Cheat Sheet for Adoption Counselors

What is Maddie's Pet Assistant (MPA)?

MPA is a mobile phone app that provides support to post-adoption support to adopters. Maddie's Fund developed the app and is a national non-profit foundation working to save pet's lives. The app is free and will take up less space on their smart phones than Facebook!

How does it work?

Through the app, adopters can:

- Submit surveys regarding pet health and behavior
- Ask questions or send comments
- Send photos or videos
- Track weight
- Keep up on vaccinations, and more

If the adopter reports a concern in a survey, they receive an immediate email response, crafted by experts, to educate them about the issue and direct them towards additional help, if applicable. Photos or videos can be submitted to describe health or behavioral issues or simply as a nice way to share fun stories with the adoption organization.

Why should an adopter participate?

- Quick answers to concerns or questions they may have about their new pet
- Store basic info about their pet, including vaccinations
- By filling out these surveys adopters are helping shelters and rescues gather information on what happens when a pet is settling into his/her new home, how the organizations and adopters can help that pet and adopter, and how to help pets stay in their new homes.

Tips for adoption counselors:

- It's easy to download the app.
- Give the adopter a postcard about the app.
- Tell the adopter what it's about. Cover the main parts of the 'adoption counselor script' if helpful.
- If you have time, help the adopter download the app as part of the adoption process.
- Emphasize the importance of submitting surveys!! Plus they're quick and easy.
- Let the adopter know they will be receiving an email with their login information within the next 24 hours.