



2025 California Adopt-a-Pet Day Shelter Resources Guide

Thank you for being a part of this year's California Adopt-a-Pet Day! This communications guide is designed to help your organization promote your participation in the event to your community and local media and includes:

- Tips to increase social media exposure for your organization
- Tips for using social media to promote adoption
- Social media overlays
- Traditional media and community engagement tips

A toolkit of complimentary marketing assets is available to download on the [Shelter Resources Page](#). These assets include event logos, posters and flyers, social media templates, event banners, a press release template and more to help you create an engaging experience at whatever level of effort you would like to participate in.

California Adopt-a-Pet Day is hosted by CalAnimals, SF SPCA, and the ASPCA.

California Adopt-a-Pet Day Event Details

Date: June 7th, 2025

Website: www.caadoptapetday.org

Dedicated Hashtag: #CAAdoptAPetDay

Account for Tagging: @CalAnimals



Overview

On Saturday, June 7, more than 150 animal shelters across California will engage in a statewide adoption day event. The second annual California Adopt-a-Pet Day is an ambitious undertaking that will offer free adoptions for all participants, with the stated goal of finding homes for 5,000 pets. That's a dramatic increase from last year's goal of 2,024, although the inaugural Adopt-a-Pet Day exceeded that initial objective, with 3,609

animals being adopted. For most participating shelters unless they opt out, the ASPCA will provide grant funds to cover the cost of cat, dog, and small animal adoptions, so that they are free to the public, and for equines the ASPCA is providing up to \$500 per adoption.

Messaging & Talking Points:

This year, the focus will be on emphasizing all the benefits of adopting from a local animal shelter:

- Shelters offer an array of amazing animals, all of whom are ready to be taken into a loving, caring home.
- Adopt a Pet celebrates that variety of animals—there will be a wide variety of breeds, sizes, ages and energy levels. There is truly something for everyone, and this is an opportunity to find your perfect companion.
- And on this one day, all adoptions fees will be waived.
- Currently, most Californians are not getting their pets from shelters or rescue organizations. In fact, 70 percent of pets are acquired from other sources.
- Changing that number by just a small percentage could result in thousands of adoptable animals finding homes.

Why Adopt:

- Adoption gives animals a second chance to have safe and loving homes.
- Adopting an animal means you are getting a pet that has received appropriate medical care. Most shelters will vaccinate, spay/neuter, and microchip animals before they are adopted.
- There is no wait list for these animals and when you adopt, you're supporting a local community organization.
- When an animal is adopted, you can learn so much more about them beforehand, to help ensure a perfect match.
- Adopting animals supports community animal shelters. Animal shelters often provide services beyond pet adoption.



Shelter Services:

- Under ideal situations, shelters can provide a range of critical resources appropriate to their community needs, including veterinary care, vaccines, consultations, spay/neuter clinics, in addition to their adoption centers.
- Many of these services, where available, assist vulnerable families most in need of care.

Strategy

To ensure the greatest turnout possible for Adopt-a-Pet Day, it is important to engage in a robust, widespread and time-intensive media outreach campaign. That will start by providing participating shelters with media kits—enabling them to have the tools and resources needed to promote their events at the local level. Those media kits—which include templates for news releases and media advisories, along with talking points, images and graphics, language for social media posts and other components—will be integrated into the campaign website with the rest of the shelter resources that are being provided.

The media campaign should begin with a news release distributed through the wire on **Thursday, May 1** announcing the details and goals of the second annual Adopt-a-Pet Day, followed by sustained pitches to media markets throughout California. As a result of our extensive outreach in 2024, we have significant contacts for reporters and outlets who covered last year's event, so we can focus on those individuals in addition to identifying new publications to target.

Roughly 10 days prior to the event, a media advisory should be issued to remind press and the public about the upcoming event and a final advisory should be issued on June 7 to mark the event.

The news releases and media advisory should be distributed to a wide audience, but each participating shelter should have a localized version of the release and advisory on their website that is specific to their community. Templates that are part of the media kit will be created to allow shelters to easily post these documents with all the pertinent details, allowing local media to have a touchpoint for their coverage plans.

The ASPCA will support media engagement in the L.A. market to leverage their relationship with L.A. city/county shelters including local L.A. media and national media with an L.A. footprint in coordination with Progress Public Affairs.

Throughout this monthslong campaign, there will be opportunities to engage with lawmakers, local elected officials and influencers to help amplify the messaging and goals of Adopt-a-Pet



Day. Progress will help identify local, regional and state lawmakers who could help elevate awareness for the campaign. The ASPCA has already identified influencers and celebrities who can help promote the event as well.

Sample Timeline

Below are key dates leading up to the event to help you plan and prep.

May 5:

- Shelter Registration deadline to sign up for this year's event
- Start informing your audience about the event via **social media, newsletter, and your website.**

Week of May 26:

- Distribute media advisory using the provided template to your local media after the holiday weekend.
- Begin ordering or printing any toolkit assets you would like to use to promote the event (banners, posters and flyers, signage, etc.)

First Week of June:

- Continue posting on social media and consider another newsletter reminding your audience about the event, re-issue local media advisory on June 6 or event day.
- Coordinate with your shelter team to plan for the event day and communicate the details of the event

June 7:

- Today is the day! Consider a social media livestream inviting the public.

June 15:

- Gather post-event stats and images to share with the CalAnimals, ASPCA and SF SPCA team



Social Media

Throughout this process, social media should be used to regularly amplify any press stories, tag local lawmakers and generally promote the June 7 event. Language and talking points should be simple, concise and coordinated among various animal welfare organizations. Here are some quick tips for getting maximum social media exposure during the campaign.

Create a promotional social media post on or leading up to CA Adopt-a-Pet Day (June 7th) letting your community know that you will be participating.

Below are pre-made social posts for the event that you can use to promote the event. Canva templates and images for social media can be downloaded on the [Shelter Resources](#) page.

Sample Post 1: News alert! 📢 Get ready for the second annual Adopt-a-Pet Day, happening statewide thanks to @CalAnimals, the @ASPCA, and the @SanFranciscoSPCA! Mark your calendars for June 7th and join us for a special adoption day. 🎉🐾 Link in bio for more details! #CAAdoptAPetDay #Adopt #Adoption

Sample Post 2: The second annual Adopt-a-Pet Day is back, California! Join us and shelters across the state on June 7th for this special adoption event. Find your new best friend and change both your lives forever! Details in bio. 🐾
#CAAdoptAPetDay

Make sure to use the hashtag #CAAdoptAPetDay and tag @CalAnimals, @ASPCA, and @SanFranciscoSPCA in your Instagram posts and stories.

Tips for announcing the event on Social Media

Instagram Reels and TikTok: Short-form, vertical entertainment videos are increasingly popular and can help you reach an even wider pool of adopters.

Instagram Stories: Adding photos and videos to your story is a great way to give your followers a behind-the-scenes look at your everyday work and allows you to share more casual and temporary content.

Advertise everywhere: In your communications (email, website, events), encourage your supporters to follow you on your social media channels and spread the word by sharing event posts on their own channels.



Community Engagement

Reach out to your networks to find local influencers, businesses, and organizations in your community that can help raise awareness of the event. One way to engage your community is asking them to share an animal available for adoption on their social media. Provide them with language to use when sharing and ask them to tag your rescue and #CAAdoptAPetDay.

You can also invite local influencers to your shelter to meet with adoptable animals and ask them to use their own social media channels to help get them adopted on the day of the event.

Engaging with Local Media

Media Advisory & Pitching

Opportunities vary based on your local media market, use media advisory template to alert journalists and producers

Broadcast

Local television stations in your area may have space to highlight specific animals who will be available on the day

Media Preparation

Before pitching, identify a spokesperson who is available for any interviews and animals with compelling stories



Toolkit Assets

There are a variety of assets available to download on the [Shelter Resources page](#). Please utilize these assets to prepare for the event and to help spread the word to your community, both online and offline.

Logos The event logo can be used to create your own event materials, tee shirts, swag and more.

Animated Gifs These animated gifs can be added to newsletters, Canva social posts, Facebook posts, blogs or websites.

Posters and Flyers Three editable formats are available to promote the event: an 18×24 Poster, 8.5×11 Flyer, and an emailable flyer that can also be used as a postcard or placed in newsletters. English and Spanish versions are available.

Banners and Backdrops If you would like to create a banner or photography backdrop, download these assets and use a vendor such as [Vista Prints](#) or [FedEx](#).

Social Media Posts Three premade social posts are available for use.

Canva Templates Feeling creative? Use our Canva templates to create customized [Social Posts](#) and [Customized Flyers](#).

Photo Props Print, cut-out, and tape these fun photo prompts to tongue depressors for post adoption shots.

Selfie Frame Print this custom selfie frame prop using a vendor like [BannerBuzz](#) or create a diy version with foam core.