

Adopt a Pet™



Certified Partner Toolkit

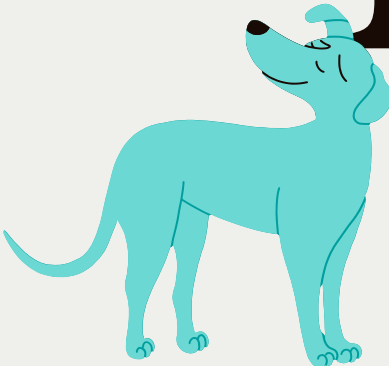


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Intro

Adopt a Pet's Certified Partner Program

In early 2024, the team at Adopt a Pet was brainstorming ways we could support you, our animal shelter and rescue partner organizations. We wanted to recognize the incredible "boots on the ground" work you do every day, while also encouraging and highlighting those who excel in their adoption and customer service efforts. And so the Certified Partner Program was born!

This program also celebrates your support and promotion of Adopt a Pet. The more organizations that link and highlight Adopt a Pet online, the more our website shines in search engines—ultimately sending more adopters your way! One website alone can't match what all of us can do together.

No matter what level of certification you receive, you are making a difference for pets and pet adoption everywhere. Thank you for being a part of the Adopt a Pet community!

Why get certified



How badges help your organization

- ✓ Certified badges can be displayed on Adopt a Pet pet pages to highlight the organization's professionalism and dedication—and enhance trust among potential adopters
- ✓ Badges open access to Adopt a Pet monetary grants, as well as product and service grants
- ✓ We provide a badge image for your organization to display, highlighting your commitment to animal welfare

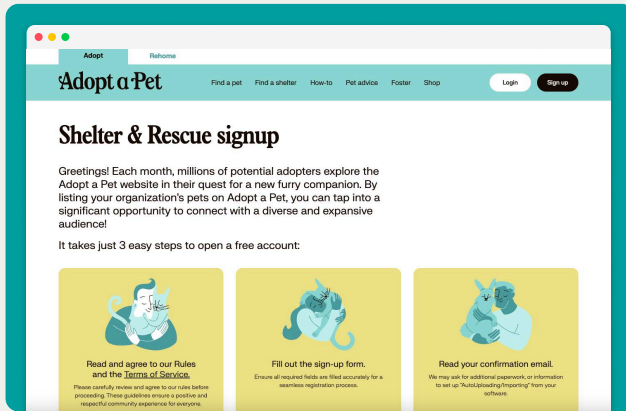
How it helps *all* pets

- ✓ Encourages prompt communication, professional customer service, and positive adoption experience for animals and adopters
- ✓ Pet lists or badges that link back to Adopt a Pet improve our website's ranking in search results, benefiting all pets
- ✓ Together, our collective efforts can outweigh breeders' paid advertisements and instead promote local pets for adoption
- ✓ Adopters who receive prompt communications and friendly customer service are more likely to adopt than buy a pet

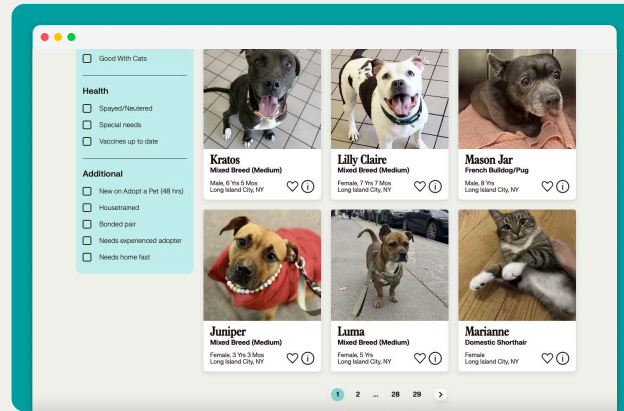


Badge criteria for *all* levels

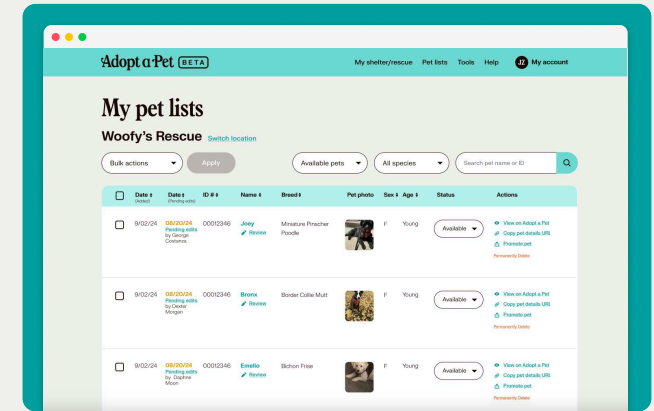
To qualify for a Certified Partner Badge, your organization must:



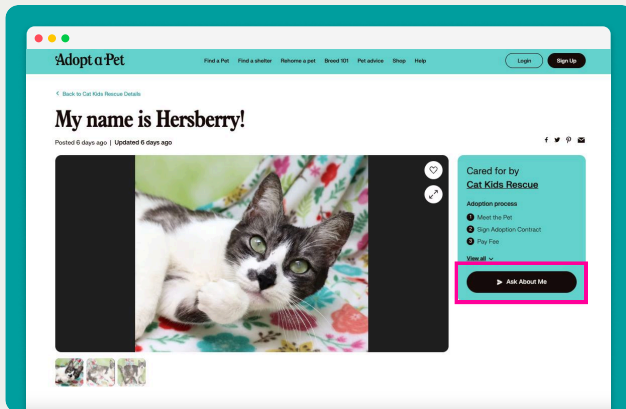
- 1 Have an approved shelter/rescue account on Adopt a Pet. [Sign up here.](#)



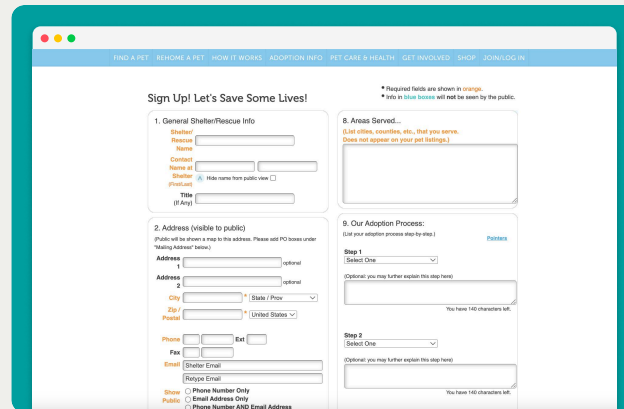
- 2 Have added a minimum of 10 adoptable pets



- 3 Actively maintain your adoptable pet listings



- 4 Have either a visible email address with your [adoption inquiry form](#) set to on, an adoption application link, or a phone number that is answered (or has an informative voicemail message).



- 5 Have completed all your [My Shelter/Rescue Information](#) fields, providing thorough and accurate information for potential adopters

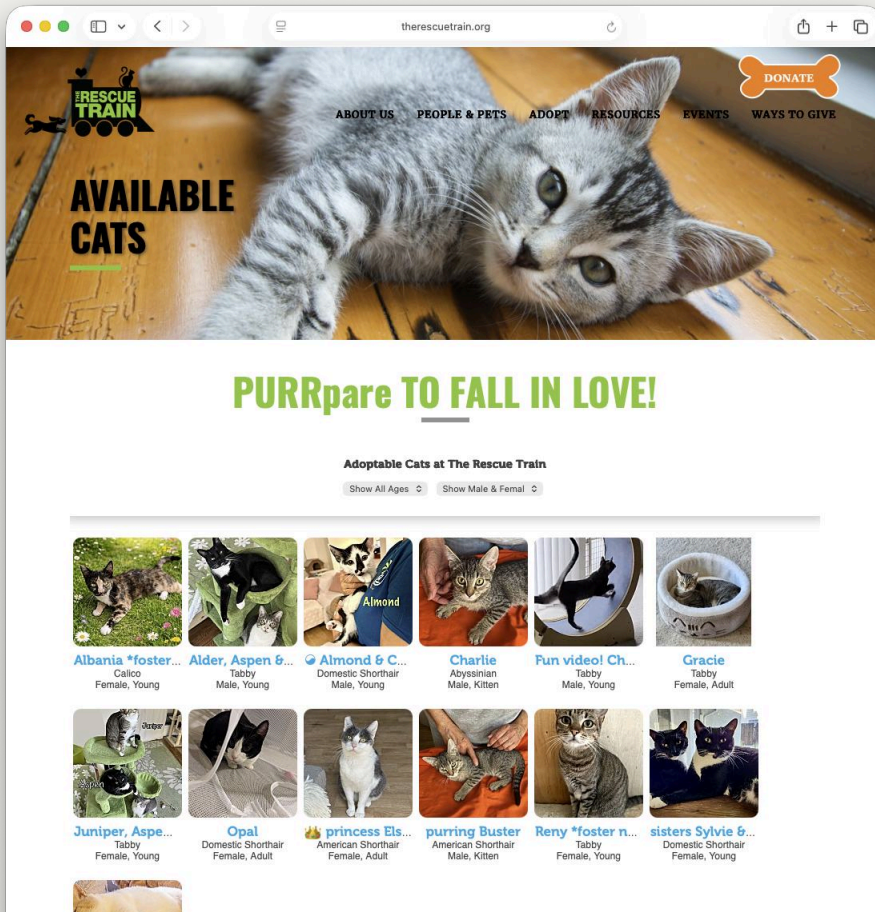
Badge criteria for *all* levels
(continued)



<p>Your Adopt a Pet accounts meet the "all levels" criteria (<i>see page 5</i>)</p>			
<p>Your organization replies to most inquiries, applications, or voicemails in:</p>	<p>4 days or less (or you have a facility with walk-in adoption hours at least three days a week)</p>	<p>3 days or less (or you have a facility with walk-in adoption hours at least three days a week)</p>	<p>2 days or less (or you have a facility with walk-in adoption hours at least three days a week)</p>
<p>Is a registered nonprofit or a government organization</p>			
<p>Has been active for at least one year</p>			
<p>Demonstrates an open adoptions policy, emphasizing inclusivity and accessibility (<i>see * on last page</i>)</p>			
<p>Refers pet owners to Rehome using your referral link and/or you link to Adopt a Pet visibly online (e.g., from your website or social media)</p>			
<p>Your organization uses an Adopt a Pet or Rehome widget, pet list API, or qualifying primary link. (<i>See next slide for details on each of these options.</i>)</p>			

What sets Gold certification apart

For a Gold certification, you'll need to have an Adopt a Pet or Rehome widget or one of the other Gold-qualifying options on your organization's website.



Example of a website with an Adopt a Pet widget

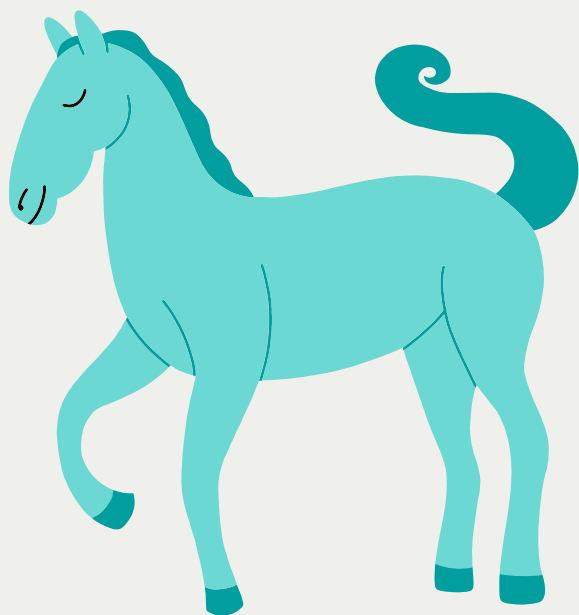
Widgets vs. Links

A widget is not just a link. It is an embedded scrolling pet list, created by code that you put into the code of your website. The Adopt a Pet customer team is here to assist you if you need help embedding a widget into your website. Just email helpdesk@adoptapet.com.

Here are the four Gold-qualifying options:

- A. Rehome Community Pets Widget ([info here](#))
- B. Adopt a Pet's Pet List Widget ([info here](#))
- C. Adopt a Pet's Pet List API ([info here](#))
- D. Adopt a Pet Pet List link ([info here](#)) as the *primary* way to show your adoptable pets (e.g., in your website's navigation menu or the main link on your adoptable pets page)

Thank you!



A

*Open adoption policies

Adopt a Pet is committed to fostering an environment where everyone feels valued and respected, regardless of any visible or invisible differences. Open adoptions include being open to adopters regardless of race, ethnicity, gender, disability, veteran status, age or sexual orientation or identity. Each organization defines their own open adoption process and what works best for their pets and community.

As the ASPCA says, "The structure of adoption programs at shelters across the country varies widely from no screening (any animal available to anyone) to use of rigid guidelines to screen potential adopters. An approach known as "open adoptions" falls somewhere in between these two extremes, matching adopters and pets through dialogue and conversation, in a climate of trust, communication and understanding."