

## 2023 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, 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
- National Train Your Dog Month ([trainyourdogmonth.com](http://trainyourdogmonth.com))
- ASPCA's Adopt-A-Rescued-Bird Month ([pethealthnetwork.com](http://pethealthnetwork.com))
- National Pet Travel Safety Day, Jan 2 ([pettravelsafetyday.com](http://pettravelsafetyday.com))
- National Bird Day, Jan 5 ([nationalbirdday.com](http://nationalbirdday.com))
- National Dress Up Your Pet Day, Jan 14 ([daysoftheyear.com](http://daysoftheyear.com))
- Penguin Awareness Day, Jan 20 ([daysoftheyear.com](http://daysoftheyear.com))
- Squirrel Appreciation Day, Jan 21 ([daysoftheyear.com](http://daysoftheyear.com))
- Answer Your Cat's Questions Day, Jan 22 ([daysoftheyear.com](http://daysoftheyear.com))
- Change a Pet's Life Day, Jan 24 ([saveapetusa.org](http://saveapetusa.org))

### February

- Calving Season
- National Pet Dental Health Month ([avma.org](http://avma.org))
- Adopt-A-Rescued-Rabbit Month ([rabbit.org](http://rabbit.org))
- National Prevent a Litter Month ([nonstopcelebrations.com](http://nonstopcelebrations.com))
- Responsible Pet Owners Month ([nationaltoday.com](http://nationaltoday.com))
- National Serpent Day, Feb 1 ([daysoftheyear.com](http://daysoftheyear.com))
- Sled Dog Day, Feb 2 ([daysoftheyear.com](http://daysoftheyear.com))
- National Pet Theft Awareness Day, Feb 14 ([daysoftheyear.com](http://daysoftheyear.com))
- World Whale Day, 3rd Sunday ([daysoftheyear.com](http://daysoftheyear.com))
- National Love Your Pet Day, Feb 20 ([daysoftheyear.com](http://daysoftheyear.com))
- International Dog Biscuit Appreciation Day, Feb 23 ([daysoftheyear.com](http://daysoftheyear.com))
- Bird Health Awareness Week, last full week ([nationaltoday.com](http://nationaltoday.com))
- World Spay Day, 4th Tuesday ([worldspayday.org](http://worldspayday.org))
- International Polar Bear Day, Feb 27 ([polarbearsinternational.org](http://polarbearsinternational.org))

### March

- Cattle Branding Season
- Adopt-A-Rescued-Guinea-Pig Month ([animalreikisource.com](http://animalreikisource.com))
- Pet Poison Prevention Awareness Month ([puppyup.org](http://puppyup.org))
- National Professional Pet Sitters Week, 1st full week ([petsit.com](http://petsit.com))
- National Pig Day, Mar 1 ([daysoftheyear.com](http://daysoftheyear.com))
- National Horse Protection Day, Mar 1 ([horseprotectionday.com](http://horseprotectionday.com))
- National Animal Poison Prevention Week, 3rd full week ([petpoisonhelpline.com](http://petpoisonhelpline.com))
- National Poultry Day, Mar 19 ([daysoftheyear.com](http://daysoftheyear.com))
- National Agriculture Day, Mar 21 ([agday.org](http://agday.org))
- National Puppy Day, Mar 23 ([nationalpuppyday.com](http://nationalpuppyday.com))

### April

- ASPCA's Prevention of Cruelty to Animals Month ([aspca.org](http://aspca.org))
- National Frog Month ([nwf.org](http://nwf.org))
- Heartworm Awareness Month ([heartwormsociety.org](http://heartwormsociety.org))
- National Pet First Aid Awareness Month ([redcross.org](http://redcross.org))
- Prevention of Lyme Disease in Dogs Month ([avma.org](http://avma.org))
- Every Day is Tag Day, 1st Saturday ([americanhumane.org](http://americanhumane.org))
- National Ferret Day, Apr 2 ([nationalferretday.org](http://nationalferretday.org))
- National Dog Bite Prevention Week, 2nd full week ([avma.org](http://avma.org))
- National Zoo Lovers Day, Apr 8 ([daysoftheyear.com](http://daysoftheyear.com))
- National Pet Day, Apr 11 ([petdayusa.com](http://petdayusa.com))
- National Dolphin Day, Apr 14 ([daysoftheyear.com](http://daysoftheyear.com))
- National Pet ID Week, first full week ([nationaldaycalendar.com](http://nationaldaycalendar.com))
- Bulldogs Are Beautiful Day, Apr 21 ([daysoftheyear.com](http://daysoftheyear.com))
- National Lost Dog Awareness Day, Apr 23 ([daysoftheyear.com](http://daysoftheyear.com))
- National Hairball Awareness Day, last Friday ([nationaldaycalendar.com](http://nationaldaycalendar.com))
- World Veterinary Day, last Saturday ([worldvet.org](http://worldvet.org))
- National Kids and Pets Day, Apr 26 ([kidsandpetsday.com](http://kidsandpetsday.com))
- ASPCA's Help a Horse Day, Apr 26 ([aspcaapro.org](http://aspcaapro.org))
- International Guide Dog Day, last Wednesday ([guidedogsofamerica.org](http://guidedogsofamerica.org))
- National Adopt a Shelter Pet Day, Apr 30 ([nationaldaycalendar.com](http://nationaldaycalendar.com))

### May

- Lyme Disease Awareness Month ([lymedisease.org](http://lymedisease.org))
- National Arthritis Awareness Month ([arthritis.org](http://arthritis.org))
- Asthma and Allergy Awareness Month ([aafa.org](http://aafa.org))
- Service Dog Eye Exam Month ([acvoeyeexam.org](http://acvoeyeexam.org))
- National Pet Week, 1st full week ([petweek.org](http://petweek.org))
- Be Kind to Animals Week®, 1st full week ([behumane.org](http://behumane.org))
- National Specially-abled Pets Day, May 3 ([nationaldaycalendar.com](http://nationaldaycalendar.com))
- National Animal Disaster Preparedness Day, 2nd Saturday ([fema.gov](http://fema.gov))
- Endangered Species Day, 3rd Friday ([fws.gov](http://fws.gov))
- World Turtle Day, May 23 ([wiseoceans.com](http://wiseoceans.com))
- National Heat Awareness Day, last Friday ([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 ([avma.org](http://avma.org))
- International Hug Your Cat Day, June 4 ([daysoftheyear.com](http://daysoftheyear.com))
- World Oceans Day, June 8 ([worldoceansday.org](http://worldoceansday.org))
- World Pet Memorial Day, 2nd Tuesday ([iaopc.com](http://iaopc.com))
- National Take Your Dog to Work Day, Friday after Father's Day ([takeyourdog.com](http://takeyourdog.com))

## July

- Livestock breeding season
- Mosquito and fly season
- Cow Appreciation Day, 2nd Tuesday ([nationaldaycalendar.com](http://nationaldaycalendar.com))
- National Farriers Week, 2nd full week ([americanfarriers.com](http://americanfarriers.com))
- National Pet Fire Safety Day, July 15 ([nvfc.org](http://nvfc.org))
- International Tiger Day, July 29 ([daysoftheyear.com](http://daysoftheyear.com))
- National Mutt Day, July 31 ([nationalmuttday.com](http://nationalmuttday.com))

## August

- Livestock fall processing season
- Horse racing season
- National Immunization Awareness Month ([cdc.gov/vaccines](http://cdc.gov/vaccines))
- International Assistance Dog Week, 1st full week ([assistancedogweek.org](http://assistancedogweek.org))
- International Cat Day, Aug 8 ([daysoftheyear.com](http://daysoftheyear.com))
- Check the Chip Day, Aug 15 ([avma.org](http://avma.org))
- International Homeless Animals' Day, 3rd Saturday ([isaronline.org](http://isaronline.org))
- Black Cat Appreciation Day, Aug 17 ([aspca.org](http://aspca.org))
- National Take Your Cat to the Vet Day, Aug 22 ([daysoftheyear.com](http://daysoftheyear.com))
- National Dog Day, Aug 26 ([daysoftheyear.com](http://daysoftheyear.com))
- National Holistic Pet Day, Aug 30 ([daysoftheyear.com](http://daysoftheyear.com))

## September

- CATalyst Council's Happy Healthy Cat Month ([catalystcouncil.org](http://catalystcouncil.org))
- Animal Pain Awareness Month ([avma.org](http://avma.org))
- National Service Dog Month ([avma.org](http://avma.org))
- National Preparedness Month ([avma.org](http://avma.org))
- Responsible Dog Ownership Month ([akc.org](http://akc.org))
- National Farm Safety and Health Week, 3rd full week ([necasag.org](http://necasag.org))
- National Wildlife Day, Sep 4 ([nationalwildlifeday.com](http://nationalwildlifeday.com))
- National Iguana Awareness Day, 2nd Saturday ([daysoftheyear.com](http://daysoftheyear.com))
- National Pet Memorial Day, 2nd Sunday ([nationaldaycalendar.com](http://nationaldaycalendar.com))
- National Elephant Appreciation Day, Sep 22 ([daysoftheyear.com](http://daysoftheyear.com))
- Deaf Dog Awareness Week, last full week ([deafdogs.org](http://deafdogs.org))
- World Rabies Day, Sep 28 ([worldrabiesday.org](http://worldrabiesday.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))
- National Walk Your Dog Week, Oct 1-7 ([walkyourdogweek.com](http://walkyourdogweek.com))
- World Farm Animals Day, Oct 2 ([daysoftheyear.com](http://daysoftheyear.com))
- World Animal Day, Oct 4 ([daysoftheyear.com](http://daysoftheyear.com))
- Pet Obesity Awareness Day, 2nd Wednesday ([petobesityprevention.org](http://petobesityprevention.org))
- National Veterinary Technician Week, 3rd full week ([avma.org](http://avma.org))
- Reptile Awareness Day, Oct 21 ([daysoftheyear.com](http://daysoftheyear.com))
- National Cat Day, Oct 29 ([daysoftheyear.com](http://daysoftheyear.com))

## November

- Holiday boarding season
- Adopt a Senior Pet Month ([aspca.org](http://aspca.org))
- Pet Diabetes Month ([petdiabetesmonth.com](http://petdiabetesmonth.com))
- National Pet Cancer Awareness Month ([nationaldaycalendar.com](http://nationaldaycalendar.com))
- Animal Shelter Appreciation Week, 1st full week ([animalhumanesociety.org](http://animalhumanesociety.org))
- Practice Manager Appreciation Week, 3rd full week ([vhma.org](http://vhma.org))

## December

- Holiday boarding season
- National Mutt Day, Dec 2 ([nationalmuttday.com](http://nationalmuttday.com))
- World Wildlife Conservation Day, Dec 4 ([daysoftheyear.com](http://daysoftheyear.com))
- National Day of the Horse, Dec 13 ([nationaldaycalendar.com](http://nationaldaycalendar.com))
- Visit the Zoo Day, Dec 27 ([daysoftheyear.com](http://daysoftheyear.com))