



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 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 promotional assets is available to download on the [Shelter Resources Page](#). These assets include event logos, posters and flyers, social media templates, event banners, 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.
- California Adopt-a-Pet Day 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 adoption 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:

- Shelters have the best selection of pets so you can find a terrific companion to suit your lifestyle.
- 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.
- The adoption process is convenient and you can take your pet home the same day
- 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, and spay/neuter clinics, in addition to their adoption centers.
- Many of these services, where available, assist vulnerable families most in need of care.

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

Below are pre-made social posts for the event that you can use to promote the event. In-feed and Stories 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. Give an animal a loving home 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 our [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

Media Engagement Tips

- Learn as much as you can about a reporter/producer before making your pitch—and tailor your messaging and approach appropriately.
- Go into an interview with a clear message of what you want the audience to take away—and find a way to share that message repeatedly.
- When pitching a story via email, keep it short, and make your first sentence the most relevant one. If you call over the phone, identify yourself and your organization—and before sharing your story idea, ask if it's a good time to talk.
- Consider providing media outlets with b-roll footage, (,) for use as visual aids during broadcast segments
 - [ASPCA-provided](#) footage (Credit - ASPCA®)*
 - *Please include ASPCA credit when sharing with broadcast media and only use for California Adopt-a-Pet Day
 - [SF SPCA-provided](#) footage (Credit - SF SPCA®)*
 - *Please include SF SPCA credit when sharing with broadcast media and only use for California Adopt-a-Pet Day

Key Messages

- The second California Adopt-a-Pet Day will take place on Saturday, June 7 with more than 150 participating animal shelters offering fee-waived adoptions across the state and a more than doubled new goal of finding loving homes for 5,000 dogs, cats, horses, and other small animals.



- California Adopt-a-Pet Day is managed by CalAnimals and generously supported by the SF SPCA and the ASPCA, with the ASPCA providing grants to underwrite the adoption fees for most of the participating organizations.
- To find a participating animal shelter in your area, visit CAAdoptAPetDay.org and use #caadoptapetday on social media to see the latest updates.

Supportive Messages

Benefits of Pet Adoption

- When adopting from a shelter, you can often learn more about the animal you are considering bringing home, including their background, energy level and how they might get along with other animals.
- Many shelter animals spend time in foster homes so prospective adopters can often get a glimpse of what their prospective pet would be like in a home environment by speaking with the staff at the shelter.
- Most shelters routinely vaccinate, spay/neuter, and microchip animals before they are adopted, so you're getting a pet who has already received initial medical care that is appropriate for their species.
- Ask questions and lean on the staff at the shelter for guidance, as they're the experts at making matches and can often help you decide whether or not the animal is a good fit for your lifestyle.

Preparing to Adopt

- Your personality and lifestyle, along with any space restrictions and amount of time spent at home, can be helpful to explore while you determine which pet is right for your household.
- Each shelter and community have a unique population of animals, so try to keep an open mind. You may go home with a loving pet you hadn't considered.
- When preparing to adopt, it can help to draw up a schedule of who will help with the care of your new pet including playing, feeding, grooming, and daily care.
- Consider asking about bonded pairs at the shelter if you're open to adopting more than one pet. These animals have already lived together, which should make the transition into your home easier.

Kitten Season

- Kitten season is the time of year when shelters are overwhelmed with vulnerable and newborn cats coming into their care typically from spring to fall—with shelters and rescues in some regions like Southern California experiencing an extended season.



- Kittens under eight weeks old can be among the most vulnerable and often require round-the-clock attention and bottle-feeding as they mature, so the support of adopters and foster caregivers is crucial during this time.

Opportunity to Make a Difference

- Adoption not only places an animal into a loving home, but allows shelters to help even more animals in need, so you're essentially helping multiple animals in the process.
- Choosing adoption is a powerful action that helps both animals and people. When someone adopts a pet, they make a positive impact that supports animal shelters in California and across the country.
- If you're not ready to adopt, you can also support by fostering, volunteering or donating. Spreading the word on social media and to family and friends can also help animals find their eventual home.

National Context

- In 2024, [5.8 million dogs and cats](#) entered animal shelters and rescue organizations across the country, many staying longer in their care due to a nationwide shortage of veterinary professionals, a lack of pet-friendly housing, and a lack of access to affordable veterinary care, among other factors. Likewise, tens of thousands of equines in shelters and rescues nationwide await new, loving homes.
- Only [about 30 percent of households](#) are choosing to adopt their pets from shelters or rescue organizations with the rest acquiring animals from other sources. So, raising that rate by just a few percentage points would result in thousands of adoptable animals finding new homes each year.

Wildfires

- Earlier this year, multiple wildfires impacted the Los Angeles area and hundreds of pets were displaced as a result of the disaster.
- Several local and national animal welfare organizations collaborated to support impacted pets and people, including reunification efforts to maximize the number of animals reunited with their owners and transport for other animals out of high-risk areas.
- You can help animal shelters in the Los Angeles area and organizations across the state by considering pet adoption and fostering, making a donation, or getting involved as a volunteer.

Event Organizers



- CalAnimals is an organization that focuses on the success of California animal welfare and sheltering organizations in meeting the needs of animals and people in their communities.
- The SF SPCA is a nonprofit that works in San Francisco, the Central Valley, and across California to ensure that every companion animal has access to quality medical care, compassionate shelter, and a loving home
- The ASPCA is the longest-standing animal welfare organization in North America that works on the frontlines to save, transform, and protect the lives of millions of dogs, cats, equines, and farm animals in the fight against animal cruelty and homelessness.

Toolkit Assets

There are a variety of promotional 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 social post templates](#), or create [Customized Flyers](#) that could be printed. *(Note: Please make a copy of each template before editing to make it your own.)*

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.

Post-Event Material

Help us better understand adoption trends and improve future events! We are asking all participating shelters to share a short survey with their adopters after California Adopt-a-Pet Day. This brief survey gathers important information about how adopters learned about the event, their adoption history, and their experience visiting your shelter. Your help distributing the survey is greatly appreciated and will make a big difference in shaping future statewide adoption efforts. **You can find the survey here:** [California Adopt-a-Pet Day Post-Adoption Survey](#)

Ways to Distribute the Adopter Survey:

- **Personal Ask by Staff or Volunteers:** When finalizing an adoption, staff or volunteers can personally encourage adopters to complete the short survey, emphasizing that it's only four questions and helps support future adoption events.
- **Add a QR Code to Adoption Packets:** Include a printed flyer or postcard with a QR code linking to the survey in each adopter's paperwork or go-home packet.
- **Send a Follow-Up Email:** Email adopters a thank you message the day they adopt, including a direct link to the survey.
- **Post-Survey Signs at the Shelter:** Display posters with the QR code and a call-to-action in adoption areas, exit doors, or check-out stations, encouraging adopters to complete the survey before they leave.
- **Text Message Follow-Up:** If your shelter collects adopter phone numbers, send a brief text message with the survey link to thank them and invite them to share feedback.