



MADDIE'S[®] Pet Assistant

MPA Adoption Counselor Script

INTERNAL

Purpose: To guide adoption counselors to adequately explain MPA during their adoption conversations and encourage adopter participation.

Points:

- Adopters can quickly and easily get answers to questions or concerns about pet.
- Adopters can easily share pictures and videos of pet with organization.
- Adopters' survey answers will help pets across the country by allowing us to determine what behaviors and issues are typical in a new home and learn how to better prepare adopters and pets for the transition.

EXTERNAL

[After Adoption Paperwork is completed.]

I know this is probably a lot of information and we don't expect you to remember all of it!
If you're like me, you'll probably think of questions you meant to ask as soon as you get home.

Do you have a smartphone?

(If yes, continue.)

Cool. If you're interested, we've started using a new app with adopters called Maddie's Pet Assistant.

(Show the adopter MPA on your smart phone. If you do not have a smartphone to display, then point to the app picture on the MPA adopter postcard.)

So basically, you download the app on Google Play or Apple iTunes Store – it's totally free.

Your pet's data will be in there within 24 hours.

You can send comments or questions to us; send us pictures; or fill out questions on how {pet name}'s doing.

It'll prompt you to fill out the first survey today, after the adoption paperwork goes through. Usually the questions take about 2 or 3 minutes to fill out.

So depending on how things are going, and how you fill out the surveys, you can get immediate vet advice from the app.

But, it's also a quick and easy way to keep in touch, even if there aren't any issues and you just want to share pictures or videos or whatever with us. We love getting them!

I really like this app. It's helped a lot of folks stay in touch and get the info they need, especially during the first few days... while you and {pet name} settle in together.

