

## **Pets.findhelp.com Complete Guide**

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# HUMAN ANIMAL SUPPORT SERVICES

## **What is [pets.findhelp.com](https://pets.findhelp.com)?**

Through the extraordinary efforts of local community organizations, [pets.findhelp.com](https://pets.findhelp.com) is the first-of-its-kind platform for pet owners to find and access free and low-cost programs and services such as pet food banks, veterinary care, eviction support, and more. Pets.findhelp is completely free for both organizations listing programs and those seeking services. Every month, [pets.findhelp.com](https://pets.findhelp.com) serves as a vital resource for thousands of families with pets.

## **What Problem is [pets.findhelp.com](https://pets.findhelp.com) Trying to Solve?**

People don't love their pets any less because they've fallen on hard times. It is more humane, and cost-effective, to support families by helping keep people and pets together than it is to remove a pet from a family who loves them and bring them to an animal shelter. Pets.findhelp.com honors the role pets play in our families by making it easier for people to find and access the support they need.

## **Potential Benefits of [pets.findhelp.com](https://pets.findhelp.com) Integration**

Animal services can more holistically support the people and pets of your community by integrating case management and supportive services into interactions with the public. Utilizing the [pets.findhelp](https://pets.findhelp.com) platform allows public-facing staff and volunteers to easily identify helpful programs and services to share if your organization does not or cannot directly offer the necessary support. Sharing the [pets.findhelp](https://pets.findhelp.com) platform with the public empowers individuals to self-locate supportive services that may allow them to find solutions without ever needing to engage with animal services. Benefits of [pets.findhelp](https://pets.findhelp.com) integration may also include:

- Reduce the number of animals housed in the shelter
- Improve customer satisfaction
- Improve individualized case management
- Build community engagement
- Support diversity, equity, and inclusion
- Save money
- Save staff time
- Improve the public perception of the shelter
- Grow volunteer support
- Increase marketing and media engagement
- Increase fundraising

## **Key Terminology**

- **Programs:** Also known as listings or services
- **Navigator:** Referring program/organization
- **Seeker:** Client seeking help

## **How Organizations Can Begin**

The key to setting up a robust network of support services in your community is to first ensure that direct and indirect services are reflected and easily accessible. The following steps outline the process of ensuring programs that appear on [pets.findhelp](https://pets.findhelp.com) are accurate and appropriately reflect services available in your community.



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## Suggest and Claim Programs on [pets.findhelp.com](https://pets.findhelp.com)

Interested in learning through video instruction instead of written text? See our instructional videos here:

[Suggesting Programs - Video Overview](#)

[Claiming Programs - Video Overview](#)

Interested in a standalone instruction sheet for **only this section** to share, print, or reference? See the standalone document here:

[Suggesting and Claiming Basics Standalone Instruction Sheet](#)

### Suggesting Programs

To ensure both staff and community members can appropriately locate programs and supportive services, we must first ensure that all **free or reduced-cost options** are reflected accurately. If you know and love a program that is not already listed, consider suggesting it be added by following this process. You may suggest free and low-cost programs managed by your organization, partner organizations, and/or other existing services in the community!

Is your program already listed?

1. Go to [pets.findhelp.com](https://pets.findhelp.com)
2. Click “Suggest Program” on the bottom right footer of the page.

The screenshot shows the homepage of [pets.findhelp.com](https://pets.findhelp.com). The header includes the Human Animal Support Services logo and navigation links for Support, Sign Up, and Log In. The main content area features a search prompt: "Search for free or low cost pet support services like veterinary care, pet food pantries, temporary pet care and more." Below this is a search bar with a ZIP code field (containing "97206") and a "Search" button. To the right is a large paw print logo with a heart inside. Below the search bar is a red button with the text "pets.findhelp.com". Further down, there is a section about crisis support: "If you or someone you know is in crisis, call or text 988 to reach the Suicide and Crisis Lifeline, chat with them online via their website, or text HOME to 741741 (multiple languages available). If this is an emergency, call 911." Below that, it states: "This curated database of resources is provided by Human Animal Support Services and its partners to keep people and pets together." At the bottom, there is a footer with a language dropdown (set to English), a "Site Map" link, a "Suggest Program" link (highlighted in yellow), and links for "Claim Programs", "Accessibility", "Terms", and "Privacy".

3. Search and verify that your program isn't already listed.
4. Fill out the “Tell us more about the program...” section.



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5. If you are suggesting a program that you/your organization provides, click the "I work at this program" box;
  - a. Findhelp will send you a prompt to claim your new program listing once published.
6. Click the "Suggest a Program" button at the bottom of your screen.
7. You should receive confirmation or a follow-up from findhelp within two business days.

## Claiming Programs

For all programs you or your organization directly manages, you may "claim" them on pets.findhelp, allowing you to edit program information, view reporting and analytics tools, create eligibility assessments, and more. Claiming is simple! Just follow these steps:

1. Go to [pets.findhelp.com/claims](https://pets.findhelp.com/claims)
2. Search for your program or organization within your organization's main ZIP Code
3. A list of possible matches will appear. Select the claim button to the right of your programs
4. Create a free account and verify your claim through an email (keep an eye out for that email!)
5. After your claim is confirmed, a checkmark will appear in the corner of your program's listing

☐ **Positive Alternatives to Shelter Surrender (P.A.S.S.) Program**  
by Austin Pets Alive! (APA!)  
Reviewed on: 05/28/2023

The Austin Pets Alive! Positive Alternatives to Shelter Surrender (P.A.S.S.) program provides resources and services to Texas residents who are experiencing challenges to keeping their pet(s) with...

**Main Services:** food pantry, community support services, animal welfare

**Other Services:** animal welfare

**Serving:** anyone in need, adults, young adults, teens, seniors, individuals, families

**Next Steps:**

Go to the program's website or email [pass@austinpetsalive.org](mailto:pass@austinpetsalive.org) to get services.

5.68 miles (Serves your local area)

1156 West Cesar Chavez Street, Austin, TX 78703

Open Now: 11:00 AM - 6:00 PM CDT

MORE INFO

SAVE

SHARE

NOTES

SUGGEST

NEXT STEPS

## Edit Program(s)

The [Program Edit Tool](#) gives your organization the ability to ensure your Program Listing is displaying up-to-date information.

Interested in learning through video instruction instead of written text? See our instructional video here:

[Editing Programs - Video Overview](#)

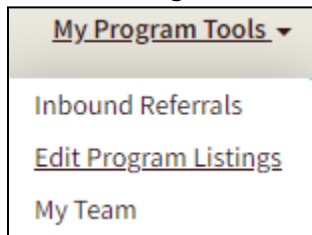
Interested in a standalone instruction sheet for **only this section** to share, print, or reference? See the standalone document here:

[Editing Program Details Standalone Guide](#)

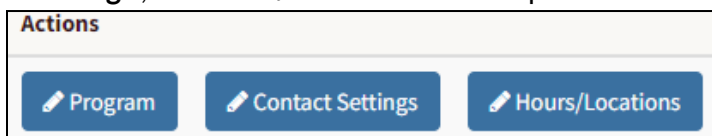


## 1. Locate Program Information

- a. Navigate to <https://pets.findhelp.com/claims/index> or select “My Program Tools” and “Edit Program Listings”



2. Once on the page, you can edit your program(s) information by clicking “Program”, “Contact Settings”, or “Hours/Locations.” See Steps 3-5 for details.



- a. **Note:** Every program you have claimed will appear on this page. Be careful to only select the edit action for the specific program you need to update.

## 3. Edit Program Details

### a. Contacting Your Program


- i. Ensure contact information is correct and up to date.

### b. About Your Program

- i. **Availability:** Edit the “Is your program available to new clients?” section to highlight your program's current availability. This may include: available, waitlist, temporary closures, and more.
  1. If your program is “available” it will not impact search results. However, if your program has a lower availability option, it will appear lower in the search results.
- ii. **Program Description:** The program description is the first place seekers look to identify if your program is the best fit for their needs. Describe your program in as little text as possible for the best results. Consider including the following:
  1. In general, what is the program?
  2. Who is it for? (residents of a certain county, low income, disabilities)
- iii. **Services Provided:**
  1. “What are the [main services](#) you provide?”. These main service tags will appear on their program listing and are the main way people will find your program through searches.
    - a. **Tip:** You may add up to 15 tags.
  2. “What [secondary services](#) do you provide?”. If you reach the 15 tag limit, you may add additional service tags. These tags will appear on their program listing but will not be found through searches.
- iv. **Cost:** Ensure your program costs are up to date with options from:
  1. Free
  2. Reduced Cost
  3. Sliding scale



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4. Full cost
    5. Not sure
  - c. **Eligibility Rules:** If your program has age, income, or other eligibility criteria, you may include them in the Eligibility section.
    - i. If you add an income eligibility rule, the program will be calculated when the Income Eligibility filter is used. All eligibility requirements will show at the top of the “More Info” section of the program listing.
  - d. Once you have made the desired changes, **click “save and go back”** at the bottom of the page to save the updates.
4. **Edit Contact Settings**
  - a. **Note:** The **default** setting for someone contacting your program is to send their contact information through pets.findhelp! If you will not be utilizing pets.findhelp’s referral features, make sure to update this setting to the most appropriate choice.
  - b. **Options**
    - i. **Send contact information via findhelp**
      1. This action will create a response in the findhelp “referrals”. To learn more about inbound referrals, click [here](#).
    - ii. **Fill out a screener application**
      1. If you do not have an existing form or application, you may create one directly in the findhelp platform. Screeners may determine eligibility for services. To learn more about screeners, click [here](#).
    - iii. **Fill out an existing application/form**
      1. If you have an existing form or application to determine program eligibility, you may directly link the form here.
    - iv. **Schedule an appointment**
      1. If appointments are preferred, enter the main point of contact here.
    - v. **Visit our website, call, or email us to receive services**
      1. This is the best choice for any organization that does not have existing screener forms, does not need to create screener forms to determine eligibility, and would like all contacts to go directly through the organization’s primary website.
  - c. Once you have made the desired changes, **click “save and go back”** at the bottom of the page to save the updates.
5. **Edit Hours/Locations**
  - a. **Add New Location**
    - i. Select “+ Add New Location” at the top of the page.
    - ii. **Pro Tip:** While phone number, email, and website contact information are optional, adding this information will help the public more easily contact you if these are the best ways to connect to your organization.
    - iii. Once you have made the desired changes, **click “save and go back”** at the bottom of the page to save the updates.
  - b. **Edit Active Locations**
    - i. Select “ edit ” to the right side of the location or hours needing updates. Update accordingly!



- ii. **Pro Tip:** While phone number, email, and website contact information are optional, adding this information will help the public more easily contact you if these are the best ways to connect to your organization.
- iii. Once you have made the desired changes, click “**save and go back**” at the bottom of the page to save the updates.

## Additional Features

### Managing Your Team(s) in [pets.findhelp.com](https://pets.findhelp.com)

You must have administrator permissions to change or add team members on [pets.findhelp.com](https://pets.findhelp.com). If you do not currently have administrator permissions please contact an Admin on your account to make adjustments.

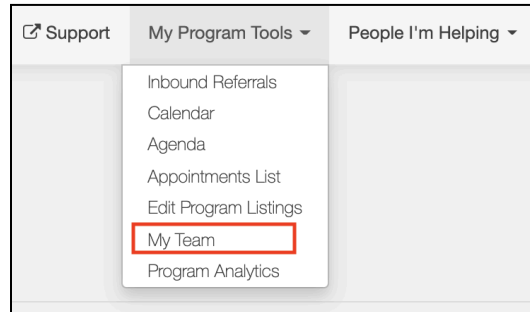
Interested in learning through video instruction instead of written text? See our instructional video here:

[Managing Teams - Video Overview](#)

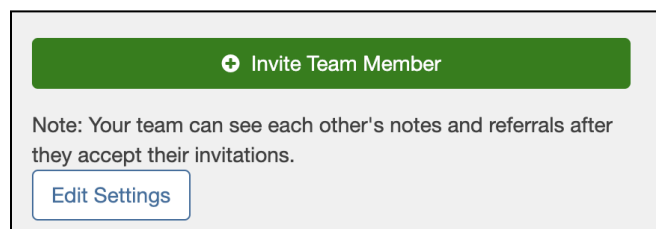
Interested in a standalone instruction sheet for **only this section** to share, print, or reference? See the standalone document here:

[Managing Teams Standalone Guide](#)

1. Locate your team information at [pets.findhelp.com/team](https://pets.findhelp.com/team)
  - a. **Tip:** You may also locate your team under “My Program Tools” and “My Team”



2. Inviting Team Members
  - a. Click “Invite Team Member”

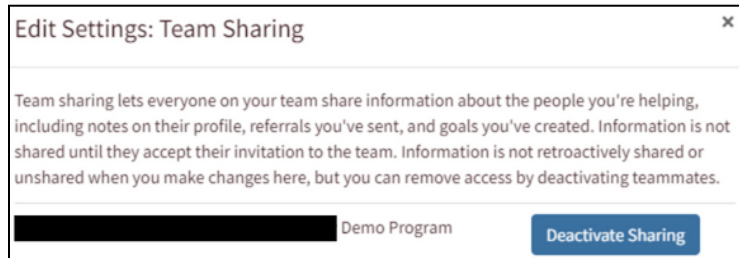


- b. Enter the team member's information.
  - c. Choose which program(s) you'd like to give them access to
  - d. Select whether they should be an **Admin** or a **Worker**
    - i. Admin permissions provide access to the “My Team” tool and allow users to invite, change, or deactivate other users. Worker permissions do not.



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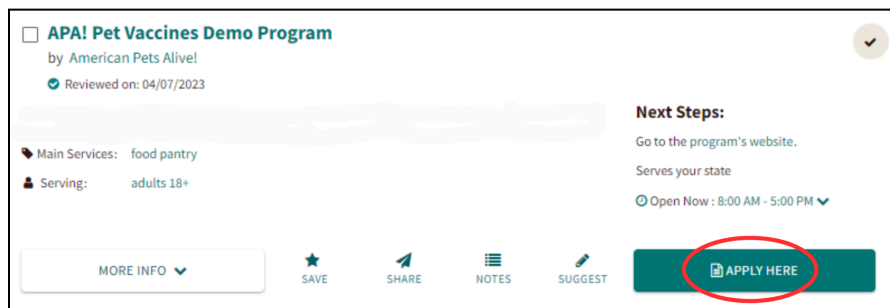
- ii. All other capabilities (referrals, editing listings, analytics, and education) are available to both permission levels.
3. Team Sharing - **Admin Only**
  - a. Admin users can adjust team sharing permissions. See below.



4. [Click here](#) for more details about team management on [pets.findhelp.com](https://pets.findhelp.com).

## Add and Edit Program Screeners

Screeners allow programs to gather preliminary information from Seekers attempting to receive services. Seekers are routed to Screeners through connect buttons on applicable listing(s).



*Example of a connect button; Options may include "contact", "apply", and "next steps"*

Interested in learning through video instruction instead of written text? See our instructional video here:

[How to Add and Edit Program Screeners - Video Overview](#)

Interested in a standalone instruction sheet for **only this section** to share, print, or reference? See the standalone document here:

[Program Screeners Standalone Guide](#)

## Benefits of Screeners:

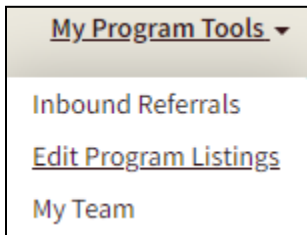
- More appropriately provide services by asking custom questions to determine eligibility
- Increase efficient correspondence
- Provide case management to the Seeker if they are ineligible for your services
- Documents can be securely uploaded
- Analytics tracking
- Email alerts notify relevant staff/volunteers when a form has been submitted

**How To:**

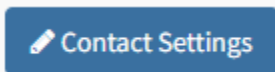


# HUMAN ANIMAL SUPPORT SERVICES

1. Locate your program information at <https://pets.findhelp.com/claims/index> or select “My Program Tools” and “Edit Program Listings”. **Note:** Every program you have claimed will appear on this page. Be careful only to select the edit action for the specific program you would like to add a screener form to.



2. Select “Contact Settings”



3. Update the selection in “When someone is interested in your program, how should they connect with you?” to “Fill out a screener application to determine eligibility”
  - a. Which email address(es) should receive the person’s info?
    - i. Enter relevant email addresses where you want to receive notifications when a referral has been made to your program.
    - ii. **Tip:** Separate multiple email addresses with a comma (,.)
4. Customize Your **Eligibility Screening** Application

**Tip:** Select **PREVIEW** on the bottom of your screen at any point in the customizing process to preview what your form looks like.

  - a. **General Configuration Information**
    - i. The form is automatically set up with **default questions**. You may **add/edit questions** to suit your needs.
      1. **Tip:** Use ten or fewer questions for a low-barrier screener (questions should be geared toward eligibility, not a formal application for services)
      2. **Tip:** New custom questions can change **customized format options** (i.e. dropdown, multiple choice, long text field, etc.)
    - ii. **Reorder questions** by selecting the arrows
    - iii. **Rename sections** by selecting the pencil next to the section title
    - iv. **Remove sections** by selecting the “X” on the right-hand side of a question space
    - v. **Add sections** by selecting “+ Add a section” near the bottom of the page
    - vi. Customize which **questions are required** by selecting the “required” box. This toggles the option on and off.
  - b. **General Form Settings**
    - i. Customize **Form Title** and **Instructions to People Seeking Services** directly beneath the “General Form Settings” header
      1. **Tip:** Let people know what documents they'll need on hand, the intake steps they can expect, and anything else they should know before filling out the eligibility form. A form **CAN NOT be saved and**



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**submitted later**, so it's important to let them know if they need documents on hand before they begin.

c. **Eligibility Questions**

- i. Any multiple-choice question can be used to check eligibility!  
Example configuration:

↑ ↓ Financial Situation ✎

↑ If9vw9tc  
Can you provide paystubs or other documentation for proof of income, proof of benefits, etc? ✎  
↓  
Question type: Radio

✓ Required ✓ Eligibility Question

Options for this question:

Option *	Yes	✓ May be eligible
Option *	No	○ Not Eligible

d. **Thank You for Submitting a Screening Application**

- i. This is the confirmation page a Seeker will see after they submit the form (if they are eligible for services). Consider including details on turn-around time, what methods to reach out for a follow-up, and anything they should have ready before contact.

e. **You May Not Be Eligible**

- i. If a Seeker does not fit the eligibility requirements you have configured for your program, customize a message to share alternate resources. You may include links in this section, including links to external websites or applications for other relevant programs.

5. Click **PUBLISH**

- a. Once you publish, your Screener Form is automatically updated/live on your program card and is immediately available for use.

## Referrals

Referrals are an easy way for an organization to send an individual's name, contact information, and consent to another organization or program. Included is a function to keep all parties updated on the status of the referral. ***Not sure if you have referrals turned on? For more information on how to toggle the referral feature for your programs, see step 4a [here](#).***

Interested in learning through video instruction instead of written text? See our instructional video here: [Referrals - Video Overview](#)

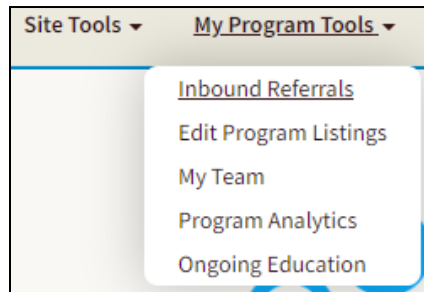
Interested in a standalone instruction sheet for **only this section** to share, print, or reference? See the standalone document here:



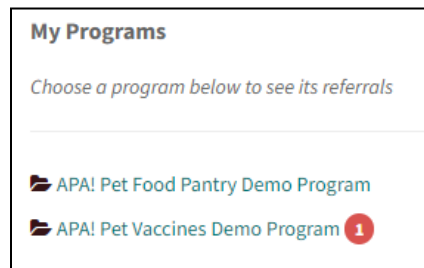
## [Referrals Standalone Guide](#)

### **Managing Inbound Referrals**

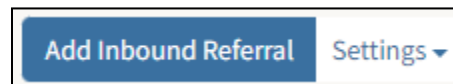
1. View referrals your programs have received by navigating to the “**Inbound Referrals**” dashboard through the **My Program Tools** dropdown menu.



2. If you have **new referrals**, a count will be displayed next to the program name. Select the program to enter the **Inbound Referrals** dashboard.



3. Here you can **view, track, and manage referrals**
  - a. **Update the Status of the referral** by opening a seeker’s profile and making a selection in the drop-down menu.
  - b. **Enter Inbound Referrals manually** by selecting the button on the top right-hand corner of the dashboard labeled “**Add Inbound Referral.**”



- c. Learn more about how the [Inbound Referrals dashboard works here](#).

### **How to Create an External Referral**

You may create a referral on behalf of an individual through [pets.findhelp](#) if your organization does not offer an appropriate program or service solution for a challenge they may be facing.

1. Search by zip code or service category on [pets.findhelp.com](#) for a program that matches what a seeker needs. Navigate to the program card.
2. Select **REFER** (teal button)



# HUMAN ANIMAL SUPPORT SERVICES

☐ **APA! Pet Food Pantry Demo Program**  
by American Pets Alive!  
Reviewed on: 03/15/2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi...

Main Services: food pantry

Serving: adults 18+

**Next Steps:**  
Go to the program's website.  
Serves your state  
Open Now: 8:00 AM - 5:00 PM

[MORE INFO](#) [SAVE](#) [SHARE](#) [NOTES](#) [SUGGEST](#) [REFER](#)

3. Fill out the corresponding form
  - a. Who is this for?
    - i. Select “I’m referring someone else”
  - b. Tell us about the person you’re helping
    - i. If you’ve helped the individual before, you can **search their name** and connected contact information will automatically fill in. If you have not, **manually enter** the seeker’s information.
  - c. Best way to reach them
    - i. You can select more than one option
    - ii. **Important note:** Select “Don’t reach out” if the seeker **does not wish to receive any direct contact** from the organization you’re referring to. This may apply to situations involving domestic violence or other. Be sure to ask!
4. Once complete, select “Send.”
5. What happens next?
  - a. Email notifications are sent to:
    - i. **The Navigator:** Referring program/organization
    - ii. **The Seeker:** Client
    - iii. The program/organization receiving the referral
  - b. **Tip:** Referral status updates can be made directly within the notification email by either program/organization.

## Reviewing Created Referrals

View referrals you’ve made by navigating to the **People I’m Helping** Dashboard

1. Click “People”
  - a. **Note:** This view becomes visible when a referral is sent through the site.

[Support](#) [Site Tools](#) [My Program Tools](#) [People I'm Helping](#)

People

2. In this dashboard, you may **view, track, and manage referrals** you’ve made.



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3. To **update the status of the referral**, open a seeker's profile and make a selection in the drop-down menu.

**APA! Pet Vaccines Demo Program**  
by American Pets Alive!  
Status:  
... Not updated ▼

- a. **Status options include:**
  - i. Needs client action
  - ii. Pending
  - iii. Referred elsewhere
  - iv. Got help
  - v. Eligible
  - vi. Couldn't get help
  - vii. Couldn't contact
  - viii. Not eligible
  - ix. No capacity
  - x. No longer interested.
4. If [Team Sharing](#) is **active**, you can view referrals made by your team members. *This is a default account setting.*
5. Learn more about the [People I'm Helping dashboard here](#).

## Favorites

You may find that you regularly navigate to a selection of programs. You can easily collect those resources to make finding and sharing them in the future easier by using Favorite Folders.

Interested in learning through video instruction instead of written text? See our instructional video here: [Favorites - Video Overview](#)

Interested in a standalone instruction sheet for **only this section** to share, print, or reference? See the standalone document here:

[Favorites Standalone Guide](#)

## How to Create a Favorite Folder

1. **Save a program:** Log in and search for the program you wish to save.
2. On the [Program Card](#) you want to save, click the **Save** button.



# HUMAN ANIMAL SUPPORT SERVICES

☐ **TRAINING - Food Pantry**  
by Bertha Training

Demo Programs ⓘ

Our food pantry is available for anyone who is in need of assistance with supplying food. Services include: - Food to meet basic nutritional needs...

Main Services: [food pantry](#)

Other Services: [navigating the system](#) , [help fill out forms](#)

Serving: [anyone in need](#), [all ages](#)

**Next Steps:**  
Contact or go to the [nearest location](#).  
 1.97 miles (Serves nationwide)  
[710 West Cesar Chavez Street, Austin, TX 78701](#)  
 Open Now: 8:00 AM - 5:00 PM CDT ✓

MORE INFO ▼

SAVE

SHARE

NOTES

SUGGEST

REFER

- From the **Save a Favorite!** screen you can select **Create a New Folder** to make a new folder and enter a new name. If you already have a folder that you are adding to you can click **Pick a Folder** to select the folder from the drop-down menu. After choosing your option click **Save**.

MORE INFO ▼

SAVE

SHARE

NOTES

SUGGEST

REFER

**Save a Favorite!**

CREATE A NEW FOLDER

PICK A FOLDER... ▼

SAVE

Find programs you've added in **"Saved Favorites"** from the link in the top navigation.

**TIP:** From Saved Favorites, you can **email folders** or programs and **share with your team**.

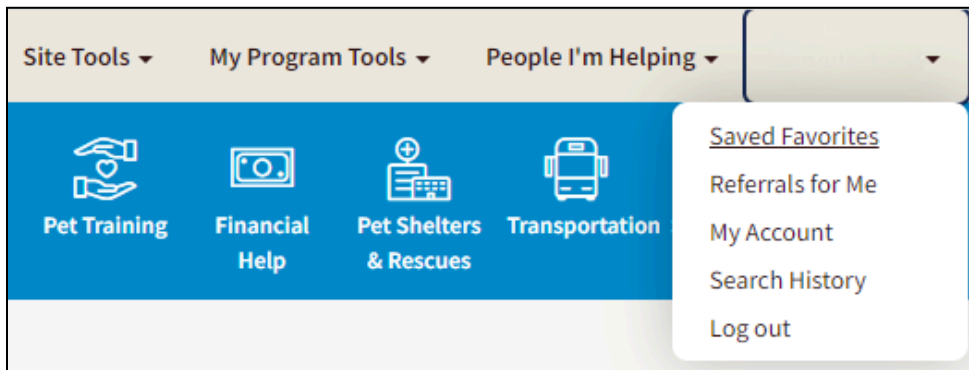
CANCEL

## How to View & Share Saved Favorites

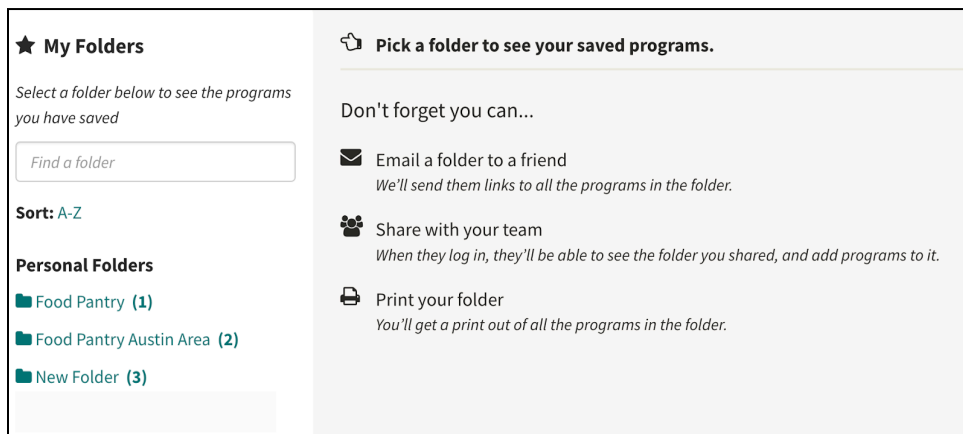
- Navigate to **Saved Favorites** via the dropdown menu under your name.



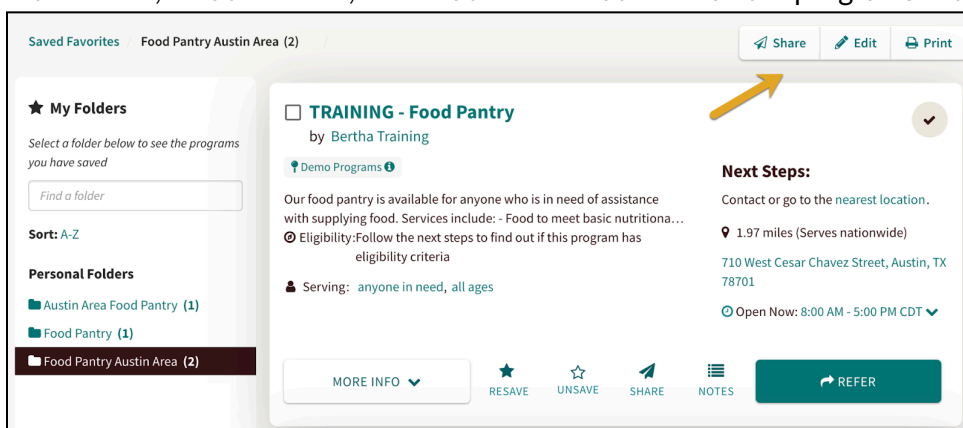
# HUMAN ANIMAL SUPPORT SERVICES



2. In **My Folders**, you can see all of your saved folders and open them by clicking on the **name of the folder** you wish to view.



3. In the folders, you can use the **buttons** on the top right of the page to **Share** the programs in the folder, **Edit** the folder, or **Print** the information on all the programs in the folder.



- a. In the menu that opens, select **Share With A Group**. Then in the drop-down menu below, select the **team** you wish to share the folder with and click **Send**.



**Tell a friend about these programs!**

[Share As A Link](#) [Send An Email](#) [Share With A Group](#)

Share with:

The members of the group(s) you share with will be able to:

- ★ See this folder in their own My Favorites page
- ➕ Add or remove programs in the folder

[Send](#) [Close](#)

## How to Sort Programs in Favorite Folders

The sorting feature allows you to organize the programs in your favorite folders however you'd like! For example, you may want to order your favorite folders so that the programs you refer to most often appear at the top of the list.

1. Choose a **Favorite Folder**
2. Click **Edit** at the top right of the folder
3. Select "**Move**" for the program you want to move
4. **Choose what position** the program should show
5. Click "**Update**"

**Edit Saved Favorite Folder** ✕

Folder Name

Programs - Reset to default order

1	Inside Rx Prescription Savings Card by Inside Rx	Move...
Move to Position	<input type="text" value="1"/>	<a href="#">Update</a> <a href="#">First</a> <a href="#">Last</a>
2	Drug Discount Card by NeedyMeds	Move... ✕
3	Prescription Savings Card by ScriptSave WellRx	Move... ✕
4	Patient Assistance Program by Xubex Pharmacy Services	Move... ✕

[Save](#) [Cancel](#) [Delete Folder](#)

## Additional Uses for Favorites

- **Curate lists** for common resource requests (i.e. food pantries, low-cost veterinary care, etc.)
  - **Tip:** This facilitates easy access to programs you refer to often.
- Generate **QR codes** to feature Favorite Folders on fliers, newsletters, and more!
- Feature links to Favorite Folders on your **website page**
  - **Tip:** Updating your Favorite Folders may be easier than updating your website page(s). This is especially useful for organizations that don't have access to make direct website edits.
- **Print** Favorited Folders for Seekers you're helping in person



# HUMAN ANIMAL SUPPORT SERVICES

## Program Analytics

pets.findhelp offers analytics suites that provide high-level and detailed dashboard views to help you track your impact and monitor key metrics such as users, searches, and referrals.

Organizations may be able to use these insights to make data-driven programmatic decisions!

Interested in learning through video instruction instead of written text? See our instructional video here:

[Program Analytics - Video Overview](#)

Interested in a standalone instruction sheet for **only this section** to share, print, or reference? See the standalone document here:

[Program Analytics Standalone Guide](#)

### Highlights:

- **Always available and updated daily:** Your analytics suites are always available on your site and are updated daily, meaning you don't have to wait until the end of the month to gather key insights.
- **Filters and data ranges:** You can change various filters and data ranges allowing you to slice and dice data in the ways you want.

Analytics / Search Activity

FILTERS (3) ▾ State Georgia × Aggregation Weekly × DateRange 90 Days ×

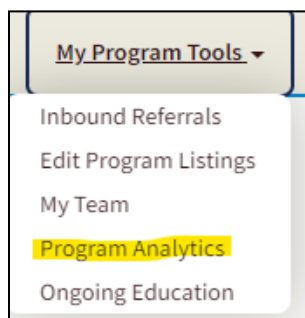
Site >	Group >	Widget >	Linked_From >
Search_Source >	Category >	Term >	Situation_Tag >
State >	County >	City >	Zipcode >
Date Range >	Aggregation >		

RESET FILTERS CANCEL APPLY

- **Downloadable content:** Dashboards and reports are available to download as a CSV file if you want to further analyze the data.

### How to View Program Analytics

Locate your program analytics at <https://pets.findhelp.com/reporting/analytics> or select “My Program Tools” and “Program Analytics”



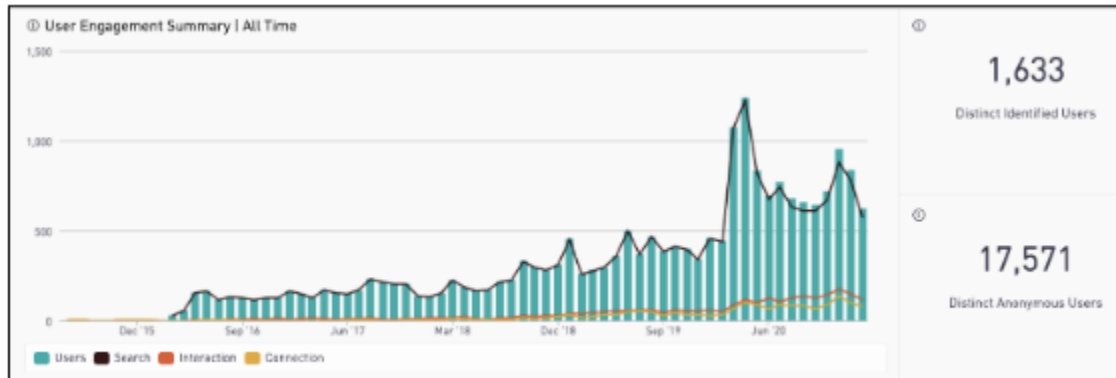


# HUMAN ANIMAL SUPPORT SERVICES

## Claimed Program Dashboard

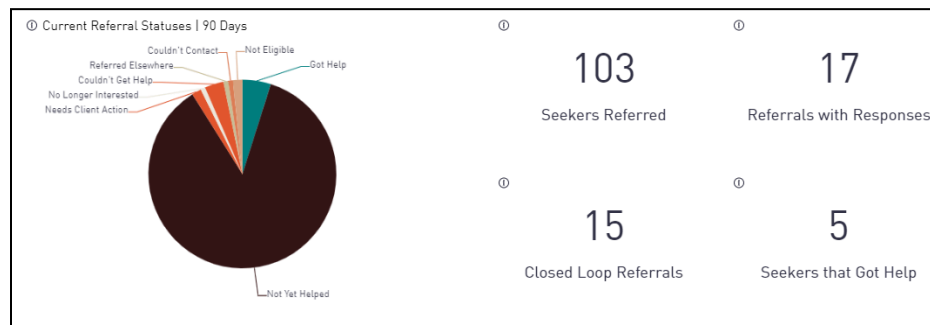
The claimed program dashboard will show information on how people are accessing and interacting with your program listing(s) and the impact your organization is having on the community.

- See Engagement Trends



- See Referral Data

- Current Referral Statuses



- **Tip:** *Closed Loop Referrals* are those with a conclusive status such as “got help” or “no longer interested.” Monitoring this metric provides the most information about those accessing the site, what program they requested, and whether or not they were able to access the program.

- Geographic Referral Data (includes top county, city, and zip code searches and an interactive heat map!)

- ① Top 10 Cities | 90 Days

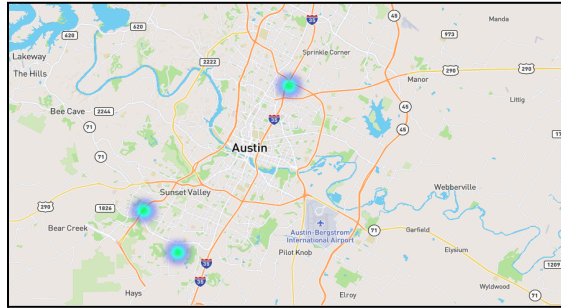
CITY	REFERRALS
North Pole, AK	1
Fort Wainwright, AK	1
Portland, OR	1

- ① Top 10 Zip Codes | 90 Days

ZIP CODE	CITY	REFERRALS
99705	North Pole, AK	1
99703	Fort Wainwright, AK	1
97206	Portland, OR	1



# HUMAN ANIMAL SUPPORT SERVICES



- Referral Details Including:
  - Seeker name and contact information
  - Program of interest
  - Date of referral
  - Creator of referral
  - Status of referral
  - Program contact information
  - Eligibility information
  - *And more!*

**Tip:** Learn more about analytics through [the pets.findhelp Program Analytics training slide deck](#). This presentation showcases additional data that is available on pets.findhelp and how you might use this data to drive long-term decision-making or help manage your programs and team's workflow.

## Internal and External Communications

Tips and tools for talking about pets.findhelp.com and getting internal and community buy-in.

1. Internal communication and understanding are essential before expanding to external communication. Helping volunteers and staff understand what pets.findhelp.com is and how it supports your community, will give you an army of supporters for change, right at the get-go.
2. When speaking with internal stakeholders and members of the public/media, talk about the benefits of pets.findhelp.com and how it helps people connect with free and low-cost services in your community.
3. Share stories about individuals and families that are using pets.findhelp.com on social media and elsewhere, using videos and photos of people and their pets—[with permission](#). It's important to be sensitive to these individuals and their stories.
4. Focus on how pets.findhelp.com helped a person find and access services. This helps members of your community understand what this resource is and how they can use it.
  - a. ***Don't Say:*** *Because our organization gave Leo's family free pet food, Leo was kept out of the shelter.*



# HUMAN ANIMAL SUPPORT SERVICES

- b. **Do Say:** *When Leo's dad lost his job, he wasn't sure how he was going to care for the dog he loves so much. He was worried he might even have to give Leo up to [organization name]. Then Leo's dad got on [pets.findhelp.com](https://pets.findhelp.com), entered his zip code, and discovered all kinds of programs and services to support his family! Soon he'd found our pet food pantry where he was able to get kibble and other supplies. He even learned about a partner organization's veterinary assistance program, so when Leo had a worrisome lump, he could get it checked out and removed, then go back home where he belongs. Thanks to [pets.findhelp.com](https://pets.findhelp.com), support was just a click away when Leo and his dad needed it the most. Pets and people belong together, and we urge anyone who needs help caring for their pet to go right to [pets.findhelp.com](https://pets.findhelp.com) to see what support is available!*
5. With staff and volunteers, emphasize how the [pets.findhelp.com](https://pets.findhelp.com) case management system allows you and your staff to connect members of the public to partners through the software and allows you to track people through their journey to access support. These case management capabilities will make it easier for you to ensure families that need support are accessing services and resources. It will also make it easier for you to identify gaps.

## Sample Talking Points

- [Pets.findhelp.com](https://pets.findhelp.com) is a first-of-its-kind platform for pet owners to find and access pet food banks, affordable veterinary care, and other support. Your community's free and low-cost pet services are just a click away.
- See what free and low-cost pet services are in your area on [pets.findhelp.com](https://pets.findhelp.com).
- Find free pet food and other free and low-cost pet support services where you live. Just go to [pets.findhelp.com](https://pets.findhelp.com), and enter your zip code. Accessing pet services has never been so easy!

## Sample Frequently Asked Questions

*These are a few questions you may be asked by staff, volunteers, members of the community, or the media, as they learn about [pets.findhelp.com](https://pets.findhelp.com). We've provided sample answers you can use on your website, for 311 scripts, customer service answers, or in any other conversation.*

### **What is [pets.findhelp.com](https://pets.findhelp.com)?**

[Pets.findhelp.com](https://pets.findhelp.com) is a first-of-its-kind platform for pet owners to find and access pet food banks, affordable veterinary care, and other support. [City name]'s free and low-cost pet services are just a click away.

### **How can I find and access pet services on [pets.findhelp.com](https://pets.findhelp.com)?**



# HUMAN ANIMAL SUPPORT SERVICES

Simply enter your zip code, then search [pets.findhelp.com](https://pets.findhelp.com) for whatever pet services you're interested in, from pet food pantries and training to veterinary care and more of [organization name]'s partners.

You can also browse the free and low-cost pet support services in [city name].

## Will it cost me any money to use [pets.findhelp.com](https://pets.findhelp.com)?

No, using the site is completely free!

## What if the service or support I need isn't listed?

Reach out to [organization name] at [contact info] if you are searching for services that you don't see listed on [pets.findhelp.com](https://pets.findhelp.com). We may be able to provide the needed support or refer you to a partner organization.

## Identification of Service Deserts

You may utilize [pets.findhelp.com](https://pets.findhelp.com)'s mapping feature to easily identify service areas that specific categories of programs may not reach.

**Note:** By following the process below, you are identifying available services that are available on the *findhelp* platform. Some programs or services offered may not be listed on this site and therefore this should be a starting place to work from, not a final determination.

## Getting Started

1. Open [pets.findhelp.com](https://pets.findhelp.com) and search for a specific (or central) zip code in your service area.

The screenshot shows the homepage of [pets.findhelp.com](https://pets.findhelp.com). At the top, there is a navigation bar with links for Support, Site Tools, My Program Tools, and People I'm Helping. The main content area features a search prompt: "Search for free or low cost pet support services like veterinary care, pet food pantries, temporary pet care and more." Below this is a search bar with the text "ZIP" and the value "97206", followed by a green "Search" button. To the right of the search bar is a large blue paw print icon with a heart and a checklist inside it. Below the icon is a red button with the text "pets.findhelp.com". At the bottom of the page, there is a disclaimer: "If you or someone you know is in crisis, call or text 988 to reach the Suicide and Crisis Lifeline, chat with them online via their website, or text HOME to 741741 (multiple languages available). If this is an emergency, call 911." and "This curated database of resources is provided by Human Animal Support Services and its partners to keep people and pets together."

2. Based on the category of service or program you are interested in mapping, select the appropriate option in the navigation bar at the top of the page.



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The screenshot shows the Human Animal Support Services website. The top navigation bar includes links for Support, Site Tools, My Program Tools, and People I'm Helping. Below this is a search bar and a list of service categories: Pet Food & Supplies, Pet Health & Grooming, Housing & Boarding, Lost or Found Pet, Pet Training, Financial Help, Pet Shelters & Rescues, Transportation, and Service Pets. A red arrow points to the 'Pet Food & Supplies' category, which has a dropdown menu showing 'Pet food pantries', 'Pet supplies', 'Outdoor pet supplies', 'Fence building & repair', and 'Neonatal pet supplies'. The search results for 'pet food pantries' in Portland, OR (97206) are displayed. The page shows a map with several red location markers. A detailed entry for 'Pet Food Bank by The Pongo Fund' is shown, including a description, services, and next steps.

**Pet Food Bank**  
by The Pongo Fund  
Reviewed on: 06/15/2023

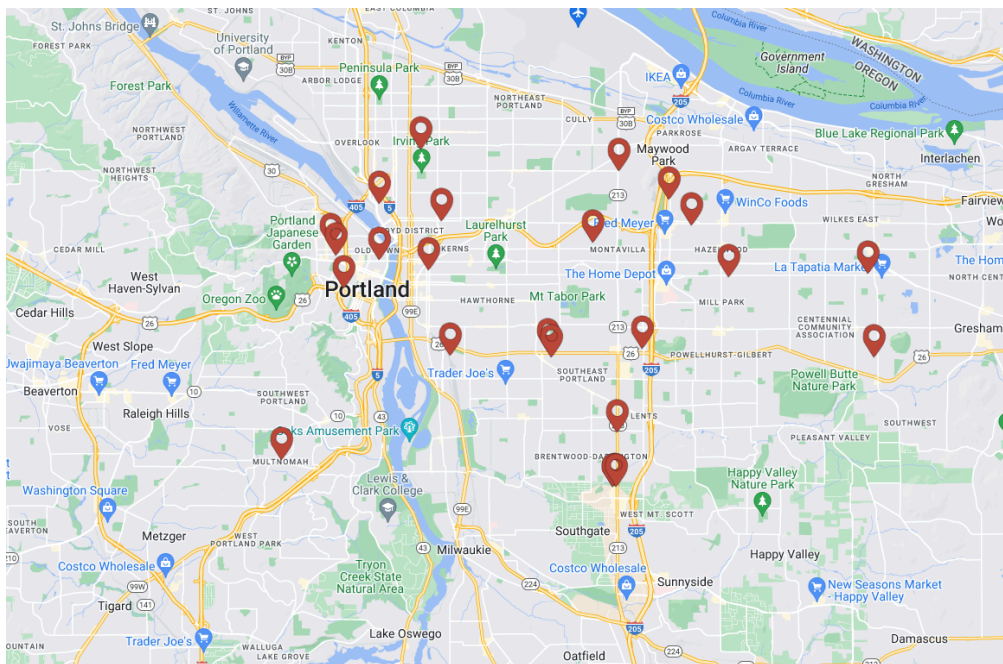
The Pet Food Bank provides emergency pet food assistance for the hungry pets of people when they need us most. We provide: Pet Food Bank For your first visit, call us at least 7 days in advance of...

Main Services: animal welfare

Serving: adults 18+

**Next Steps:**  
Call 503-939-7555.  
2.46 miles (Serves your local area)  
3632 Southeast 20th Avenue, Portland 97202  
Closed Today See open hours

3. Select the “full screen” option on the top right of the map feature. You may zoom in or out accordingly based on the service area you are interested in. This mapping feature will highlight services currently listed on pets.findhelp that are associated with the selected category either by tag or description.



4. You may hover over any services with the red location identifier to get a deeper look at the type of service being listed.



5. Repeat the process for any primary categories of service you are looking to locate, making note of areas where services consistently are missing so you may strategically plan how to engage those areas.

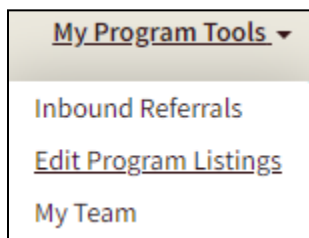
## Appointment Scheduling

The appointment scheduling feature allows you to create, schedule, and manage appointments. Appointment availability can be reflected directly on your program listing on [pets.findhelp.com](https://pets.findhelp.com) and seekers may book appointments themselves or you can schedule an appointment on their behalf. Programs and services offered through an appointment-based system can automate some of this process through this feature. Additional benefits include:

- Embedded appointment search box options for your website
- Google Calendar and Outlook integrations when appointments are scheduled
- Custom appointment reminders via text or email

## How to Setup an Appointment Scheduler

1. Ensure you've already [claimed your program\(s\)](#).
2. Sign in to your account and navigate to "My Program Tools" and "Edit Program Listings"



3. Under "My Program Listings", select "Contact Setting" for the program you wish to add the appointment scheduling feature.
4. See "When someone is interested in your program, how should they connect with you?"
  - a. Click "Schedule an appointment"

Your program's Next Steps include a customizable teal "connect" button that allows people to easily connect to your program or inquire about services.

From the dropdown list below, please choose the best option for your program; this will be reflected on your program's connect button (learn more in our [support portal](#)).

When someone is interested in your program, how should they connect with you?

Schedule an appointment ▼

- b. A findhelp Team Member will contact you directly within 48 business hours to help you complete the setup.

For additional support managing an appointment scheduler, see the [findhelp support guide](#).