

2025 Planning Calendar

for Pet Sitters and Dog Walkers



2025

Calendar At a Glance

January						
S	M	T	W	T	F	S
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December						
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- The following monthly calendars include pet-related holidays and observances, PSI events, and federal holidays (in the United States and Canada).

January 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 New Year's Day	2 • National Pet Travel Safety Day • Happy Mew Year for Cats Day	3	4
5 National Bird Day	6	7	8	9	10	11
12	13	14 National Dress Up Your Pet Day	15	16	17	18
19	20 • Martin Luther King, Jr. Day • Inauguration Day	21	22 National Answer Your Cat's Questions Day	23	24 Change a Pet's Life Day	25
26	27	28 National Plan for Vacation Day	29	30	31	

January Monthlong Observances

- Walk Your Pet Month
- [National Train Your Dog Month](#)
- Adopt a Rescued Bird Month



January To-Do List

- You survived 2024! Block off an afternoon to relax. Treat any staff to lunch or give them a small gift to show your appreciation, and send notes thanking clients for their holiday tips and gifts.
- Finalize your business goals for 2025, then add reminders to your calendar to review your progress at the end of each quarter.
- Set aside time to clean and organize your office and to get your files in order, and don't forget to pay your quarterly taxes.
- Visit petsit.com/conference to learn more about PSI's annual conferences and register now to get the best rate.

February 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 • National Hedgehog Day • Groundhog Day	3 • National Golden Retriever Day • Doggy Date Night	4	5	6	7 7-14: Have a Heart for Chained Dogs Week	8
9	10	11	12	13	14 • Pet Theft Awareness Day in the U.S. • Valentine's Day	15
16 16-22: National Justice for Animals Week	17 Washington's Birthday/ Presidents' Day	18	19	20 Love Your Pet Day	21	22 Walking the Dog Day
23 National Dog Biscuit Day	24	25 World Spay Day	26	27	28	

February Monthlong Observances

- [Pet Dental Health Month](#)
- Dog Training Education Month
- National Cat Health Month
- Responsible Pet Owners Month
- Adopt a Rescued Rabbit Month
- Spay/Neuter Awareness Month

February To-Do List

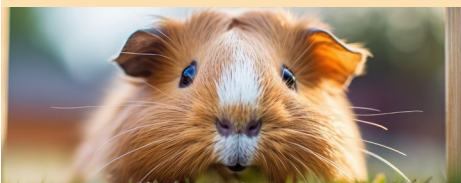
- Be sure to get your tax records and information to your accountant this month.
- Send Valentine cards to your favorite clients (animal and human) and hardworking staff members. And don't forget cards for friends and family!
- Prepare thank you cards to send to clients for the upcoming Professional Pet Sitters Week and make reservations at a local restaurant to treat yourself and staff (if applicable) to lunch.
- Are you trying new social media strategies this year? Visit petsit.com for some fresh ideas, and get into a habit of creating a monthly social-media calendar and scheduling posts in advance.

March 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 • National Horse Protection Day • National Pig Day
2 2-8: PSI's 31st annual Professional Pet Sitters Week	3 World Wildlife Day	4  • PSI's 2025 FOCUS One-Day Online Summit for Pet Sitters & Dog Walkers	5 Thank Your Pet Sitter Day	6	7	8
9 Daylight Saving Time begins—Spring Forward	10	11	12	13 K9 Veterans Day	14 UK Dog Theft Awareness Day	15
16 16-22: National Animal Poison Prevention Week	17 PSI's 31 st Birthday	18	19	20	21	22
23 • National Puppy Day • Cuddly Kitten Day	24	25	26	27	28 Respect Your Cat Day	29
30 Take A Walk in the Park Day	31					

March Monthlong Observances

- Adopt a Rescued Guinea Pig Month
- Poison Prevention Awareness Month



March To-Do List

- It's time to share in your client e-newsletter any times you (or your pet sitters) will be unavailable for pet sitting and encourage clients to book early for summer vacations.
- Celebrate Professional Pet Sitters Week! After remembering your customers, staff, local animal charities, veterinarians and others who refer business to you, celebrate with loved ones.
- Analyze staffing needs for the summer months. Will you need to recruit a pet sitter or two?
- Change your voicemail greeting and add a note to your website and email signature to remind clients that early spring/summer reservations are wise and appreciated.



April 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 1-7: International Pooper Scooper Week; National Raw Feeding Week	2 National Ferret Day	3	4 • World Stray Animals Day • World Rat Day	5
6 National Siamese Cat Day	7	8 National Dog Fight Awareness Day	9	10 National Hug Your Dog Day	11 • National Pet Day • Dog Therapy Appreciation Day	12 World Hamster Day
13 13-19: Animal Care and Control Appreciation Week; National Dog Bite Prevention Week	14 14-20: National Pet ID Week	15	16	17	18 Pet Owners Day	19 National Cat Lady Day
20	21 Bulldogs Are Beautiful Day 21-27: Animal Cruelty/Human Violence Awareness Week	22	23 National Lost Dog Awareness Day 23-29 National Scoop the Poop Week	24	25 Hairball Awareness Day	26 World Veterinary Day
27 • Free Feral Cat Spay Day • National Pet Parents Day	28	29	30 • International Guide Dog Day • Adopt a Shelter Pet Day • National Therapy Animal Day • National Tabby Day			

April Monthlong Observances

- Heartworm Awareness Month
- National Pet First Aid Awareness Month
- Prevention of Cruelty to Animals Month
- Prevent Lyme Disease in Dogs Month
- Canine Fitness Month

April To-Do List

- Pay your quarterly taxes, and if you haven't already, file income taxes before the deadline!
- If you need pet sitters, now is the time to post your job ads and begin interviews.
- Send "summer vacation reservation reminders" to clients, and don't forget to post about it on your company's social-media pages.
- Go ahead and schedule any ads targeted toward Mother's Day weekend travelers.
- It's Pet First Aid Awareness Month, so be sure to sign up you (or staff) for a pet first aid class soon. PSI offers a [course online](#).



May 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 National Purebred Dog Day	2	3 National Specially-abled Pets Day
4 • National Bird Day • Mayday for Mutts 4-10: Puppy Mill Action Week; National Pet Week®; Be Kind to Animals Week®	5 Cinco de Meow Day May 5-11: Dog Anxiety Awareness Week	6	7	8	9	10 • National Animal Disaster Preparedness Day • National Hamster Day • National Dog Mom's Day
11	12	13	14 International Chihuahua Appreciation Day	15	16	17 World Dog Day
18	19 Victoria Day (CAN)	20 National Rescue Dog Day	21	22	23 World Turtle Day	24
25	26 Memorial Day (U.S.)	27	28	29	30	31

May Monthlong Observances

- PSI's [Pet Sitter Safety Month™](#)
- National Pet Month
- Chip Your Pet Month
- Responsible Animal Guardian Month

May To-Do List

- In honor of National Pet Week® and Be Kind to Animals Week®, deliver a warm box of doughnuts (or pre-packaged healthy snack options) to groomers, vet offices and other professionals who have referred (or may refer) business to you, and restock brochures and business cards at these offices.
- Summer months are popular for weddings, so plan advertisements directed towards honeymooners and wedding planners.
- It's PSI's annual [Pet Sitter Safety Month™](#), so if you haven't already, set aside time this month to visit petsit.com/safety to read up on the special safety precautions you should be taking as a pet sitter or dog walker—then share the link with staff (if you have them).

June 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 1-7: Pet Appreciation Week PAW	2	3	4 • Hug Your Cat Day • International Corgi Day	5	6	7
8 National Best Friends Day	9	10 World Pet Memorial Day	11	12	13	14 National Dog Dad's Day
15 15-21: Animal Rights Awareness Week	16 PSI's Take Your Cat To Work Day® 16-20: PSI's Take Your Pet To Work Week®	17	18 Clean Your Aquarium Day	19 Juneteenth National Independence Day	20 PSI's Take Your Dog To Work Day®	21
22	23	24 Cat World Domination Day	25	26	27	28
29	30					

June Monthlong Observances

- National Adopt a Cat Month
- [National Pet Preparedness Month](#)
- National Microchipping Month
- National Foster a Pet Month



June To-Do List

- Mail a Father's Day card or send an email to those special "pet-dad" clients (from their pets).
- Change your voicemail message, email signature and website copy to encourage customers to book soon for their July 4th and late summer travels.
- PSI's annual [Take Your Dog To Work Day®](#) to support pet adoption is this month, so reach out to participating local companies to see if there's a way to partner. You could walk dogs on the day of the event, host a "lunch and learn" to talk to their employees about pet care and pet adoptions, etc.
- Don't forget to pay your quarterly taxes!

July 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 • National ID Your Pet Day • Canada Day	2	3	4 Independence Day (U.S.)	5
6	7 National Koi Day	8	9	10 National Kitten Day	11 All-American Pet Photo Day	12
13	14	15 • I Love Horses Day • National Pet Fire Safety Day	16 World Snake Day	17	18	19
20	21 National Craft for Your Local Shelters Day	22	23	24	25	26 National Dog Photography Day
27	28	29	30	31 National Mutt Day		

July Monthlong Observances

- [Lost Pet Prevention Month](#)
- National Pet Hydration Awareness Month



July To-Do List

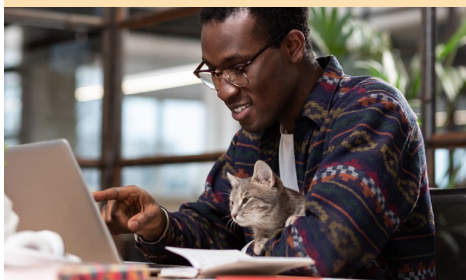
- The first two quarters of the year are past, so now is a good time to revisit and revise your 2025 goals based on your current business status, and review your social media metrics to see if you need to make any tweaks. For tips on setting SMART goals, [visit petsit.com](https://petsit.com).
- Recommend daily dog walkers carry travel water bowls/water canisters and ask dog owners what external temperature is too warm for their dogs' walks.
- Does your social-media strategy include video? Take time this month to brainstorm some new video ideas to try out this fall.
- It's PetHub's Lost Pet Prevention Month! If you have staff, [share tips](#) with them for ensuring pets are not lost while in their care.

August 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 DOGust Universal Birthday for Shelter Dogs	2
3 3-9: International Assistance Dog Week	4 • International Assistance Dog Day	5 • Work Like a Dog Day • Civic Day (CAN)	6	7	8 International Cat Day	9
10 Spoil Your Dog Day	11	12	13	14	15 Check the Chip Day	16 • Clear the Shelters Day • International Homeless Animals' Day®
17 • National Black Cat Appreciation Day • International Black Cat Day	18	19	20	21	22 National Take Your Cat to the Vet Day	23 International Blind Dog Day
24	25 • National Dog Day • World Dog Day	26	27	28 Rainbow Bridge Remembrance Day	29	30 National Holistic Pet Day
31						

August Monthlong Observances

- National Immunization Awareness Month
- National Wellness Month



August To-Do List

- August is National Wellness Month, so focus on creating a self-care plan for yourself. Find a relaxing, fun or fulfilling activity that you can incorporate into your schedule each day.
- Winter holidays will be here before you know it, so take time this week to create a plan. Review the latest holiday travel projections, consider your scheduling and staffing needs and limitations, and create a marketing plan to remind clients and potential customers to book early.
- Check to see if holiday cards for pet sitters to use are available from PSI at petsit.com/shop yet. These great cards are available in limited quantities each year, so don't miss PSI's presale!

September 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <ul style="list-style-type: none"> Labor Day (U.S.) Labour Day (CAN) Ginger Cat Appreciation Day 	2	3	4	5	6
7	8 <ul style="list-style-type: none"> National Dog Walker Appreciation Day National Iguana Awareness Day 	9 PSW25 PET SITTER WORLD 9-11: PSI's 2025 Pet Sitter World Educational Conference	10	11	12	13 Pet Birth Defect Awareness Day
14 <ul style="list-style-type: none"> National Pet Memorial Day National Hug Your Hound Day 14-20: Adopt-A-Less-Adoptable-Pet Week	15 15-21: Small Pet Rodent Awareness Week (UK)	16	17 National Pet Bird Day	18	19	20 <ul style="list-style-type: none"> AKC Responsible Dog Ownership Day Puppy Mill Awareness Day
21 21-27: National Dog Week; National Deaf Pet Awareness Week	22	23	24	25 Remember Me Thursday®	26	27
28 <ul style="list-style-type: none"> International Rabbit Day World Rabies Day 	29	30 National Day for Truth and Reconciliation (CAN)				

September Monthlong Observances

- PSI's [Pet-Sitter Education Month™](#)
- Responsible Dog Ownership Month
- Happy Healthy Cat Month
- National Pet Insurance Month
- National Preparedness Month
- Animal Pain Awareness Month
- National Service Dog Month
- National Pet Memorial Month

September To-Do List

- You survived the summer! Reward yourself with something special.
- It's PSI's 10th annual Pet-Sitter Education Month™, so review your credentials, identify any gaps in knowledge, and make a plan of continuing education opportunities you want to pursue. Visit petsit.com/education to explore PSI's options and special offers for September.
- Are you stocked up on pet-sitting and dog-walking supplies? Do you have the right footwear and outerwear to provide the support you need to pet sit and dog walk in comfort? Take an inventory of your supplies and make a list of items you will need soon.
- Don't forget to pay your quarterly taxes.

October 2025



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 • National Fire Pup Day • National Black Dog Day 1-7: National Walk Your Dog Week	2	3 3-9: Animal Welfare Week	4 World Animal Day
5	6 7-11: Customer Service Week	7	8 National Pet Obesity Awareness Day	9	10	11
12 12-18: National Veterinary Technician Week	13 • Indigenous Peoples' Day • Thanksgiving (CAN)	14	15	16	17	18 National Fetch Day
19	20	21 • Reptile Awareness Day • National Pets for Veterans Day	22	23	24	25 National Pit Bull Awareness Day
26	27 National Black Cat Day (UK)	28	29 National Cat Day	30	31	

October Monthlong Observances

- National Animal Safety and Protection Month
- Adopt a Shelter Dog Month
- American Humane's Adopt-a-Dog Month®
- National Pet Wellness Month
- National Pitbull Awareness Month
- National Women's Small Business Month

October To-Do List

- Celebrate Customer Service Week by recognizing your employees (if you have them) in some way, whether that's lunch, a bonus, gift cards, etc.
- National Veterinary Technician Week takes place this month, so show local vet techs you appreciate them. Drop off a care package at your vet's office, or if you have employees who are also vet techs, highlight them and their expertise in your company's e-newsletter and/or social media pages.
- Review staffing needs for upcoming holidays. Recruit and train additional pet sitters if necessary prior to the Thanksgiving-New Years rush.
- Send a fall e-newsletter or postcard to clients reminding them to make their holiday reservations.



November 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 National Cook for Your Pets Day
2 Daylight Saving Time ends—Fall Back 2-8: National Animal Shelter and Rescue Appreciation Week	3	4	5	6	7 National Canine Lymphoma Awareness Day	8
9	10	11 • Veterans Day • Remembrance Day (CAN)	12 Fancy Rat and Mouse Day	13	14	15
16	17 National Take a Hike Day	18	19	20	21	22 National Adoption Day
23	24	25	26	27 Thanksgiving Day	28	29 Small Business Saturday
30						

November Monthlong Observances

- Pet Cancer Awareness Month
- National Senior Pet Month
- Adopt a Senior Pet Month
- Pet Diabetes Month



November To-Do List

- Make a list of the cards, gifts and/or craft supplies you'll need for any client and personal holiday gifts—then shop and wrap gifts before your schedule gets too hectic.
- Change your company's voicemail, email signature, and website copy to notify callers of your holiday reservation policies and cut-off dates.
- It's a great time to pitch story ideas to local media, so set aside time to decide what you'll share—from holiday and winter pet-safety tips to reminders that you're available for holiday pet care.
- If you haven't already, take an inventory of your winter gear. Are your shoes still in good shape, and do you need traction cleats? What about your coat, face masks, gloves, etc.?

December 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 National Mutt Day	3	4 Wildlife Conservation Day	5	6
7	8	9 International Day of Veterinary Medicine	10 International Animal Rights Day	11	12	13
14	15 Cat Herder's Day	16	17	18	19	20
21	22	23	24	25 Christmas Day	26	27
28	29	30	31			

December Monthlong Observances

- National Cat Lover's Month



December To-Do List

- Don't forget to mail your business holiday cards (and personal ones, too) and deliver holiday gifts.
- Make sure clients (and any staff) have a copy of your inclement weather plan and that clients' emergency contact information is up-to-date in case weather prevents you from reaching pets.
- Set aside a little time to celebrate the holidays with your family. Self-care is important—for you and staff.
- It's a great time to bring your A+ game to wow clients. You may be short on time, but little gestures like a holiday-themed photo that you stage of a client's pet or a warm holiday message or card left behind at the last visit can show you care.
- Block off an afternoon in the next month to review your 2025 numbers and plan business goals for 2026.

Let's Keep in Touch!

We'd love to talk with you more. If you are not a PSI member, we look forward to welcoming you to the PSI family! Contact PSI Member Services at info@petsit.com or by phone at (336) 983-9222, option 1, or join PSI online today.

If you are already a PSI member, stay connected! Visit the [Members Area of \[petsit.com\]\(http://petsit.com\)](#) frequently for the latest in member resources and updates.

YOU CAN ALSO FOLLOW US AND JOIN THE CONVERSATION ONLINE:



PSI members only:

