

Supplementary material

Appendix 1: Post-Adoption Follow-Up Surveys for Dogs and Cats from Petszel (Required= *)

Day 1 Survey

1. Overall, how are things going with {{animal name}}?* *Score 1-5 with faces (frowning to smiley)*
 - a. 1 Not Good
 - b. 5 Good

 2. How did you learn about {Shelter name}?* (Drop Down)
 - a. Shelter's Website
 - b. Petfinder
 - c. Adopt-A-Pet
 - d. Petango
 - e. Other Pet Search Websites
 - f. Facebook
 - g. Instagram
 - h. YouTube
 - i. Family
 - j. Friends
 - k. Walk-in
 - l. Previous Adopter
 - m. Offsite Event
 - n. Other (enter)

 3. How likely are you to recommend {{sheltername}} to a friend or family member?*"ol style="list-style-type: none;"> - a. 0= not at all likely
 - b. 10 = extremely likely
-
4. What could we have done better in your adoption experience?
 - a. Open text box
-
5. When you visited/contacted {{sheltername}} was it for a specific animal {{species}}, {{animal name}}?*"ol style="list-style-type: none;">- a. Yes - I adopted that {{species}}
- b. Yes - I adopted a different animal
- c. No
-
6. Why did you adopt the {{species}} you did? [open text]

7. Do you have questions or concerns to share with {{sheltername}} about how your pet adjusts to their new home?
 - a. Yes
 - b. No [End Survey]

8. Your Contact Information *
 - a. Name
 - b. Email
 - c. Phone

9. Preferred communication: *
 - a. Email
 - b. Text
 - c. Phone Call

10. What is the best time to contact you? * Check all that apply
 - a. Morning (9 a.m. - Noon)
 - b. Afternoon (Noon - 4 p.m.)
 - c. Evening (4 p.m. - 5 p.m.)

11. What specific behavioral or other concerns would you like to discuss with our staff? Please provide as much detail as possible *so our staff can prepare accordingly.* * [More Detail, open text]

Week 1/Month 1

Some questions will only be asked in specific surveys.

2. Overall, how are things going with {{animal name}}? * *Score 1-5 with faces (frowning to smiley)*
 - a. 1 Not Good
 - b. 5 Good

3. DOG ONLY: What went well with {{animal name}}? * (select all that apply)
 - a. Eating and drinking
 - b. Going for walks
 - c. Exploring new surroundings confidently
 - d. Intro to family members
 - e. Intro to existing pets
 - f. Houstraining
 - g. Sleeping through the night
 - h. Appears generally relaxed and comfortable
 - i. Other [enter]

4. CAT ONLY: What went well with {{animal name}}? * (select all that apply)

- a. Eating and drinking
 - b. Exploring new surroundings confidently
 - c. Intro to family members
 - d. Intro to existing pets
 - e. Litter box training
 - f. Appears generally relaxed and comfortable
 - g. Other [enter]
5. DOG ONLY: Have you faced any challenges with {{animal name}}'s adjustment to your home? *
- a. No Challenges
 - b. Food/resource guarding
 - c. Fear/timidity
 - d. Destructive chewing/scratching (*require shelter follow-up*)
 - e. Urinating and/or defecating in the house (*require shelter follow-up*)
 - f. Excessive "play biting."
 - g. Pulling on leash
 - h. Aggression towards animals (*require shelter follow-up*)
 - i. Aggression towards people (*require shelter follow-up*)
 - j. Intro to existing pets
 - k. Separation distress/anxiety (*require shelter follow-up*) {New}
 - l. Anxiety in specific situations (e.g., car rides, thunderstorms)
 - m. Excessive barking/howling
 - n. Other (text box)
6. CAT ONLY: Have you faced any particular challenges with {{animal name}}'s adjustment to your home?*
- a. No challenges
 - b. Fear/timidity/hiding
 - c. Poor appetite
 - d. Destructive scratching (*require shelter follow-up*)
 - e. Urinating and/or defecating outside the litter box (*require shelter follow-up*)
 - f. Aggression towards animals (*require shelter follow-up*)
 - g. Aggression towards people (*require shelter follow-up*)
 - h. Intro to existing pets
 - i. Anxiety in specific situations (e.g. thunderstorms, car rides)
 - j. Excessive meowing
 - k. Excessive energy
7. Has {{animal name}} had their first vet appointment (Week 1, Month 1 Only)
- a. Yes - already visited the vet
 - b. It's scheduled
 - c. Planning to schedule this week

- d. I need help finding a vet [Survey ends with Provider Search Vet]
 - e. Other
8. DOG ONLY: Have you found a trainer or training service to work with {{animal name}}? (Month 1 Only)
- a. Yes - App-based service
 - b. Yes - in person 1:1
 - c. Yes - in-person group training
 - d. No - Still looking for a training service [Survey ends with Provider Search Training]
 - e. No - I don't plan to do any formal training with {{animal name}}
9. Have you registered/updated {{animal name}} identification and/or registered the microchip? Many are free for registration. (Select all that apply) (Week 1 Only)
- a. Did it at the shelter
 - b. PetHub ID
 - c. Home Again
 - d. ASPCA
 - e. PetKey
 - f. AVID FriendChip
 - g. InfoPET
 - h. Smart Tag
 - i. 24PetWatch
 - j. PetLink
 - k. AKC Reunite
 - l. Free Pet Microchip
 - a. Not sure of the name
 - m. Other Service
 - n. No - I have not done this yet
10. Do you have questions or concerns to share with {{sheltername}} about how your pet adjusts to their new home?
- a. Yes (see Q3 for logic)
 - b. No [End Survey]
11. Your Contact Information *
- a. Name
 - b. Email
 - c. Phone
12. Preferred communication: *
- a. Email
 - b. Text

- c. Phone Call
13. What is the best time to contact you?*
- a. Morning (9 a.m. - Noon)
 - b. Afternoon (Noon - 4 p.m.)
 - c. Evening (4 p.m. - 5 p.m.)
14. What specific behavioral or other concerns would you like to discuss with our staff? Please provide as much detail as possible so our staff can prepare accordingly.* [More Detail, open text]

Appendix 2: Text for follow-up reminders for surveys from Petszel for post-adoption data.

Day 1 Survey

Email - Sent on Adoption Day

Hi {{firstname}},

We hope your experience adopting {{animalname}} was warm, friendly, and helpful.

We'd love to hear your feedback. By completing this 2-minute survey, you can help us give every adopter a positive experience!

[Survey Button]

We hope that {{animalname}} is getting comfortable in their new home! Thank you for taking the time to complete this survey and helping us make a difference in the lives of adopted pets and their families.

Warm regards,

{{sheltername}} Team Pet Owner App Website

SMS - Sent on Adoption Day

Hi {{firstname}}! Help us enhance the adoption experience by sharing your insights in a quick survey. Your feedback matters! {{sheltershortname}}! Click here: {{magiclinksurvey}}.

Day 7 Survey

Email - Sent 7 days after adoption

Hello {{firstname}},

We're reaching out to see how {{animalname}} is adjusting to their new home!

If you have a few moments to fill out a short survey, your responses will help us provide any support and resources you and {{animalname}} might need.

[Survey Button]

Your input is extremely valuable and will help us set pet families like yours up for success!
Thank you for being a part of the {{sheltershortname}} family and for choosing to adopt.

Warm regards,

{{sheltername}} Team Pet Owner App Website

[SMS - Sent 7 Days after adoption](#)

Hello {{firstname}}! We value your feedback on your first week with {{animalname}}. Please take a moment to complete a brief survey. Thank you{{sheltershortname}}! Click here: [{{magiclinksurvey}}](#).

Day 30 Survey

[Email - Sent 30 days post-adoption](#)

Hello {{firstname}},

Wow, it's been a month since you adopted {{animalname}}! We hope they are settling in comfortably as part of your family.

Do you have a few moments to complete a short survey about how things are going? Your responses will help us provide any support and resources you and {{animalname}} might need — and improve our ability to support the families of future {{animalspecies}} being adopted.

[Survey Button]

Your input is extremely valuable and will help us set pet families like yours up for success!
Thank you for being a part of the {{sheltershortname}} family and for choosing to adopt.

Warm regards,

{{sheltername}} Team Pet Owner App Website

[SMS - Sent 30 Days Post-adoption](#)

Hello {{firstname}}! We'd love to hear about your first month with {{animalname}}. Please take a moment to complete a brief survey about how things are going! Thank you!
{{sheltershortname}} Click here: [{{magiclinksurvey}}](#)

Email Reminder for Surveys

[Reminder at 24 Hours After Most Recent Survey if no survey response](#)

EMAIL Reminder

Hello again, {{firstname}}!

We hope you and {{animalname}} are doing well—just a friendly reminder about the survey we sent you yesterday.

Your input is extremely valuable and will help us support any needs you and {{animalname}} might have. If you haven't had a chance to complete the survey yet, please take a few moments to do so.

[Survey Button]

In addition to helping us set you and {{animalname}} up for success, your feedback helps us improve the adoption experience for future pet families.

Thank you for being a part of the {{sheltershortname}} family and for choosing to adopt {{animalname}}.

Warm regards,

{{sheltername}} Team Pet Owner App Website

SMS Reminder

Hi {{firstname}}! Just a friendly reminder to complete our survey about your pet. Your feedback is important! Click here:{{magiclinksurvey}}

Reminder at 48 Hours After Most Recent Survey if no survey response

EMAIL Reminder

Hey there, {{firstname}}!

Just checking in to make sure you haven't forgotten about the survey. We're curious to know what {{animalname}} has to say about their new home!

Remember, a pet's opinion matters too (well, in our hearts at least!). So, if you and {{animalname}} can spare a moment, we'd love to hear from you.

[Survey Button]

Thanks for being a part of our quirky pet-loving community! Your feedback means a lot.

Stay pawsome!

{{sheltername}} Team Pet Owner App Website

SMS Reminder

Hey {{firstname}}! Don't leave {{animalname}} hanging – they've got opinions too! Complete the survey and let us in on the secrets of pet happiness. {{magiclinksurvey}}

Reminder at 96 Hours After Most Recent Survey if no survey response

EMAIL Reminder

Hey there, {{firstname}}!

This is your last opportunity to share your feedback in our survey about your pet's {{adoptiondays}} days since adoption with us at {{sheltername}}. Your insights are incredibly valuable in shaping the future of our adoption process.

[Survey Button]

Thank you for taking the time to help us make a difference for pets and their adoptive families.

Best Regards

{{sheltername}} Team Pet Owner App Website

SMS Reminder

A final reminder, {{firstname}}! Last chance to complete our survey on your pet's first days with you. Your input matters! Tap here: {{magiclinksurvey}}