



## 2026 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 Event Details

**Date:** Saturday June 6th, 2026

**Website:** [www.caadoptapetday.org](http://www.caadoptapetday.org)

**Dedicated Hashtag:** #CAAdoptAPetDay

**Account for Tagging:** @CalAnimals

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





## Social Media

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 6th) letting your community know that you will be participating.**

**Sample Post 1:** News alert! 📢 Get ready for the second annual Adopt-a-Pet Day, happening statewide thanks to CalAnimals, the ASPCA, and the SF SPCA! Mark your calendars for June 6th 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 6th for this special adoption event. Find your new best friend and change both your lives forever! Details in bio. 🐾 #CAAdoptAPetDay

**Sample Post 3:** ATTENTION ANIMAL LOVERS! ❤️ The second annual Adopt-a-Pet Day returns June 6th! CalAnimals, the ASPCA, and the SF SPCA have teamed up for this statewide adoption celebration. Ready to meet your new best friend? Tap the link in our bio for event locations and details! #CAAdoptAPetDay

**Sample Post 4:** The countdown begins until California's second Adopt-a-Pet Day on June 6<sup>th</sup>! 📅 This collaborative effort between CalAnimals, the ASPCA, and the SF SPCA brings adoption opportunities to communities statewide. Thinking of adding a furry or hooved family member? Everything you need to know is in our bio! #CAAdoptAPetDay #SecondChances #PetParents

For a chance to have your animals featured, make sure to use the hashtag #CAAdoptAPetDay and tag @ASPCA and @CalAnimals in your Instagram posts and stories.

Below is a pre-made social post for the event that you can use to promote the event. An editable version is also available to download.



### 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 traditional media contacts in your local community

1. Press Release: Create a personalized press release using the provided template to share the news with your local media.
2. Media Talking Points: Use these suggested Talking Points ([link](#)) when speaking with media to encourage their audience to consider pet adoption.



## **Toolkit Assets**

There is a variety of complimentary 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 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 [EasySigns](#) or create a diy version with foamcore.