday.com](http://nationalmuttday.com))

### August
- Livestock Fall Processing Season
- Horse Racing Season
- Immunization Awareness Month ([cdc.gov/vaccines](http://cdc.gov/vaccines))
- Assistance Dog Week, Aug 5th – 11th ([assistedogweek.org](http://assistedogweek.org))
- International Cat Day, Aug 8th
- Check the Chip Day, Aug 15th ([avma.org](http://avma.org))
- International Homeless Animals Day, Aug 19th ([isaronline.org](http://isaronline.org))
- Black Cat Appreciation Day, Aug 17th ([aspca.org](http://aspca.org))
- Take Your Cat to the Vet Day, Aug 22nd
- National Dog Day, Aug 26th
- Holistic Pet Day, Aug 30th

### September
- Catalyst Council’s Happy Healthy Cat Month ([catalystcouncil.org](http://catalystcouncil.org))
- National Disaster Preparedness Month ([avma.org](http://avma.org))
- Responsible Dog Ownership Month ([akc.org](http://akc.org))
- National Wildlife Day, Sep 4th ([nationalwildlifeday.com](http://nationalwildlifeday.com))
- National Iguana Awareness Day, Sep 8th
- National Pet Memorial Day, Sep 9th
- Sea Otter Awareness Week, Sep 23rd - 29th ([wiseoceans.com](http://wiseoceans.com))
- National Elephant Appreciation Day, Sep 22nd
- Deaf Dog Awareness Week, last full week ([deafdogs.org](http://deafdogs.org))
- World Rabies Day, Sep 28th ([worldrabiesday.org](http://worldrabiesday.org))
- Animal Pain Awareness Month ([avma.org](http://avma.org))
- National Service Dog Month ([avma.org](http://avma.org))

### October
- Adopt-A-Dog Month ([americanhumane.org](http://americanhumane.org))
- Adopt-A-Shelter Dog Month ([aspca.org](http://aspca.org))
- National Animal Safety and Protection Month ([avma.org](http://avma.org))
- World Animal Day, Oct 4th ([worldanimalday.co.uk](http://worldanimalday.co.uk))
- Pet Obesity Awareness Day, Oct 10th ([petobesityprevention.org](http://petobesityprevention.org))
- Veterinary Technicians Week, Oct 14th – 20th ([avma.org](http://avma.org))
- Reptile Awareness Day, Oct 21st ([reptilechannel.com](http://reptilechannel.com))
- Cat Day, Oct 29th

### November
- Adopt-a-Senior-Pet Month ([aspca.org](http://aspca.org))
- Pet Diabetes Month ([petdiabetesmonth.com](http://petdiabetesmonth.com))
- Manatee Awareness Month ([wiseoceans.com](http://wiseoceans.com))
- Animal Shelter Appreciation Week, 1st week starting on Sunday
- Bird Health Awareness Week, 1st week starting on Sunday ([aphis.usda.gov/animal_health/birdbiosecurity](http://aphis.usda.gov/animal_health/birdbiosecurity))
- Holiday Boarding Season

### December
- National Mutt Day, Dec 2nd ([nationalmuttday.com](http://nationalmuttday.com))
- World Wildlife Conservation Day, Dec 4th
- Day of the Horse, Dec 13th
- Visit the Zoo Day, Dec 27th
- Holiday Boarding Season