

PSI's 2026 Planning Calendar

for Pet Sitters and Dog Walkers

SEPTEMBER 2026

SUNDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Ginger Cat Appreciation Day				
	7 Labor Day (U.S.) Labour Day (CAN)	8 National Iguana Awareness Day			
	14	15			
14-20: Adopt-A-Less-Adoptable-Pet Week	21	22			

MARCH 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 • Horse Protection Day • National Pig Day	2 World Wildlife Day	3	4 Thank Your Pet Sitter Day	5	6	7
1-7: PSI's 32nd annual Professional Pet Sitters Week	8	9	10	11	12	13 K9 Veterans Day
						14 UK Dog Theft Awareness
				19		

JULY 2026

TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 • National ID	2	3	4 Independence Day (U.S.)

MAY 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
					National Purebred Day

FEBRUARY 2026

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
2 • National Hedgehog Day • Groundhog Day	3 • National Golden Retriever Day • Doggy Date Night	4 FOCUS PSI's FOCUS One-Day On-line Summit	
8	9	10	11
15 Presidents' Day (U.S.)	16	17	18
22 National Dog Biscuit Day	23 World Spay Day	24	25

JANUARY 2026

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
				8	9	10
4	5 National Bird Day	6	7			
11	12	13	14 National Dress Up Your Pet Day	15	16	17
18 Martin Luther King, Jr. Day (U.S.)	19	20	21	22 National Answer Your Cat's Questions Day	23	24 Change a Pet's Life Day
25	26 National Plan for Vacation Day	27	28	29	30	31

FRIDAY	SATURDAY
2 Good Friday (CAN)	3 • World Stray Animals Day • World Rat Day
9 National Hug Your Dog Day	10 • National Pet Day • Dog Therapy Appreciation Day
17-23: National Pet ID Week	18 Pet Owners Day
24 Fairball Awareness Day	25 World Veterinary Day



January Monthlong Observances

- Walk Your Pet Month
- National Train Your Dog Month



January To-Do List

- You survived 2025! 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 2026, 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 natsit.com/conference to learn more about PSI's annual conference and to get the best rate.

2026

Calendar At a Glance

January

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February

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15	16	17	18	19	20	21
22	23	24	25	26	27	28

March

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April

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			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November

S	M	T	W	T	F	S
1	2	3	4	5	6	4
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- The following monthly calendars include pet-related holidays and observances, PSI events, and federal holidays (in the United States and Canada).

JANUARY 2026

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 Martin Luther King, Jr. Day (U.S.)	20	21	22 National Answer Your Cat's Questions Day	23	24 Change a Pet's Life Day
25	26	27 National Plan for Vacation Day	28	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 2025! 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 2026](#), 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 conference and FOCUS Summit Series. Register now to get the best rate.



FEBRUARY 2026

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

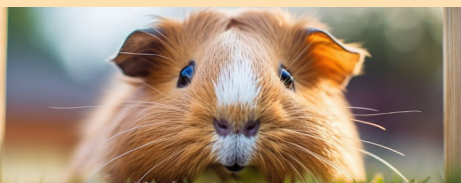
- Be sure to get your tax records and information to your accountant this month.
- Are you participating in this month's FOCUS? Be sure to use attendee images provided to spread the word about your commitment to continuing education!
- Plan ahead for your celebration of Professional Pet Sitters Week next month, 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 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 • Horse Protection Day • National Pig Day 1-7: PSI's 32nd annual Professional Pet Sitters Week	2	3 World Wildlife Day	4 Thank Your Pet Sitter Day	5	6	7
8	9	10	11	12	13 K9 Veterans Day	14 UK Dog Theft Awareness Day
15 15-21: National Animal Poison Prevention Week	16	17 PSI's 32 nd 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 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 1-7: International Pooper Scooper Week	2 National Ferret Day	3 Good Friday (CAN)	4 • World Stray Animals Day • World Rat Day
5 5-9: National Raw Feeding Week	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 12-18: Animal Care and Control Appreciation Week; National Dog Bite Prevention Week	13	14	15	16	17 17-23: National Pet ID Week	18 Pet Owners Day
19 National Cat Lady Day	20 20-26: Animal Cruelty/Human Violence Awareness Week	21 Bulldogs Are Beautiful Day	22	23 National Lost Dog Awareness Day 23-29 National Scoop the Poop Week	24 Hairball Awareness Day	25 World Veterinary Day
26 National Pet Parents Day	27 Free Feral Cat Spay Day	28	29 International Guide Dog Day	30 • 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 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 National Purebred Dog Day	2
3 • National Specially-Abled Pets Day • Mayday for Mutts 3-9: Puppy Mill Action Week; National Pet Week®; Be Kind to Animals Week®	4 May 4-10: Dog Anxiety Awareness Week	5 Cinco de Meow Day	6 FOCUS PSI's Online Summit Series for Pet Sitters & Dog Walkers PSI's FOCUS One-Day Online Summit	7	8	9 • National Animal Disaster Preparedness Day • Bird Day • National Dog Mom's Day
10	11	12	13	14 International Chihuahua Appreciation Day	15	16
17	18 Victoria Day (CAN)	19	20 National Rescue Dog Day	21	22	23 World Turtle Day
24	25 Memorial Day (U.S.)	26	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 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 • Hug Your Cat Day • International Corgi Day	5	6
7 7-13: Pet Appreciation Week PAW	8 National Best Friends Day	9 World Pet Memorial Day	10	11	12	13
14	15 15-21: Animal Rights Awareness Week	16	17	18 Clean Your Aquarium Day	19 Juneteenth (U.S.)	20
21	22 PSI's Take Your Cat To Work Day® 22-26: PSI's Take Your Pet To Work Week®	23	24 Cat World Domination Day	25	26 PSI's Take Your Dog To Work Day®	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 2026

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 have passed, so now is a good time to revisit and revise your 2026 goals based on your current business status, and review your social media metrics to see if you need to make any tweaks. Don't forget [PSI's tips for setting SMART goals](#).
- Recommend daily dog walkers carry travel water bowls/water canteens 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! It's a good time for you and your team to review these [tips for preventing pet escapes](#).

AUGUST 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 DOGust Universal Birthday for Shelter Dogs
2 2-8: International Assistance Dog Week	3	4 International Assistance Dog Day	5 • PSI's FOCUS One-Day Online Summit • Work Like a Dog Day	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	26 • National Dog Day • World Dog Day	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 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Ginger Cat Appreciation Day	2	3	4	5
6	7 • Labor Day (U.S.) • Labour Day (CAN)	8 National Iguana Awareness Day	9	10	11	12
13 • Pet Birth Defect Awareness Day • National Pet Memorial Day • National Hug Your Hound Day	14 14-20: Adopt-A-Less-Adoptable-Pet Week	15	16	17 National Pet Bird Day	18	19 • AKC Responsible Dog Ownership Day • Puppy Mill Awareness Day
20 20-26: National Dog Week; National Deaf Pet Awareness Week	21	22	23	24 Remember Me Thursday®	25	26 • Neighborhood Pet Store Day • International Rabbit Day
27	28 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 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 2026

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

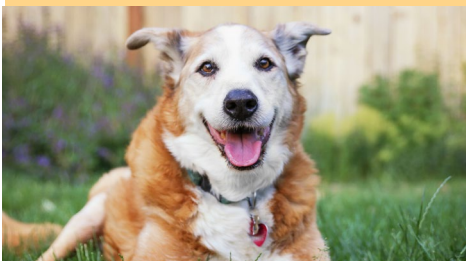
- Celebrate Customer Service Week by recognizing your employees (if you have them) in some way, whether that's lunch, a bonus, gift cards, etc.
- National Veterinary Technician Week takes place this month, so show local vet techs you appreciate them. Drop off a care package at your vet's office, or if 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 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 National Cook for Your Pets Day 1-7: National Animal Shelter and Rescue Appreciation Week	2	3	4	5	6 PSW26 PET SITTER WORLD 6-8: PSI's 2026 Pet Sitter World Educational Conference	7 National Canine Lymphoma Awareness Day
8	9	10	11 • Veterans Day (U.S.) • Remembrance Day (CAN)	12 Fancy Rat and Mouse Day	13	14
15	16	17 National Take a Hike Day	18	19	20	21 National Adoption Day
22	23	24	25	26 Thanksgiving Day	27	28 Small Business Saturday
29	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 2026

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	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 2026 numbers and plan business goals for 2027.

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**](#) frequently for the latest in member resources and updates.

YOU CAN ALSO FOLLOW US AND JOIN THE CONVERSATION ONLINE:



The PSI Blog

[PSI's Facebook Group \(members only\)](#)

