PURRALYTICS

User Manual

Version 1.6

By: Christopher D. Hartpence

Last Updated December 21, 2025

Contents

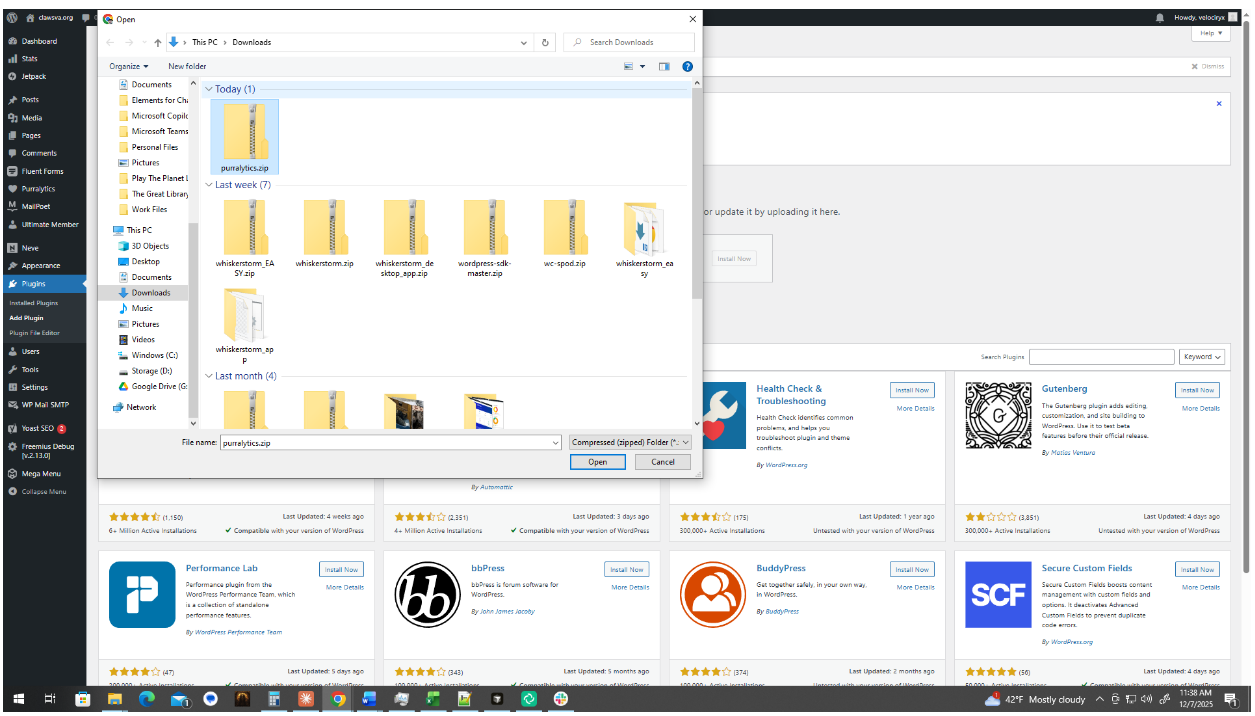
Introduction

This manual will walk you through every aspect of the Purralytics plugin and explain every feature and the thinking behind each feature, so you'll understand both how and why the program works like it does.

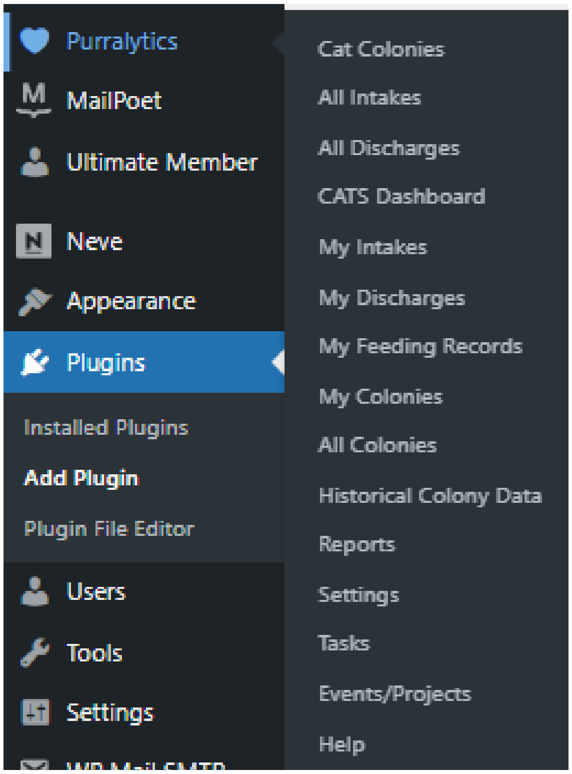
Also, it's important to understand that this book wasn't created in a vacuum. We started with detailed descriptions and screenshots and modified the code based on the questions that you, the users, had. A lot of the features you'll find here only exist because you asked for them and we listened. We intend to keep doing that because in our view, that's what makes software better, and we want to be the gold standard in our field. With your help, we can do that.

Getting Started

So, this is a WordPress plugin. You install it like you do a lot of other WordPress plugins. You download the thing to your computer, you log into your WordPress site, and then, you click "Add Plugin." Then you click "Upload Plugin." You find Purralytics on your PC (probably in the downloads folder), and you let it rip.



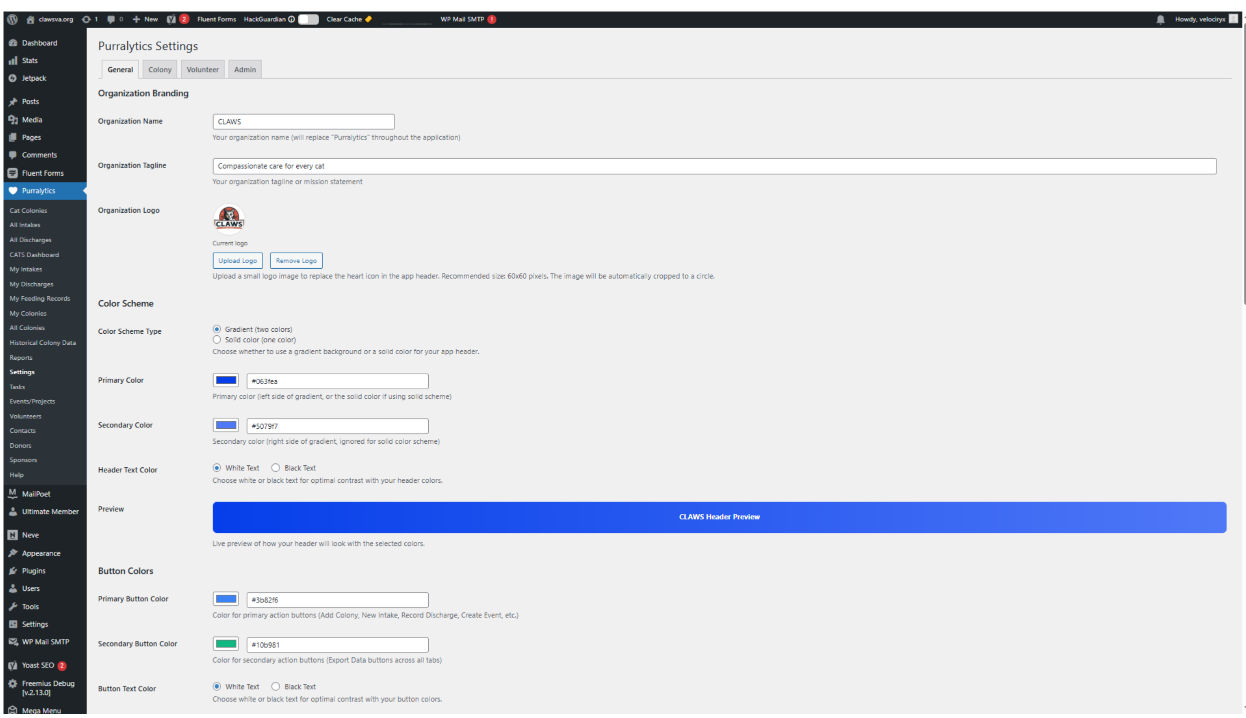
Once it is installed, you'll see the new Purralytics menu on your site. There's a TON of stuff to it.



We'll get to what all of that stuff is for in a bit, but the very first thing we're going to do is take a look at the plugin's settings page, because this is where you'll spend some time early on, making the plugin look and feel the way you want it to, and making it blend seamlessly in with your website, so let's dive in and take a closer look at all the "stuff" you can change.

Settings

The General Tab



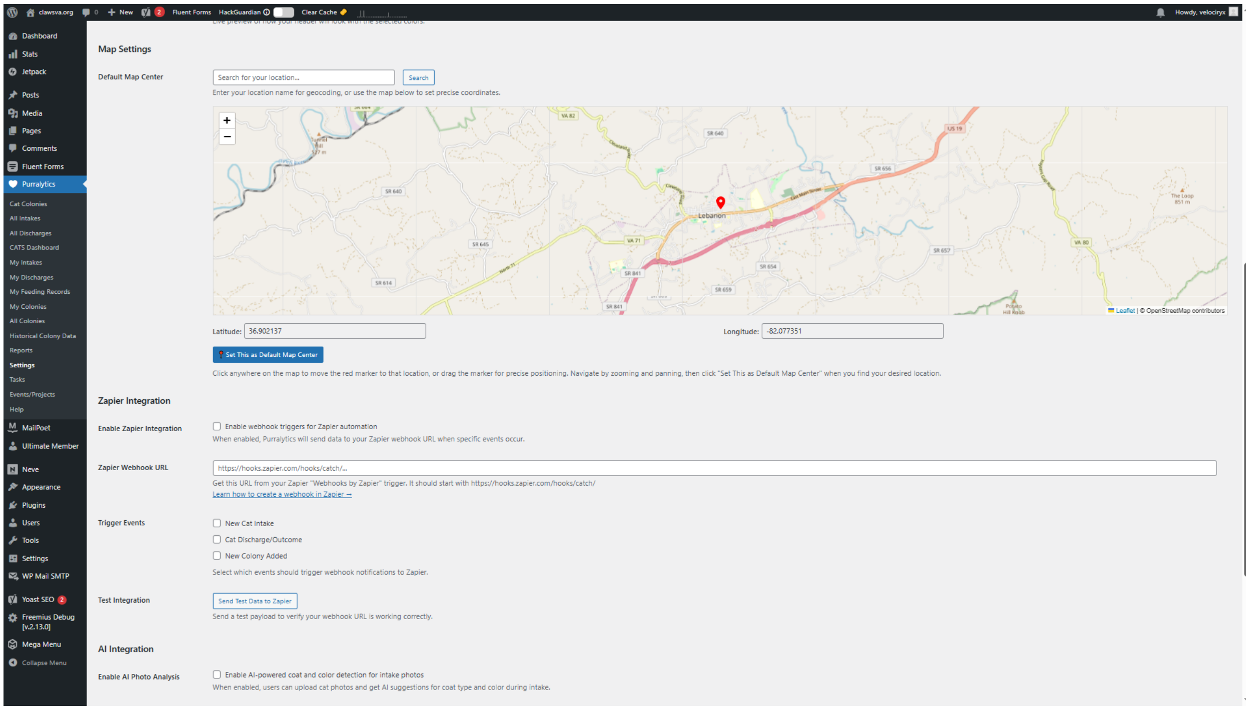
The first thing to draw your attention to here is the fact that the settings page actually consists of four different tabs: General, Colony, Volunteer, and Admin.

We're offering the plugin in two different forms: Basic and Deluxe. The basic version comes with the Colony, Intake, Discharge and NeoNate tabs, while the Deluxe version adds the Volunteers tab, which has half a dozen sub-tabs beneath it. This tab allows you to track volunteer time (tasks), establish Projects and Events, track stats at the volunteer, project/event and organizational level, offers a comms platform and a bunch of other cool stuff but – if you've already got a volunteer time tracker that you're happy with, you probably don't need it.

Whichever version you choose, you'll find full details on the plugin's functionality right here. Let's start with the general tab.

Here, you can enter the name of your organization, so it appears on the plugin page. If you have a tag line, you can also enter that. Same with your logo, and you can play around with the plugin's color scheme so that it better matches whatever color scheme you're using on your site (and note that if you're not a fan of gradients, you can choose to use solid colors). Depending on the background color you're rocking, white text may be more legible than black, or vice versa. You can swap that out too, so by all means, experiment until you find something you like, and that blends well with your existing site.

Finally, note that you can change the colors of your primary and secondary buttons (we'll explain more about what those are in later sections). And you can switch from white or black text on the buttons too. The goal here is to give you a broad range of options when it comes to making the app blend seamlessly into your existing website's color scheme, so by all means, play with this until it looks exactly how you want it to!

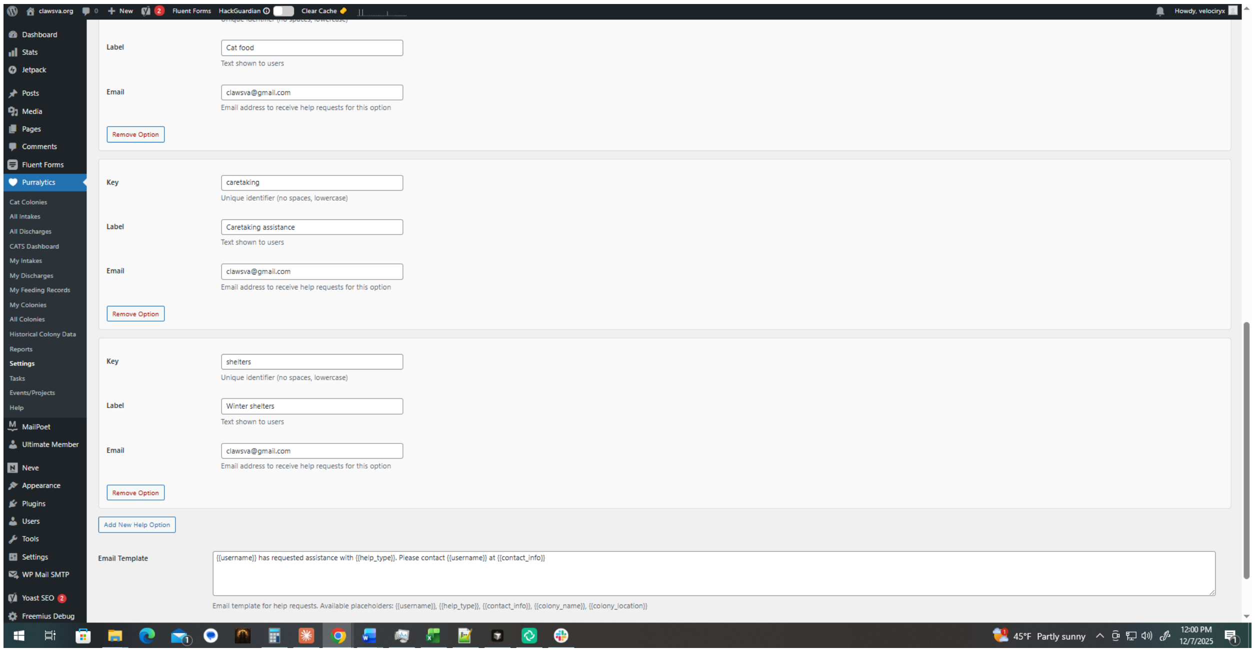


When you use the shortcode to put the app on one of your web pages, the Colony tab is always up by default, and at the heart of the Colony tab is the map. Here on the back end, you can scroll around the map of the world and center the map on whatever city or town you're operating out of (or near). Sky's the limit here. You can center the map anywhere you want. Anywhere that makes the most sense for your organization, and whatever you pick here, that's what's going to appear on the Colony tab's map.

Weve also made some efforts to integrate the Purralytics plugin with other services, so if your organization leverages Zapier, you can tie that in here. If you use AI, you can tie your favorite AI in here, and you can opt to show or hide the NeoNate tab, so if your organization doesn't work with bottle babies, you can just turn it off. One less thing to clutter up the workspace.

Note that each of the four settings tabs has an independent save button so DO save any changes you make here before venturing to the next tab!

The Colony Tab



This tab is all about the Colony form. The idea here is that, wherever you live, it's likely that you've got one or more feral cat colonies in your area. It's also likely that someone is doing their best to care for the cats in these colonies. In many cases, they may have been doing it entirely on their own for years.

One of the first, best things you can do as a cat-centric non-profit, is gather data on the existing feral cat colonies in your region and find out who's currently taking care of them. Not every colony will have a dedicated caretaker, but many will, and they could probably use your help!

The "Help" portion of the colony form is a tool that caretakers can use to reach out to you and request specific kinds of assistance.

One thing you'll note about this section is that each type of help can be keyed to its own email address. If you have a large, robust organization, you may have different departments set up for TNR, feeding assistance, and the like. If you do, then you can route these requests for aid to different email addresses inside your organization.

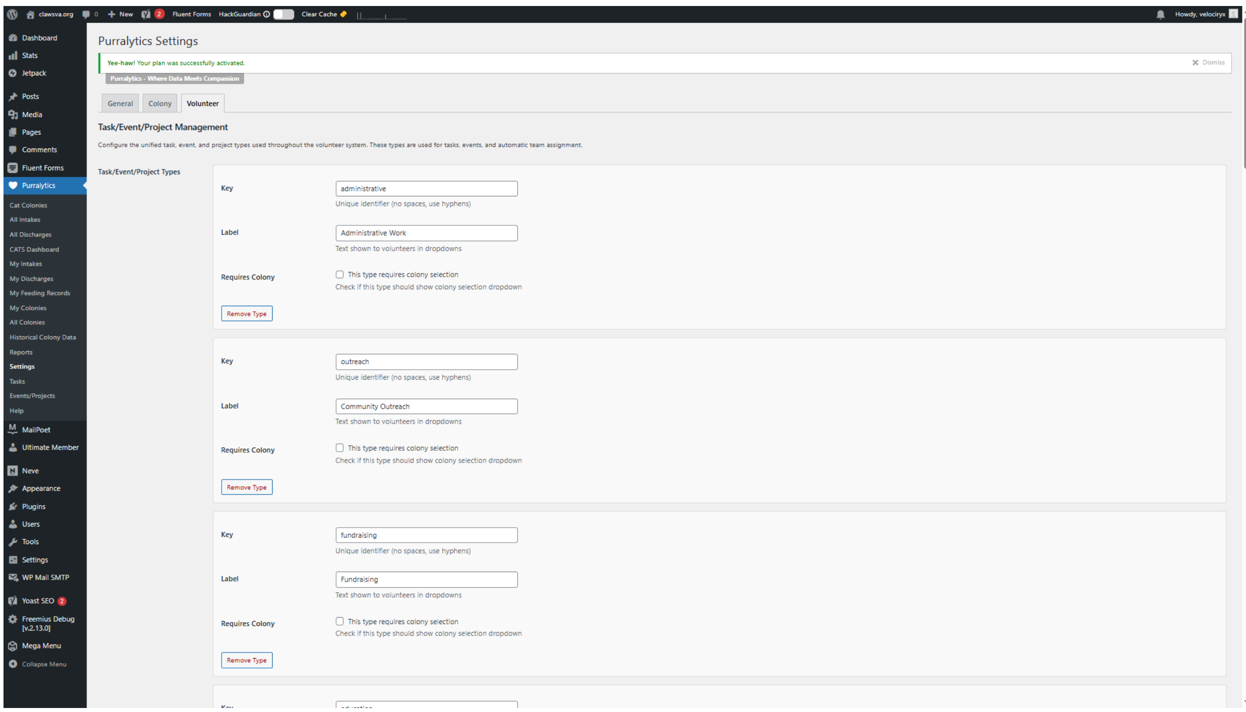
If you're just getting started, you might just have a single email address that gets used for everything.

Either way, we've got you covered, and as your organization grows and evolves over time, you can adjust the settings here to evolve with you.

Note too that you can delete, edit or add items so if you want to make it possible for a caretaker to reach out to you for help with something we haven't covered, you can totally do that. If you'd rather remove one or more of these options (or all of them), you can do that too. Our goal was to give you as much flexibility as possible.

Note too that at the very bottom of this page, there's a short email template. We wanted to make this transparent so that users could change this to their liking. You can make the email as long and detailed as you like. We opted to keep it short and sweet but if you feel the need to expand it – you can absolutely do that!

The Volunteer Tab



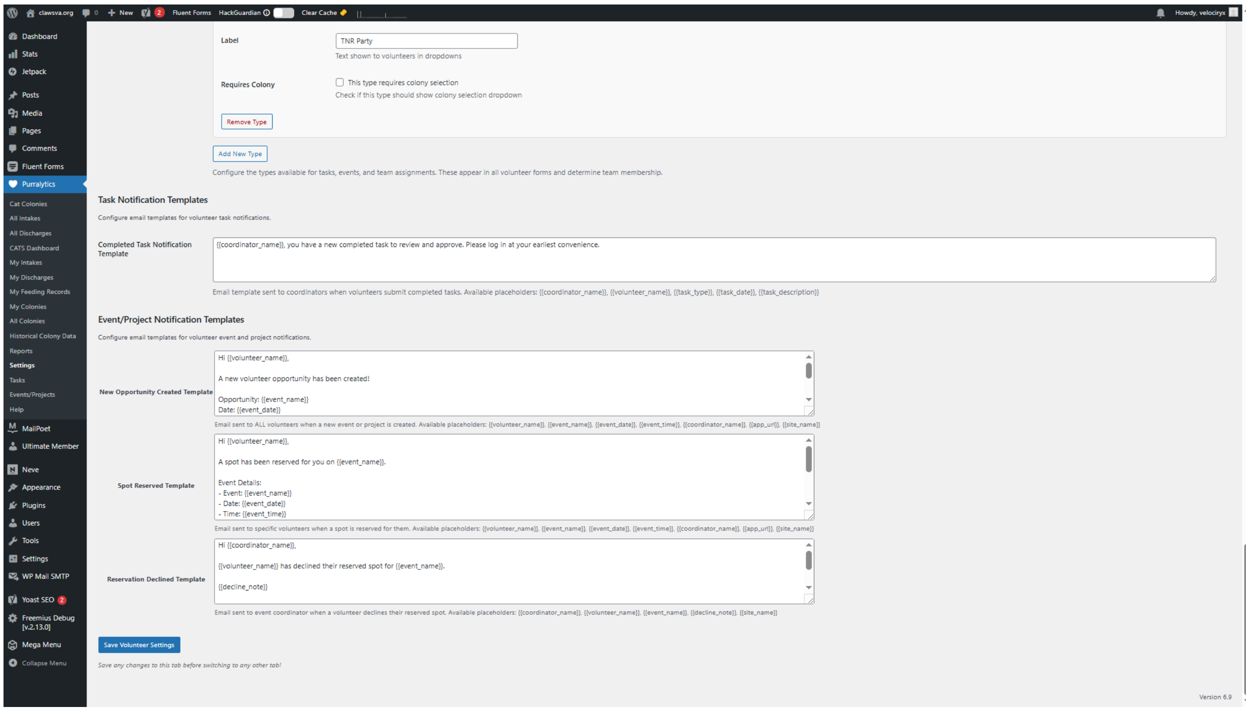
The heart and soul of the Volunteers tab is the "Task." Tasks are how volunteers tell you what they've been doing.

In this tab, you can configure the options that volunteers can pick from when defining their completed tasks. Again, we recognize that each organization is different so you may not need all of these, or you may need a few that we hadn't thought of yet.

Either way, you can remove, modify or add new Task types as you see fit.

Note too that Events and Projects both rely on the same dropdown, so any changes you make here will impact all three.

We'll have more to say about Tasks, Events and Projects later in this guide. For now, it is enough to mention what these options do and where they appear. Our recommendation is to use the Volunteers tab as-is for a few days to get a feel for it and then begin making a list of items you need to add or don't need at all. Use in the field will reveal the specifics relating to what you do and don't need here.



The other thing to talk about here is that you'll find a number of additional email templates. The idea behind this is the fact that each time the status of a task changes, or when a new volunteer need/opportunity arises in the form of an Event or Project, and the change in question requires action by someone, an email is generated and sent to the appropriate parties, letting them know to log in and handle or review whatever the issue is (approve a task, sign up for a new opportunity, etc.).

By placing the templates here, you can modify them as you see fit.

The Admin Tab

On the admin tab, you will find the definitions of the "checkboxes" used on the Contacts form (we'll explain that in the Admin section, later in this book). Essentially, the Contacts form has a number of check boxes you can check to assign contacts you make to different groupings or designations. Then later, you can run reports that filter contacts by selected designations, so for example, if you have a contact who shows up at educational events and TNR parties and seems interested but hasn't committed yet, you could collect his or her information and log him as a "Potential Volunteer." Then, during your next membership drive, you can run a report to give you a short list of all your contacts who are potential volunteers, and you know who to put at the top of your outreach list.

As with the stuff on the Volunteers tab, we wanted to make this visible to users so that you can tailor the checkboxes for things that are most relevant to your organization. This list works for us, but if you don't need all of these, by all means, delete the ones you aren't using, and if you need more, you can absolutely add them!

Getting the App to Display

This is pretty easy and straightforward. When you're ready to start using Purralytics, just create a new page on your site and insert the app shortcode on the page [claws_app]. Then publish. That's literally all there is to it (but note that there are a few other shortcodes offered here, so if you want to display certain portions of the app on other pages, you can do that too!).

Before we get to the app-facing side of things, we need to say a few words about how Purralytics leverages WordPress' existing (default) user roles. Here's the scoop:

In order to see colonies on the map (and enter a new colony), you need to be a Contributor. We recommend that when someone creates a new account on your website, you have them default to the role of Subscriber, which makes them a member of the site itself, but doesn't allow them to do anything with Purralytics.

Then, you can meet with them/have a conversation to see what role would serve them best.

- Contributors can add new colonies on the map and see their own colonies.
- Authors gain full access to Purralytics and can see all of the colonies on the map, no matter who created them.
- Editors are like super authors who can create new events over in the Volunteers tab.
- Administrators can do everything because…administrators.

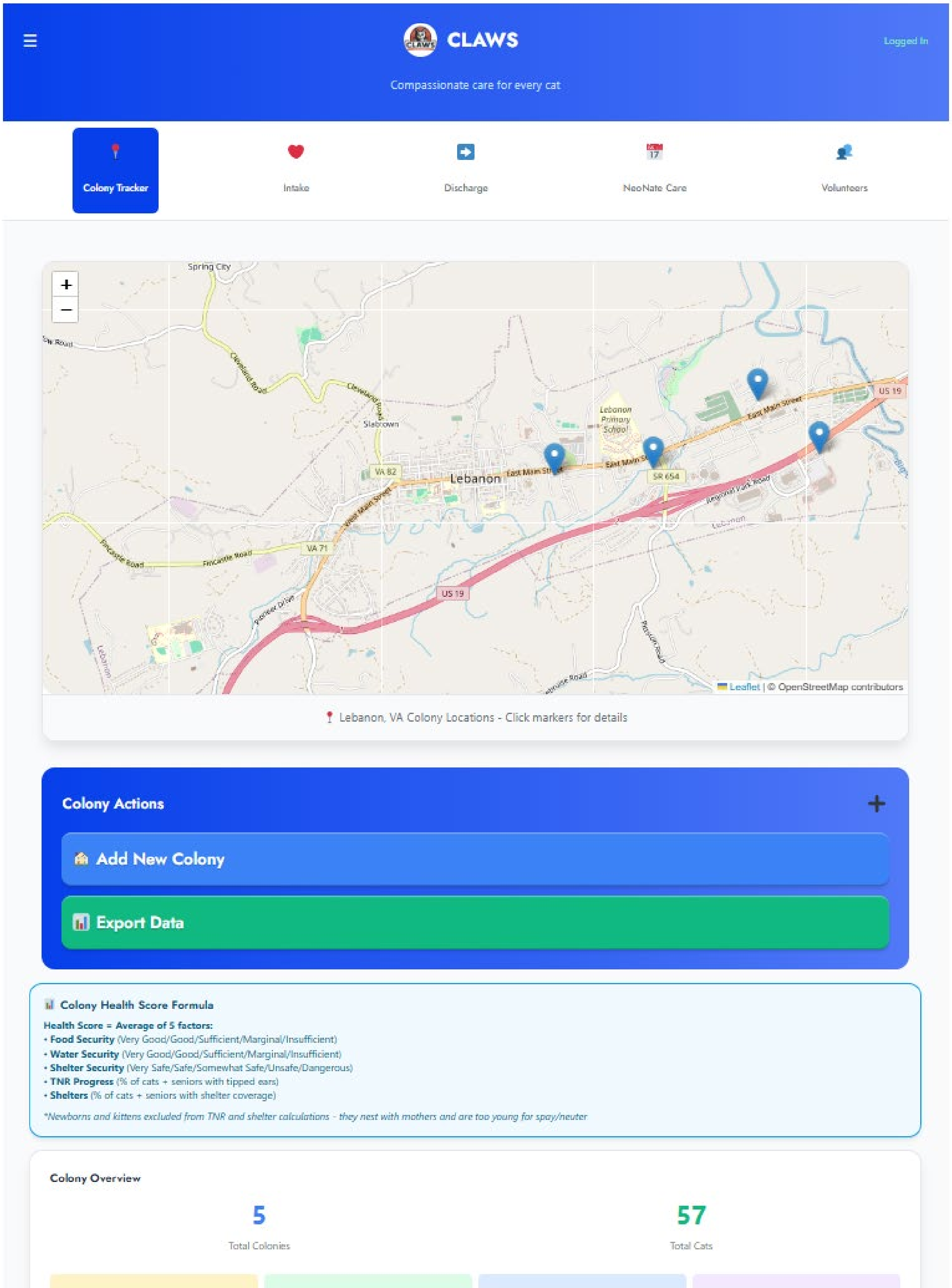
When we first designed the app, we made colonies visible to everyone, but it was pointed out to us that in some jurisdictions, animal control officers will infiltrate non-profits to get the locations of colonies and then go trap and kill the animals found there.

We definitely don't want anything like that to happen, so in response, we made the colony view a bit more selective, and that, in a nutshell, is how Purralytics interfaces with WP's default user roles.

You can, of course, rename these roles to something specific to your organization but for these purposes, we used the default roles so capabilities can be universally understood.

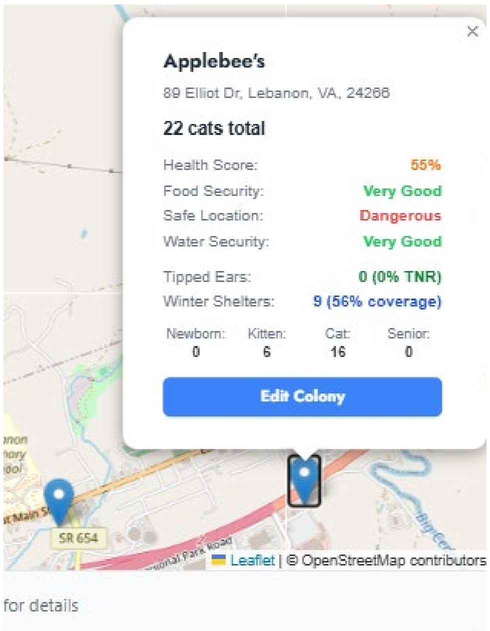
The rest of this manual will be focused on the facing side of things, though we will refer back to the backend menu options as appropriate.

The Colony Tracker Tab



In many ways, this is the heart and soul of the app, as this is the piece that allows you to track how many feral cats you have in your area, who's taking care of them, and gain insights as to the overall health of the colonies around you.

As the number of colonies you're tracking grows, you can see the relative size of each in a chart on this page.



To peer into a colony that already exists (represented by a map pin), simply click on the map pin. This gives you some basic information. Of significance, the colony address is listed here, so if you have to drive out to inspect the site, you can get the info you need without having to drill down.

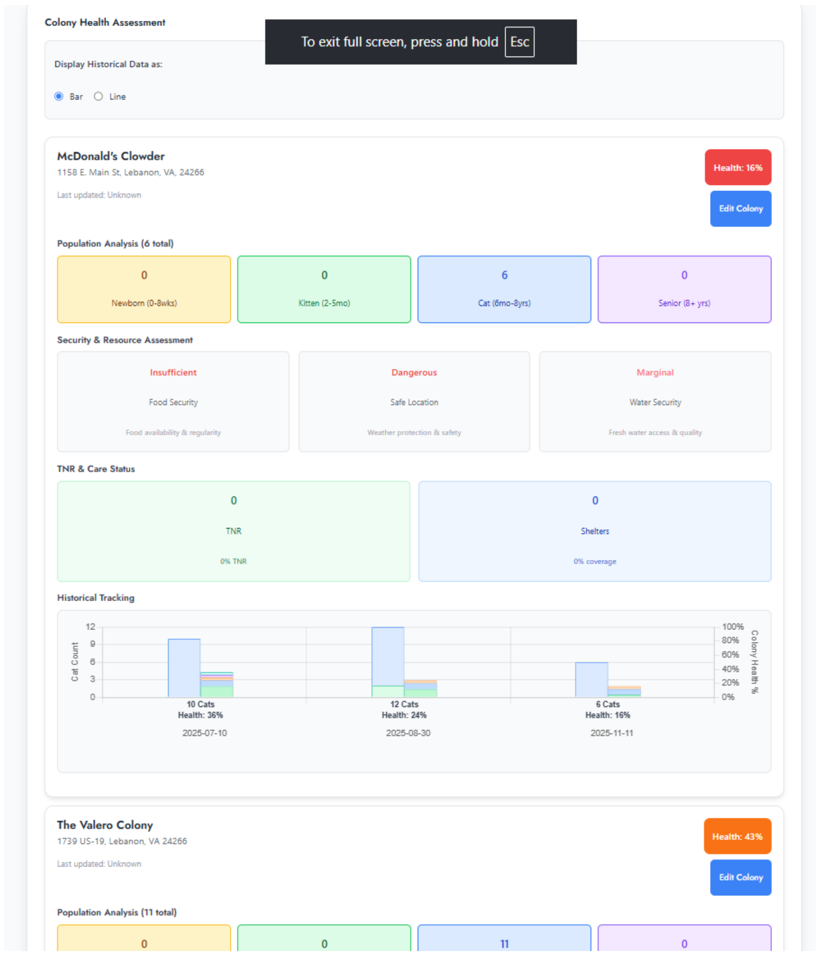
Also showing here is the overall colony health score, and we should talk about that. The health score is a % derived by taking the average of five different metrics. Those metrics are:

- Food Security
- Water security
- Location Safety
- % of the colony with tipped ears
- And number of winter shelters

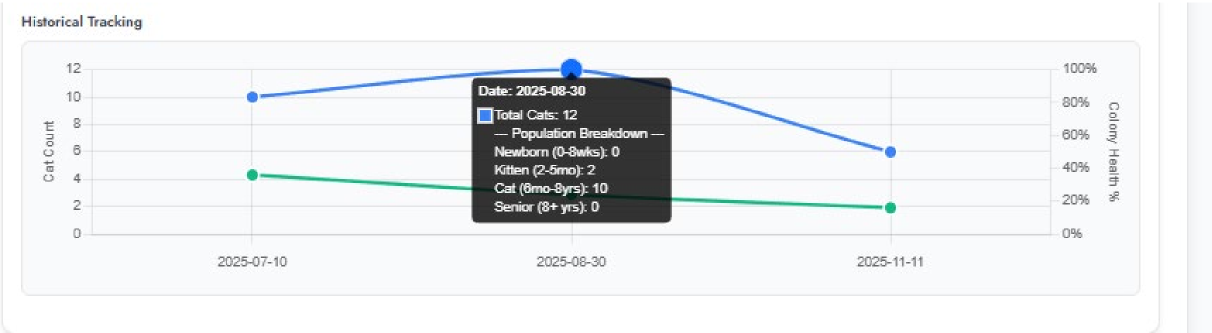
It's worth mentioning that % of tipped ears only does not count NeoNates and Kittens when making the calculation (as these are too young to be TNR'd). The same math applies to the number of Winter Shelters – 100% Winter Shelter coverage is enough shelter for every adult and young adult cat, on the thinking that NeoNates and Kittens will be nesting with mom under normal conditions (or pulled from the colony if foster families have room).

The other three metrics are a bit more subjective, but if a colony has a dedicated caregiver, then food and water security are likely to be good to excellent, although in some cases, very little can be done about overall safety (a colony that has made a home by a busy highway will always be more dangerous than a colony that has found a home in a quiet, low traffic area).

In any case, by averaging these factors out, we can arrive at a number that allows us to track the overall health of each colony. Even better, our system allows us to track colony health over time because let's face it, conditions can and do change. Colonies grow and shrink. With care and attention, the long-term prospects of a colony can be improved greatly. If no one is available to assist, then colonies can degrade, and all of this can be mapped.

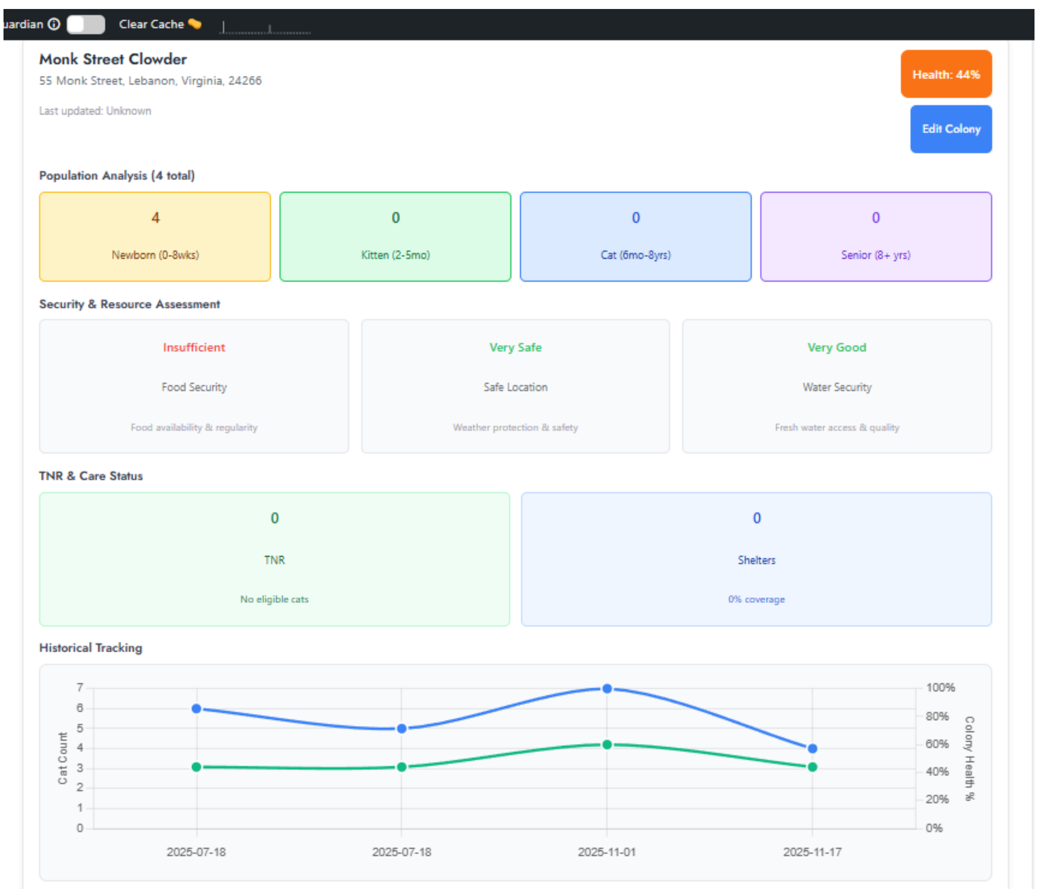


As you can see from this graph, we track both colony size (number of cats) and overall health, over time, and you can change the appearance of the data by choosing either a "gummy worm," stacked bar chart or a line graph with the age breakdown and security ratings available by hovering over data points on the line chart:



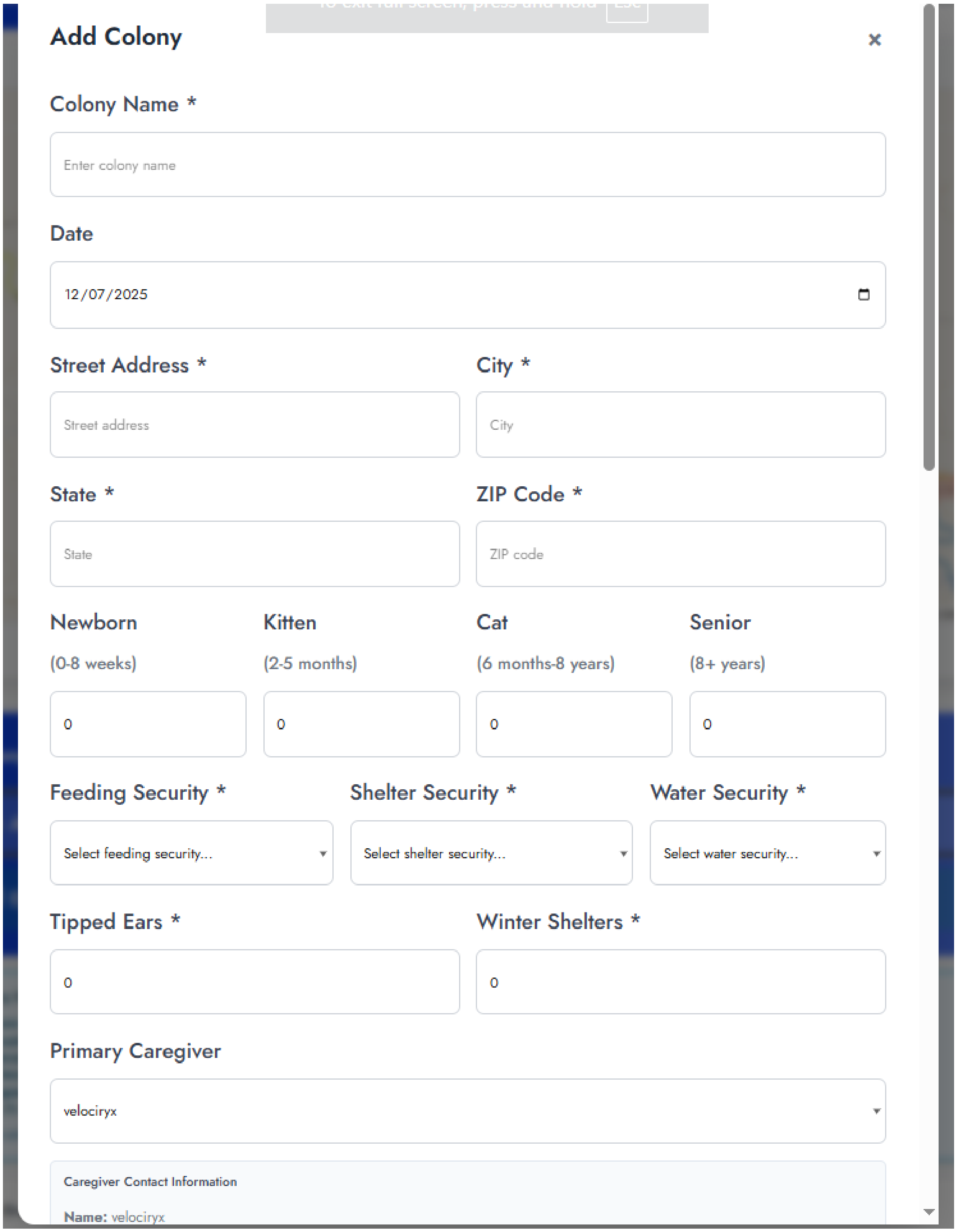
The way that historical data is gathered is, at whatever interval you decide is appropriate, you survey each colony you're tracking and re-assess it and get a fresh head count, then edit the colony and updating.

The old data was saved as a historical entry when you entered it, and the new data becomes a more recent historical datapoint. Thus, each time you update a colony, you're adding another datapoint to the chart, and over time you get a better and more complete picture of how the colonies you are tracking are changing over time.



The “card” that the graph is attached to gives you an overview of the current state of the colony. Combined with the graph which tracks the changes over time, you can very quickly gain a good understanding of how each colony on your radar is doing.

And, to add a new colony, you simply click the “Add new colony” button and fill out the form.



To exit full screen, press and hold Esc

Primary Caregiver

velociryx

Caregiver Contact Information

Name: velociryx

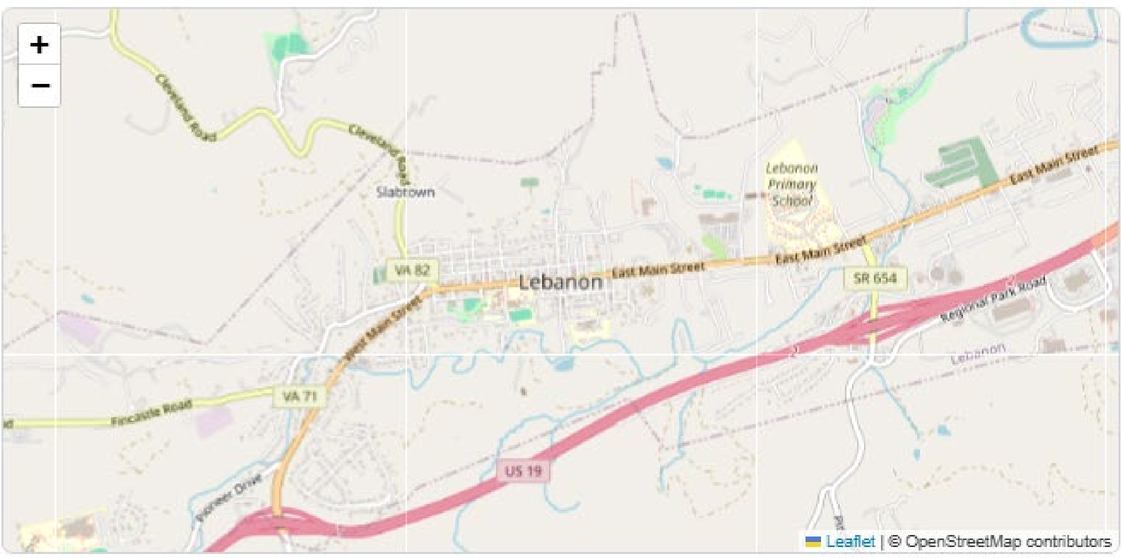
Email: cdhartpence@hotmail.com

Communication Preferences

- [x] Allow email contact
- [ ] Allow phone contact
- [ ] Emergency contact
- [x] Public contact visible

Colony Location *

Click on the map below to place the colony marker at the exact location:



Selected coordinates: Click map to select location

Latitude

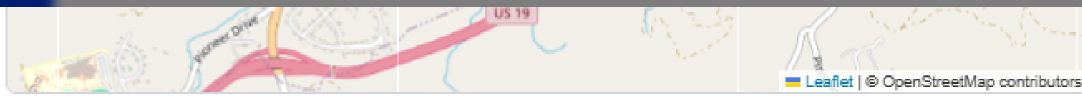
e.g., 39.8283

Longitude

e.g., -98.5795

Upload Photos (Optional)

Clear Cache



Selected coordinates: Click map to select location

Latitude

e.g., 39.8283

Longitude

e.g., -98.5795

Upload Photos (Optional)

Choose Files No file chosen

JPG, PNG, or WebP. Max 5MB per photo. You can upload multiple photos to document the colony.

Notes

Additional notes about this colony...

Colony Help: I need assistance with

(select all that apply)

- [ ] Traps or other equipment
- [ ] Trapping
- [ ] Spay/neuter appointments
- [ ] Cat food
- [ ] Caretaking assistance
- [ ] Winter shelters

Cancel Save Colony

Note that you have to both enter a nearby physical address AND manually place the map pin for the colony location.

This is because often, cat colonies are near a physical address, but not actually AT a physical address. McDonald's has a street address. The empty lot behind it where the cats live might not. You need the street address so humans can navigate to the location. You need the fine-grained control offered by manual placement so they know where to go/look once they arrive. Feral cats can be tricksy to quote a certain Lord of the Rings character.

Also note that this is where colony caregivers can request certain kinds of assistance. Clicking one or more of the check boxes (controlled via the "Colony" tab on the back end) will generate an email sending out a digital SOS to someone in your agency. You can track the number of such requests you get per month/quarter/year and use it when applying for grants or generating reports.

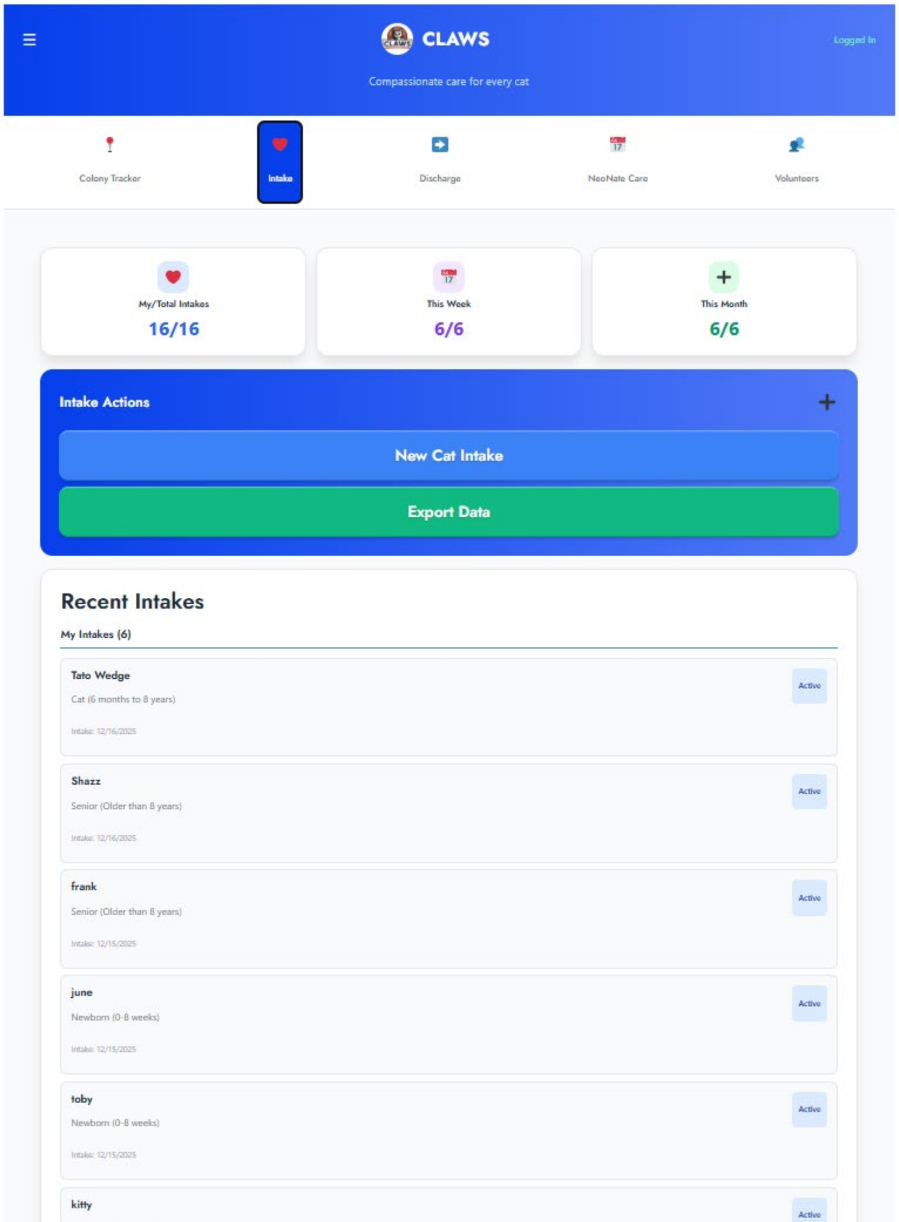
Naturally, you can export all of this data for reporting and inclusion in grant applications and the like.

The big thing to note here is that the colony health cards can tell you at a glance where your data is coming up short. If you have colonies with 3-4 data points regarding colony population and safety, and you see that there are 1-2 colonies that only have a single data point, then you know, just by looking at this tab, that it's worth the time to send someone out to do a headcount, or to reach out to the colony caretaker (if there is one) and get the latest information on those colonies in particular.

One final thing to point out before we leave this section. Take another look at the buttons on the colony tab:

"Add a New Colony" is your primary button here. "Export Data" is your secondary button. These are the buttons that will change when you play around with primary and secondary button color settings. The button background here, and on all the other tabs, will change (along with the header) to reflect whatever color you pick for the header in the color picker on the settings page we talked about earlier.

The Intake Tab



This section is pretty straightforward. This is where you go when you take in a new cat. If you're volunteering for an agency and you agree to foster, you'd fill this out when you take possession of the new cat so you can track your intakes.

Note that staying organized is of critical importance here. If you decide, as an organization, that you want to centralize all intakes, then just don't allow your volunteers to do intakes because you'll be doing them all at the office. To simplify that effort, we've added a check box on the back end settings, general tab so if you want to centralize intakes you can make it so that only Editors/Admins can use the intake form.

The way our organization is set up – volunteers track their own intakes. If we get a drop off cat and we can't route it to a foster volunteer, then it stays here, with us and we handle the intake. But whenever possible, we want our volunteer fosters to play an active role in data collection, so we ask our people to fill out the intake form when they take charge of a cat

Real world example: It's game night at a volunteer's house, and one of the gamers brings a sick cat they found. The volunteer is a seasoned foster and has room, so he accepts the cat – from our POV, there's ZERO reason to bring the cat to us first and have us fill out the form. The volunteer HAS the cat, might as well just keep it simple and leave it there, so the volunteer fills out the form and lets us know.

Either way you structure your organization is fine – just be aware that if you're centralizing intakes, then you want to check that box in settings and monitor to make sure you don't wind up "double counting" cats!

The intake tab shows you a running count of how many total intakes your user account has handled, how many in the current week, and how many in the current month.

Beneath that you'll see your primary and secondary buttons ("New Cat Intake" and "Export Data"), followed by a list of all of your active intakes (cats you have taken in, but do not yet have a discharge status). These are the cats you're currently working with.

The new cat intake form is pretty straightforward:

New Cat Intake

×

Date

12/20/2025

Contact Information

Name *

First Name | Last Name

☐ Anonymous/Drop off ☐ New Contact?

Address *

Street Address

City | State | Zip Code

☐ Drop Off

Phone Number *

(555) 123-4567

☐ Unknown

Email Address *

email@example.com

☐ Unknown

Cat Information

Name *

What do we call this cat?

Age *

Select age category

Gender *

Select gender

Coat *

Select coat type

Color *

e.g., Orange tabby, Black

Type *

Select cat type

Cat Photo (Optional)

Upload Photo

Choose File No file chosen

JPG, PNG, or WebP. Max 5MB. Upload a photo to enable AI coat analysis.

Notes

Any additional notes about this cat or situation...

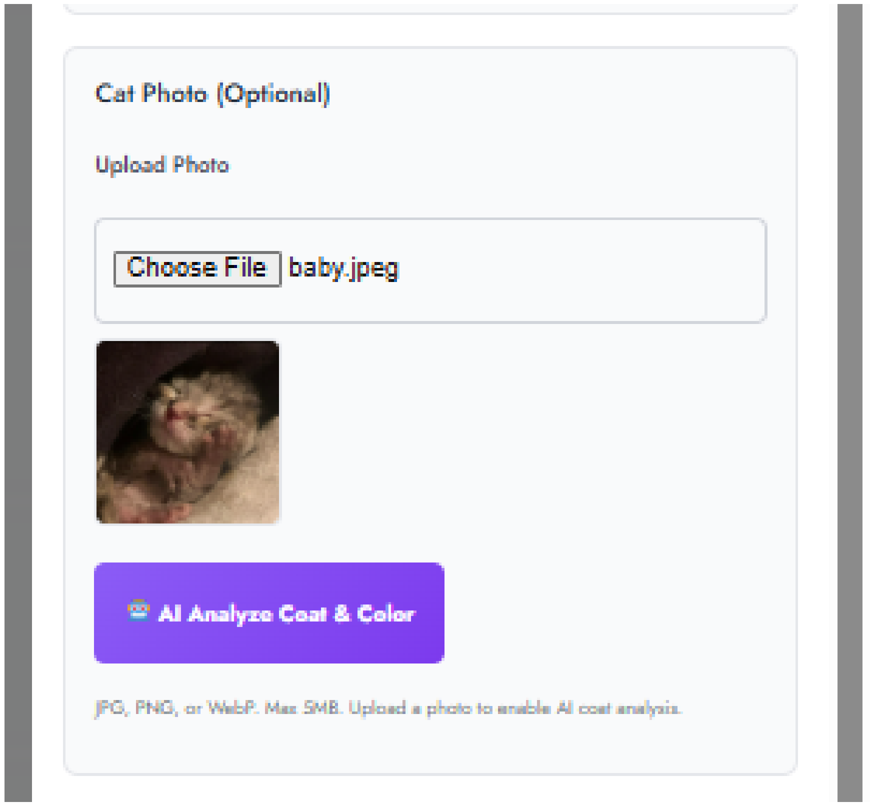
Cancel

Save Intake

Immediate Discharge

Save Intake & Go To Discharge Form

Note that if you have a photo, you can upload it:

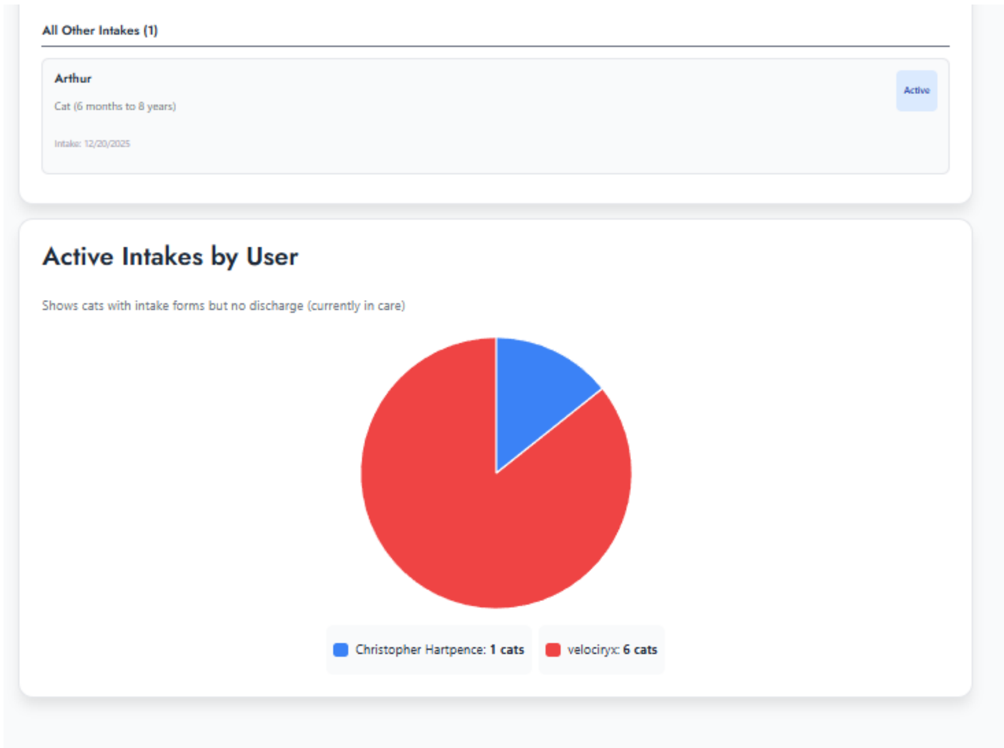


And when you do, if you plugged in your AI API key on the general tab of the settings menu option on the back end, you can have your preferred AI analyze the coat and color and give you a description of the cat in the picture.

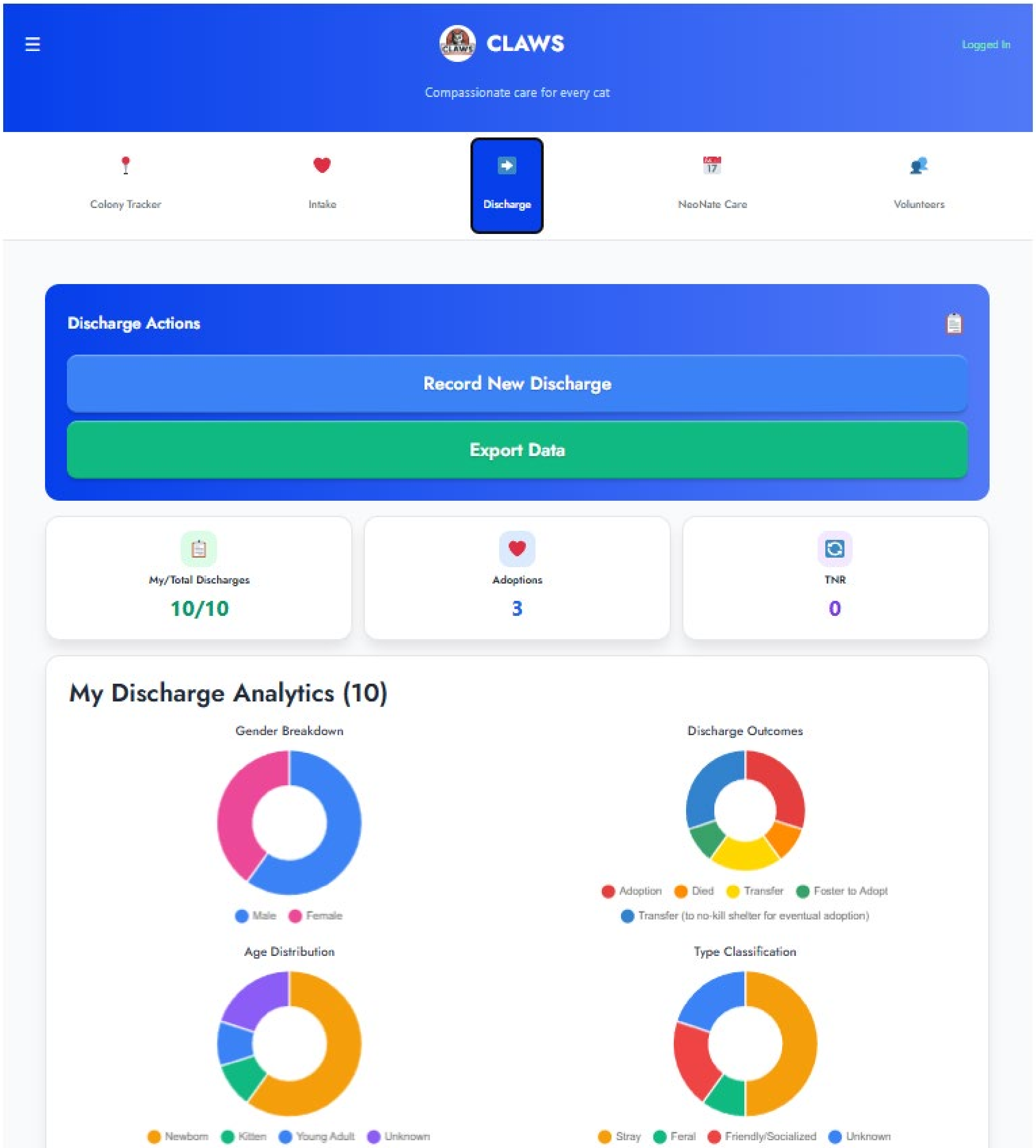
If you don't use AI, or you haven't plugged your API key in, you'll have to describe the feline yourself.

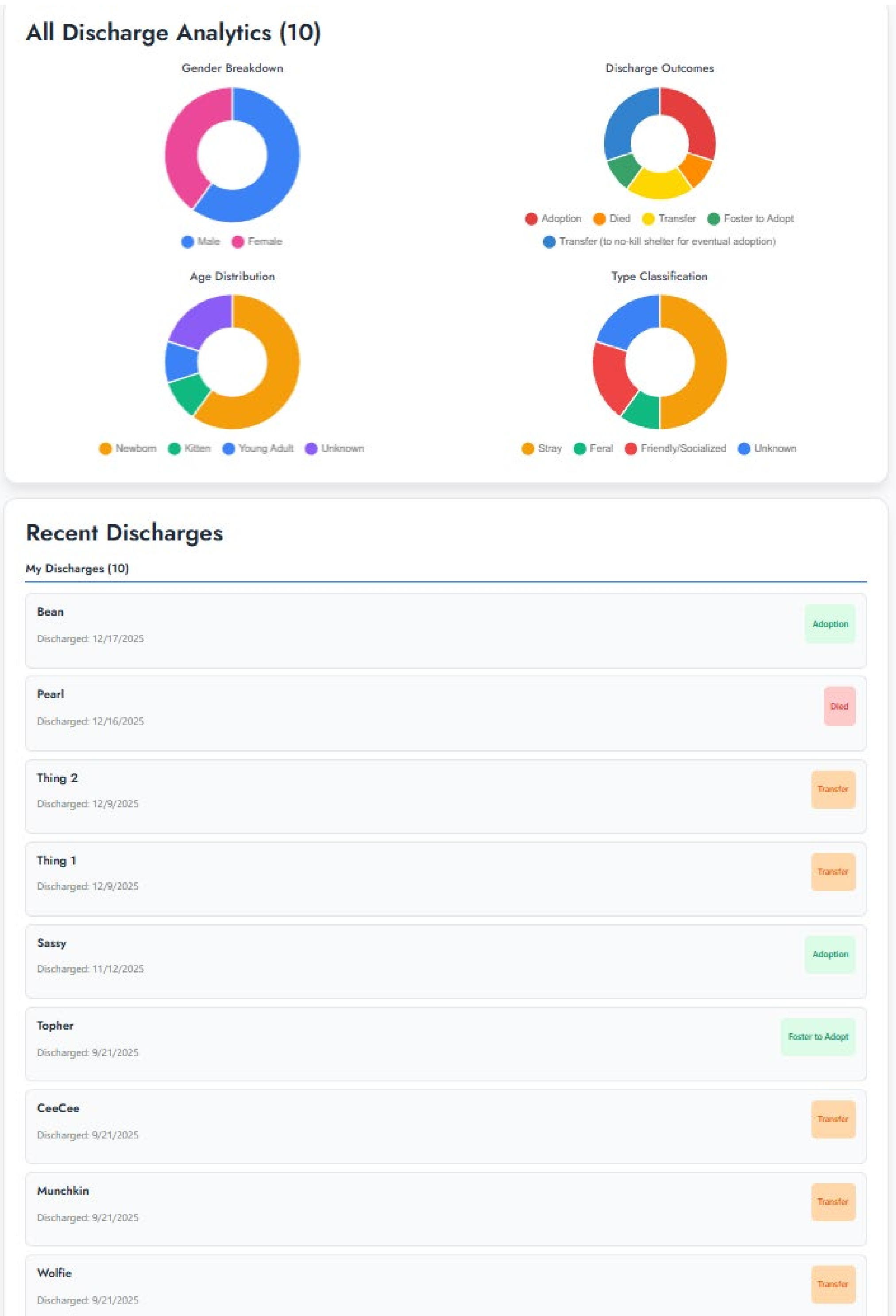
Also note the prominent "Instant Discharge" button! If you're handling cat intakes at scale (say, right after a TNR party), it can be tedious to have to keep jumping from the intake to the discharge tabs so…with this button, you don't have to. Once you've filled out the information, instead of hitting "Save Intake" you hit the "Instant Discharge" button instead, which saves the intake record and immediately brings up the Discharge form so you can close the case out without having to click to a different tab.

Final point before we leave this section. If you are an Editor or an Admin, you have a full view of every cat input by every user. This view appears below your active cats (those that you have input yourself)



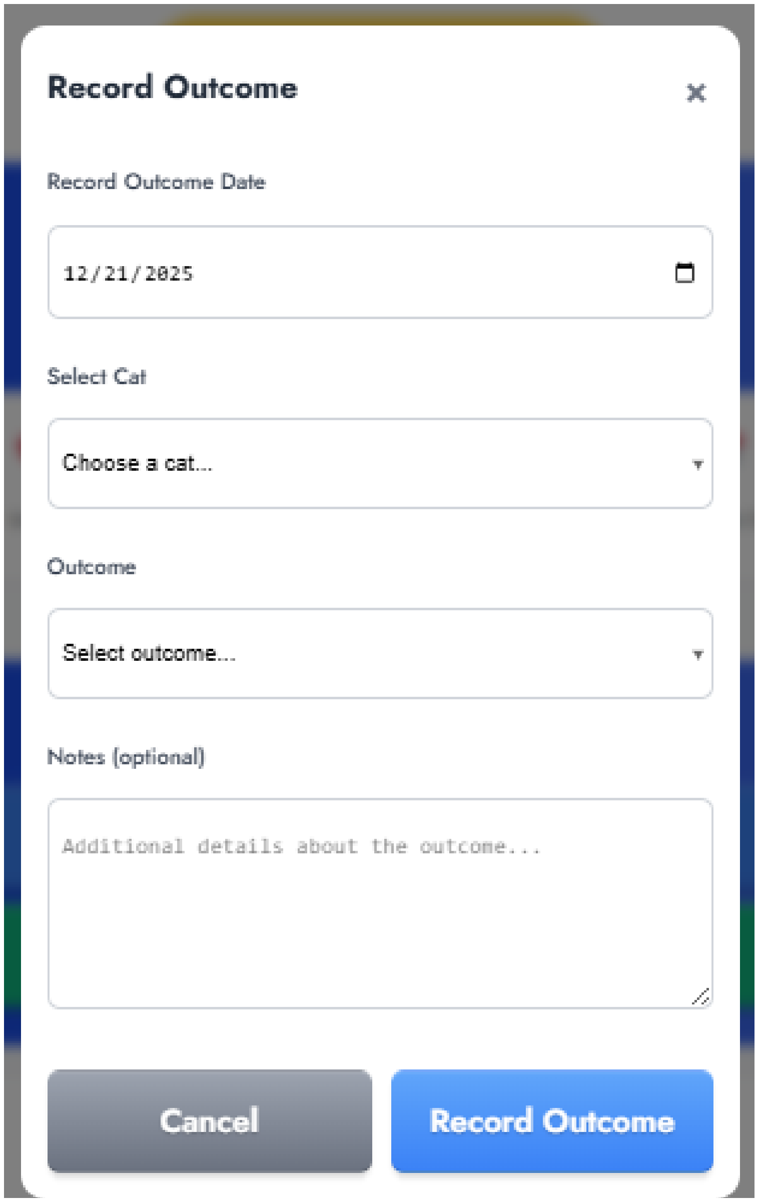
The Discharge Tab





From the Discharge tab, you can get a wide range of cat statistics that center on outcomes. Did a cat you've completed an intake form get returned to his/her colony if it was a colony cat? Did it escape? Get adopted? Foster to adopt? Transferred to a no-kill adoption center? You'll be able to see those stats at a glance here, as well as drill down to specific outcomes for particular cats in your organization's care.

The primary button on this screen is, of course, the "Record New Discharge" button, and clicking it will open the discharge form. It's short and sweet:



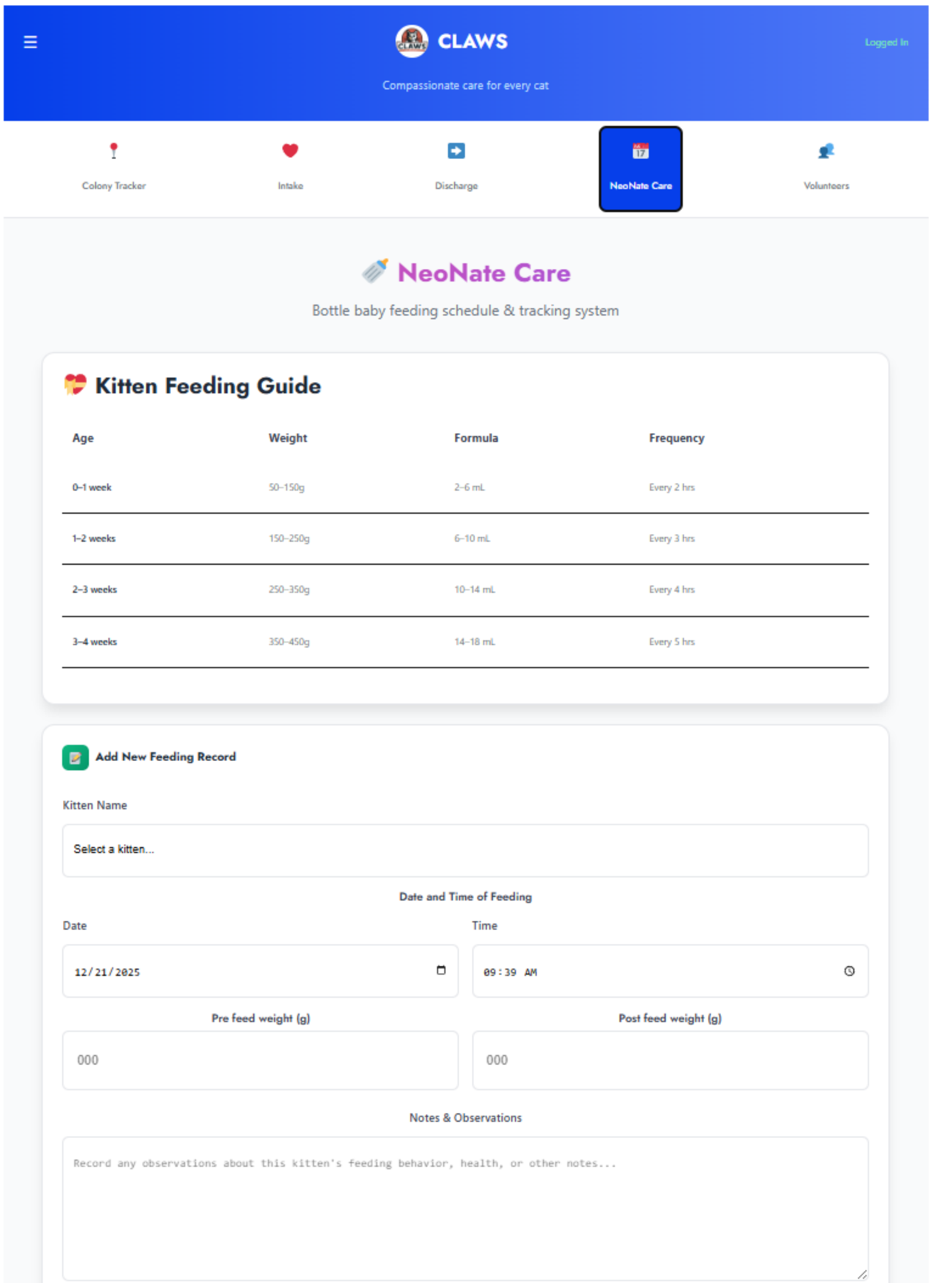
Just the basics here, but there's a notes field if you need to go into detail about what happened with a particular cat.

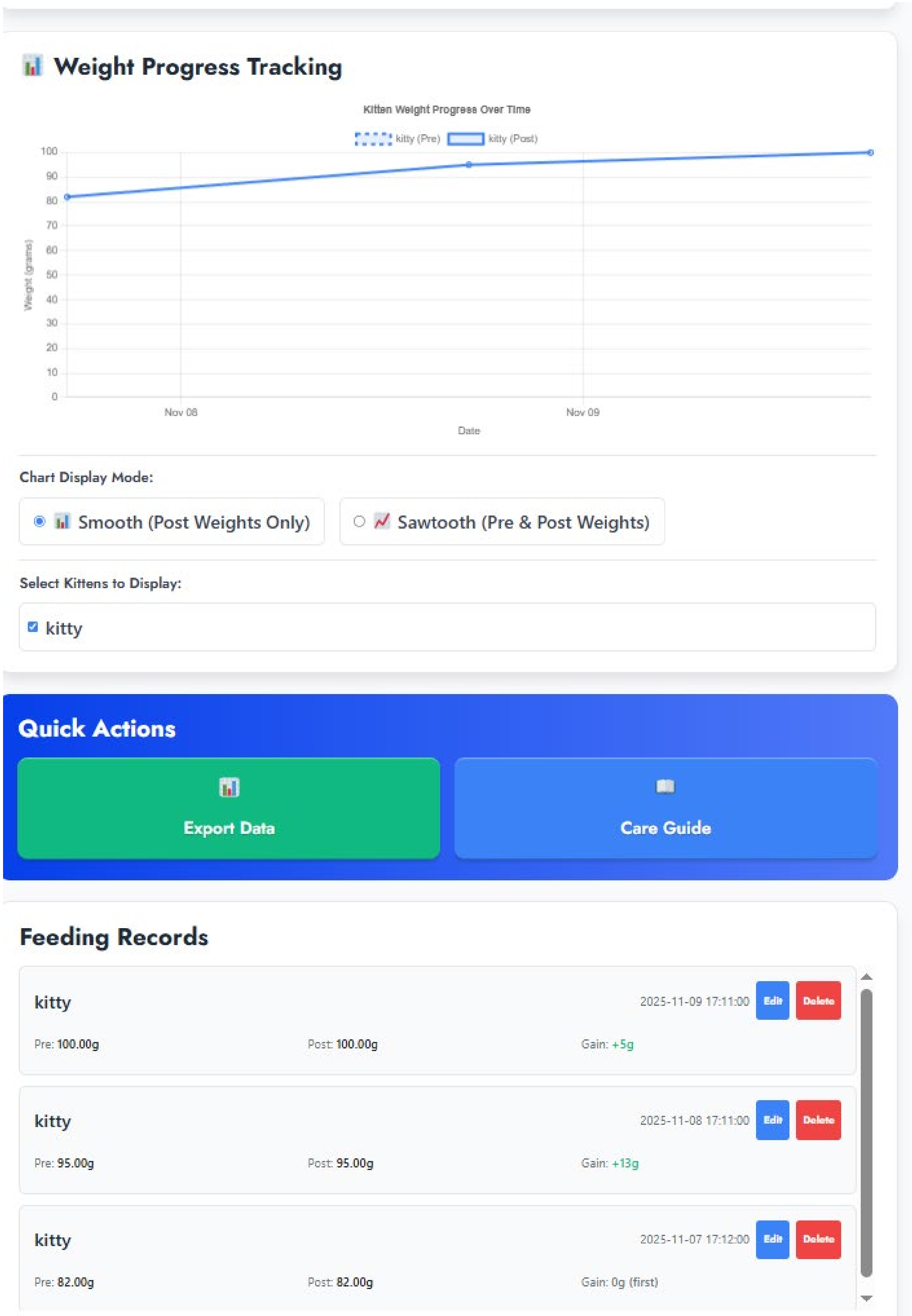
Here's the fun part:

Let's say you did an intake for a cat that was originally from one of the colonies you're tracking. You specify that the cat is a "Colony Cat" and you get to pick the colony.

Then later, if the cat is discharge with any other status besides TNR (which returns the cat to his colony of origin), the number of cats listed in that cat's colony of origin is decreased by one automatically, and a new historical record is created for you, saving you the hassle of having to close out the cat record, then edit the colony and decrease the count by one manually.

The NeoNate Care Tab





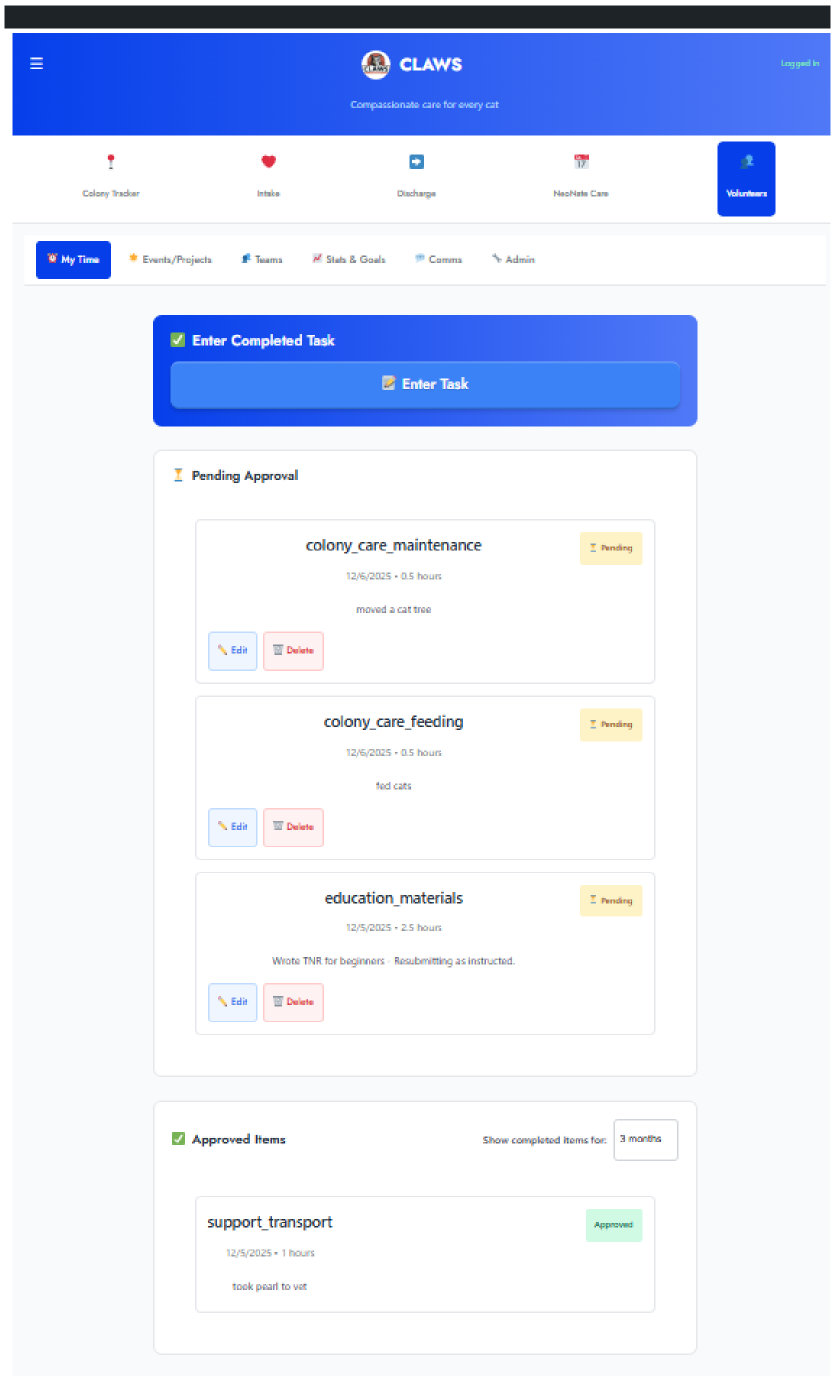
This section is all about bottle babies, so if you don't work with bottle babies, then you don't need this. If you do, the handy form here will allow you to track your neonate kittens over time, making sure they're steadily gaining weight and recording any relevant notes about how they're doing. Kitten weights are presented graphically, and you can export the data to a spreadsheet for deeper analysis. Very handy, especially if you're trying to keep up with how six or eight bottle babies are doing. Here, you can tell at a glance! (And note that you can hide this tab entirely if you don't think your organization will be doing this type of work).

And that's everything there is to say about the features in the Basic plan. From here on, we'll be talking about features in the Deluxe offering which is all about managing your volunteers. Let's jump right in.

The Volunteers Tab

This tab contains six sub-tabs beneath it that, collectively, allow you to track and manage various aspects of your volunteers and their activities. We'll take a closer look at each tab in turn to see what it's all about.

The My Time Sub-Tab

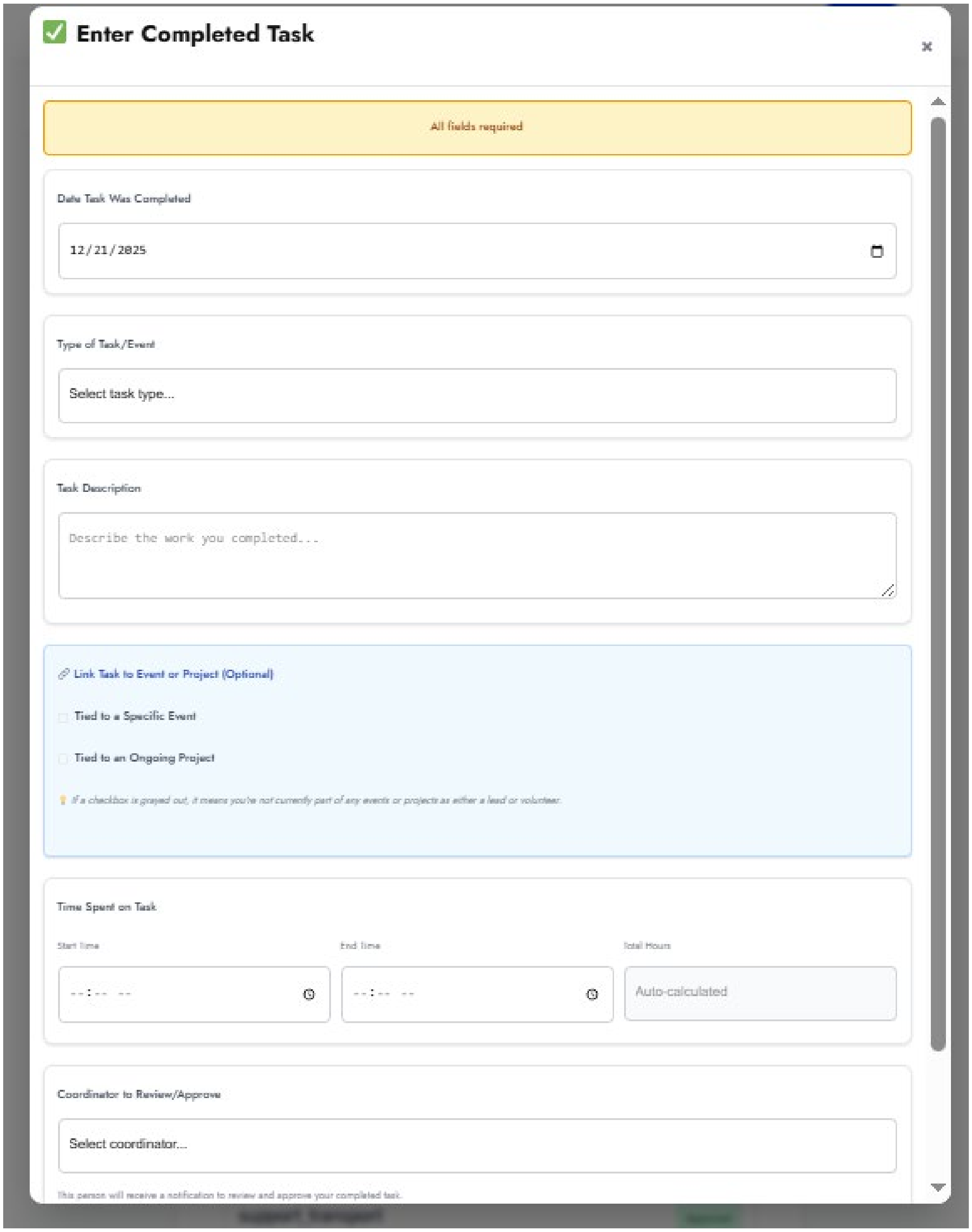


Tasks sit at the heart of volunteer activities. When they finish doing something, they come to this tab, click the “Enter Task” button, and fill out the form.

When the save the form, it is routed to the administrator they select for review and approval (they can’t send it to just anybody – it has to be an Admin, so – a short list of people you have pre-approved with this level of trust).

Saving the form sends an email to the selected admin, letting them know that they have a new item that needs their attention.

Admin logs on, reviews the task and can either reject it (sending it back to the Volunteer with questions, in which case, the volunteer gets an email letting them know that the task needs attention before it can be approved, or, the admin approves the task and it moves from the “Pending approval” queue to the “Approved Tasks” queue on the Volunteer’s “My Time” screen. Note that tasks may be independent, or they may be assigned as part of an Event or Project, which are structures created by Editors or Admins and used to create Teams, all of which will be covered in subsequent sections.



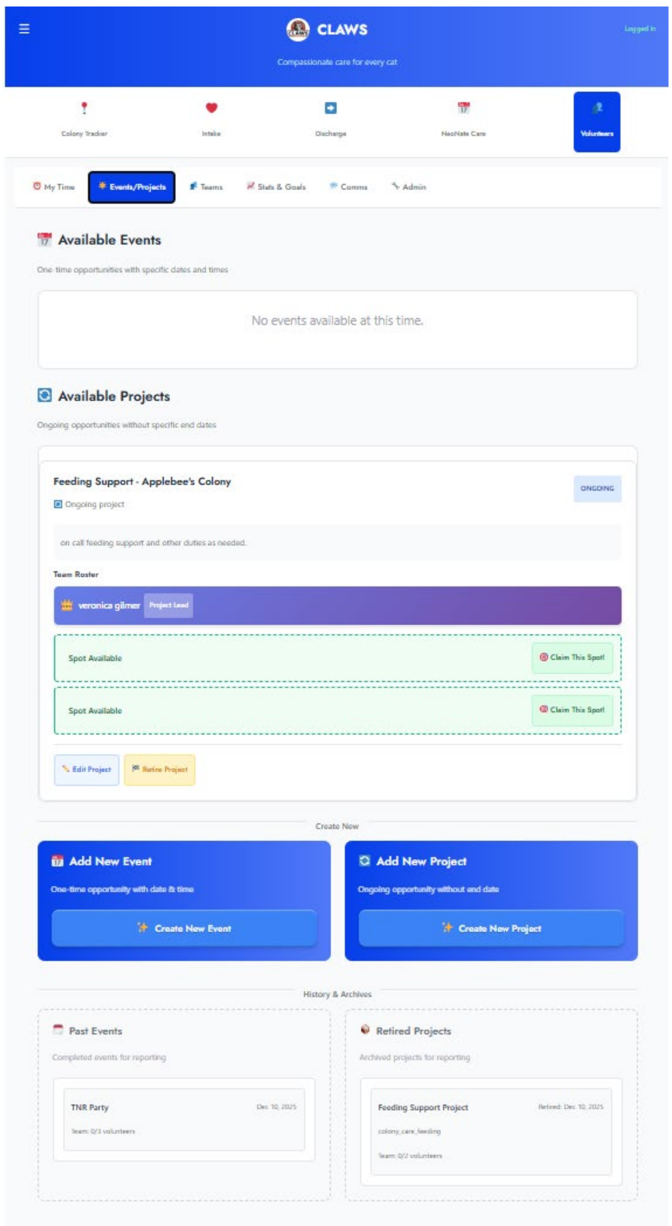
✅ Enter Completed Task
×
All fields required
Date Task Was Completed
12/21/2025
Type of Task/Event
Select task type...
Task Description
Describe the work you completed...
🔗 Link Task to Event or Project (Optional)
Tied to a Specific Event
Tied to an Ongoing Project
💡 If a checkbox is grayed out, it means you're not currently part of any events or projects as either a lead or volunteer.
Time Spent on Task
Start Time
--:-- --
End Time
--:-- --
Total Hours
Auto-calculated
Coordinator to Review/Approve
Select coordinator...
This person will receive a notification to review and approve your completed task.

The Events/Projects Sub-Tab

Editors and Admins can create Events or Projects. Here's the distinction:

Events are single point in time occurrences. If you have a community outreach thing scheduled for next Tuesday between 1pm and 4pm, that's an event.

Projects are open ended and ongoing. If you have an 80 year old colony caregiver who needs a couple of volunteers to provide on-call, ongoing feeding and colony care support, that's a project.



If there are events and/or projects that have already been created, they'll be in the "Available Events" and "Available Projects" queues, with one or more volunteer spots (all registered users are sent an email when a new volunteer opportunity opens up as Events and Projects are created. Those volunteer spots can be claimed by your volunteers on a first come, first served basis.

Once an event has run its course, or a project is retired, it moves from the "available" bucket, down to the "past events" or "retired projects" bucket, depending on which it is.

The forms for creating events and projects are highly similar. We'll show the event form just below:

Create New Event

×

Event Details

Name of Event *

e.g., Saturday Morning Colony Feeding

Category of Need *

Select category...

Schedule

Date of Event *

mm/dd/yyyy

Minimum Time Commitment

Select minimum...

Start Time

--:-- --

End Time

--:-- --

Coordinator Information

Coordinator Name

velociryx

Auto-populated from your profile, but can be changed

Email

cdhartpence@hotmail.com

Phone Number

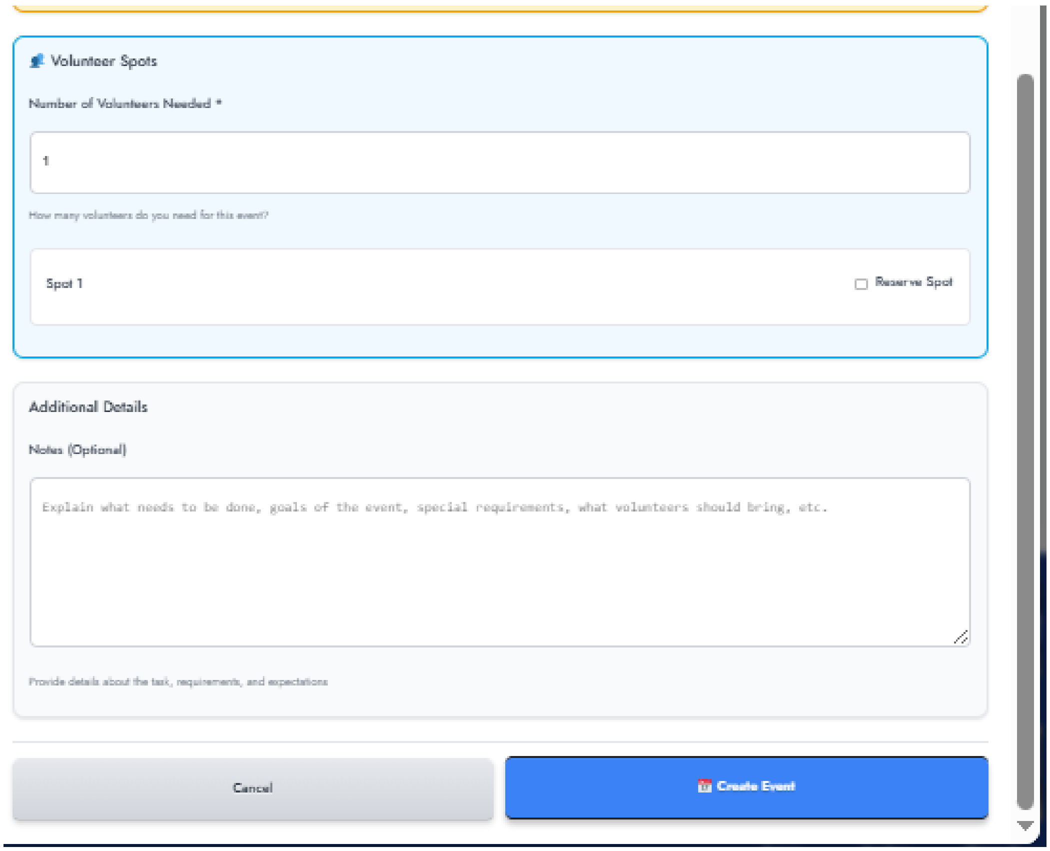
(555) 123-4567

★ Event Lead

Assign Event Lead *

Select event lead...

Who will lead and coordinate this event?



It's all pretty straightforward. You give the event (or project) a name, fill in the relevant details, establish a team lead and set some number of volunteer spots. Whatever number you specify here controls how many open spots show up in the "available opportunities" section.

Note that you can "reserve" a volunteer spot, so, say you absolutely want Becky (or whomever) on that team, you reserve a volunteer spot for her, and she'll get the right of first refusal. If she declines, then her reserved spot becomes a regular volunteer spot and can be claimed by anybody.

This gives you a lot of control over the shape of your events and projects.

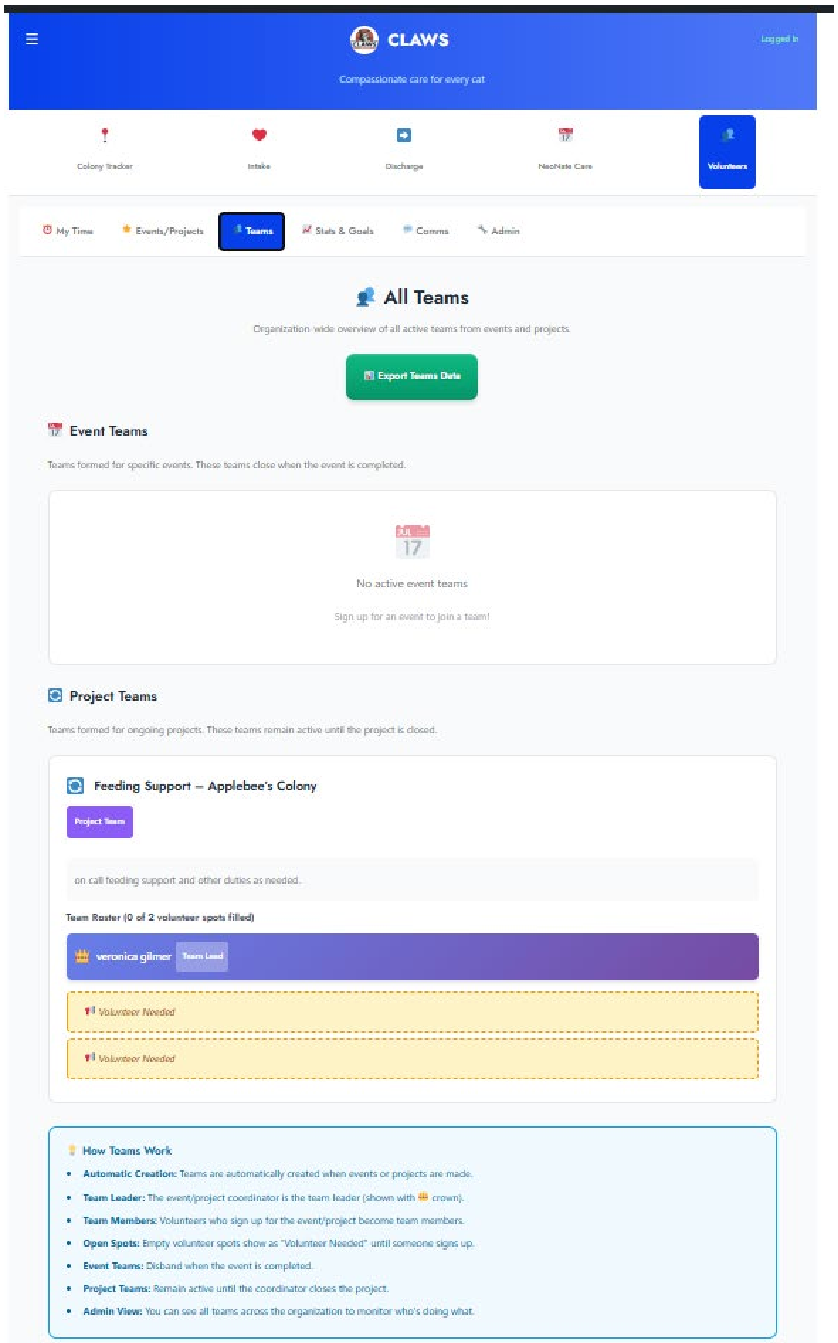
The Teams Sub-Tab

Teams arise from Events and Projects. Every team has a team lead and some number of volunteers on it…just like events and projects.

Teams only last as long as their corresponding event or project lasts. When the event is done, the team working that event goes away. You don't have to do anything, it just vanishes when the event is over.

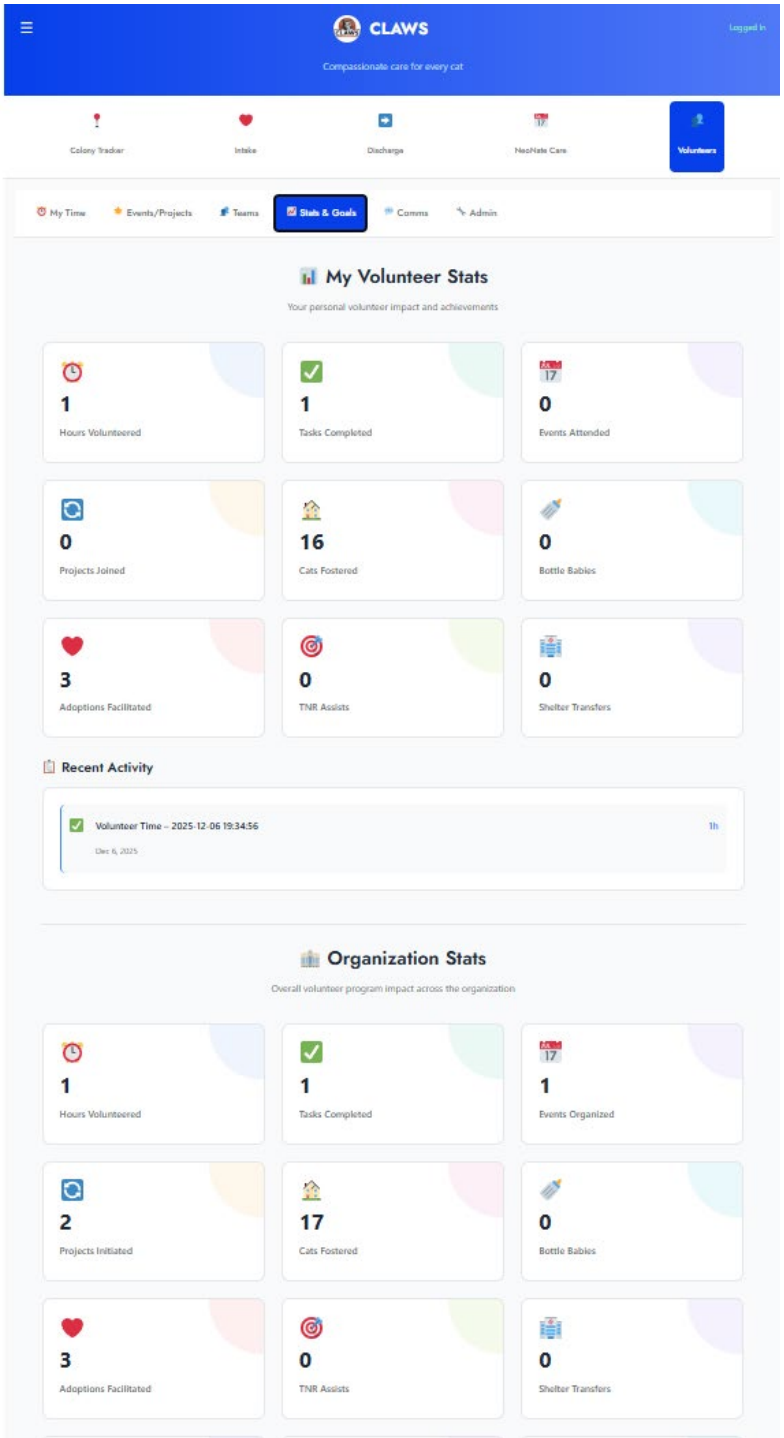
Because projects tend to be at least semi-permanent, those teams are longer lasting, though the composition of the team will vary over time because a volunteer can resign their spot on the team, which creates an open opportunity to be filled by someone else.

There's nothing to do here, really, beyond Exporting the data if you want a paper copy. This screen simply lets Admins get a bird's eye view of what teams are spread out across the organization and what they're doing.



The Stats & Goals Sub-Tab

Another admin "how are we doing at a glance" tab that provides information to administrators in broad strokes. We consider this tab still very much in development so if there's something specific you'd like to see here, reach out and we'll see if it is possible to add it to the reporting here!

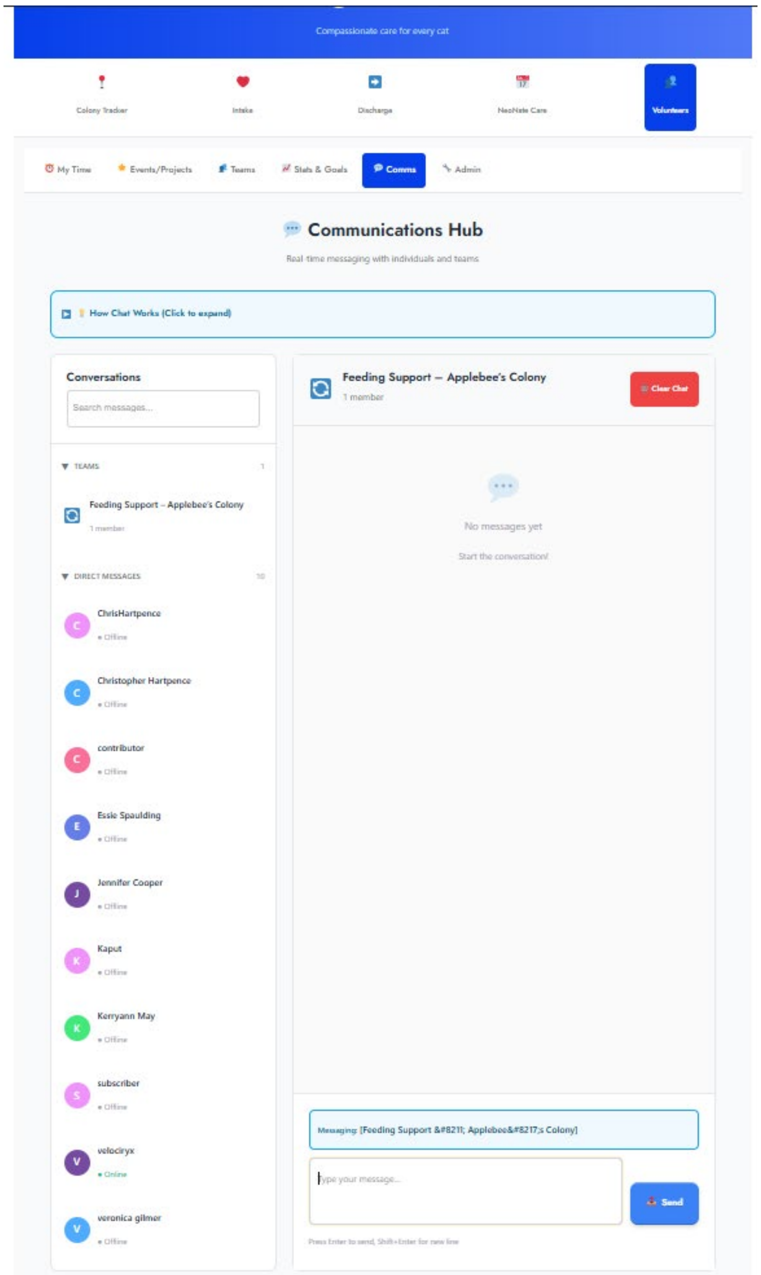


The Comms Sub-Tab

We've included a built-in communications system that allows you to communicate with your volunteers when they're in the field.

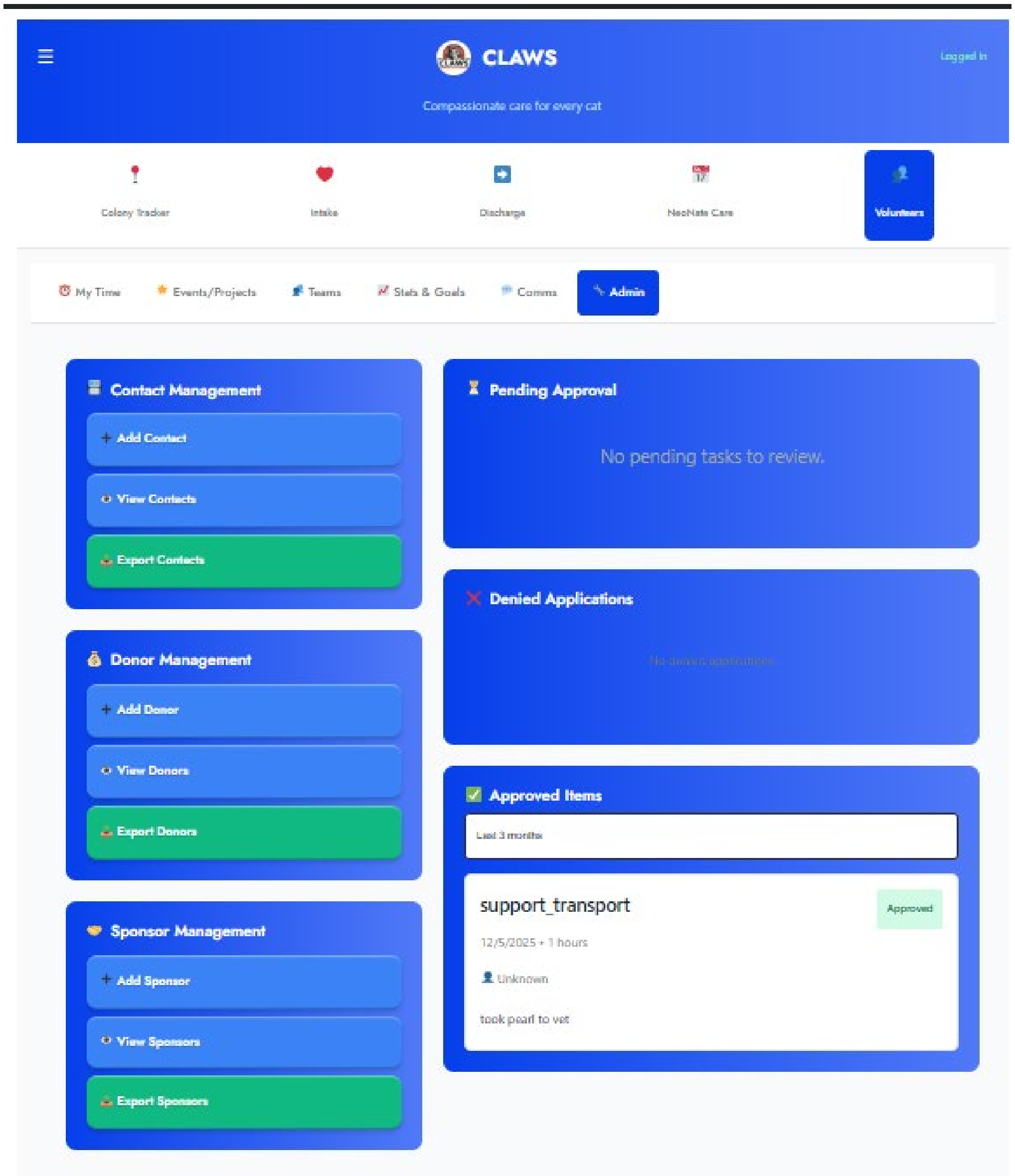
You can select individual users to message, or you can select any Teams that have been created (in which case, every member of the team gets the message). So if you need to update a crew out doing TNR or community outreach, you have an easy way to do that!

You can also delete message chains at will to keep them from getting ungainly.



The Admin Sub-Tab

This section is for Admins and Editors only, and it gives the upper echelons of your organization a place where they can track and manage strategic resources.

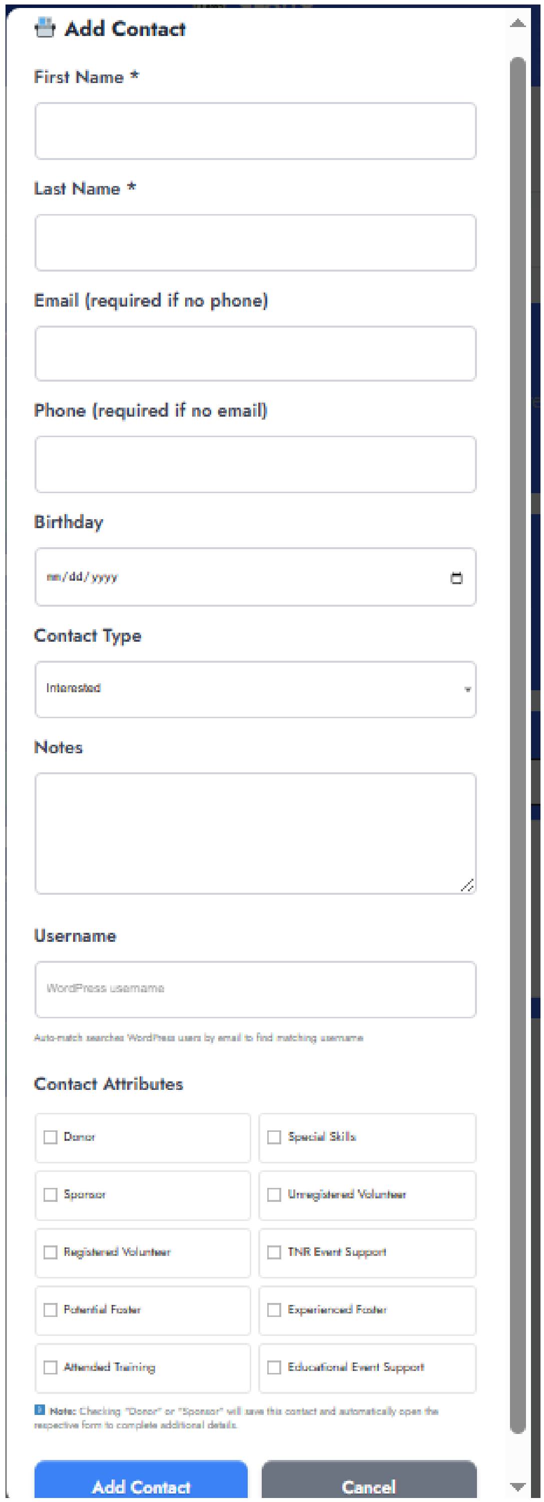


The right side of the console is dedicated to task approval. When a volunteer picks you to review and approve a task, this is where you'll find them, in the Pending Approval bucket. If you deny the task, it moves to the Denied bucket and awaits further action on the part of your volunteer. If you approve the task, it moves to the Approved bucket where you can review previously approved items as the need arises.

The left side of the panel is all about managing Contacts, Donors, and Sponsors.

The thing to understand about this is that everyone is considered a Contact (even your existing volunteers!)

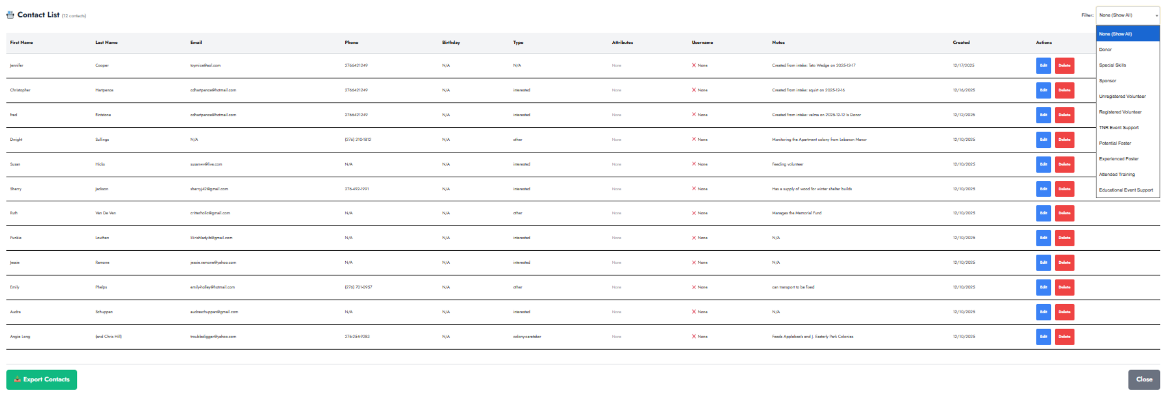
To demonstrate how it works, let’s take a look at the “Add Contact” form:



The big thing to note here is that all contacts have attributes as defined by the check boxes in the image above.

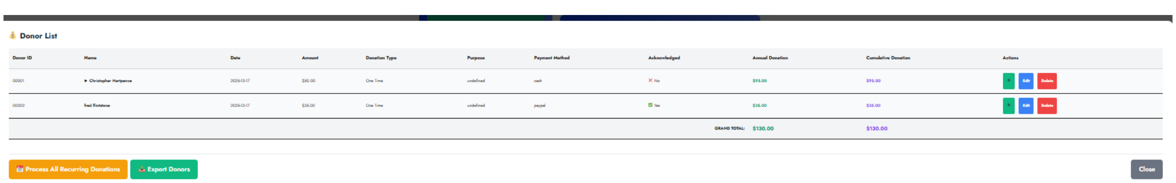
A contact can have as many attributes as you like, and in fact, on the Admin tab of the back end, you can add all the additional attributes you want to.

The attributes you select to associate with a given contact matter because on the "View Contacts" screen, you filter your contacts by attribute, so if you want to see a list of all of your experienced fosters? You can do that at the touch of a button. Want to see everybody who is unregistered? Easily done.



Note that if you click the "Donor" or "Sponsor" check boxes, it will add the contact in question onto the Donor/Sponsor list, and prompt you for some additional information that's relevant to the "Add Donor" and "Add Sponsor" forms.

The donor list tracks donation totals, including donations made at periodic intervals (tho you do have to push the button to process those – but we felt that since there was money involved, a little more of a hands-on approach was probably warranted). In any case, come tax time, when you need to start accounting for exactly how much money you took in, this will help simplify things!



Conclusion

Purralytics began life as a project to help Jennifer track the information critical to the success of her non-profit.

Over the course of its development, we were fortunate enough to attract the attention of others active in the space, and they graciously and enthusiastically volunteered to test it for us, making innumerable recommendations for improvement.

We've taken those to heart and incorporated every element we could, in order to make this the best software of its kind.

It is not for me to say whether we have achieved that goal – that is for you, the folks who use it to track and care for the felines in your area.

What I can tell you is, if we're not there yet, and you can think of something that would help move us closer to that goal, don't hesitate to drop me a note and let me know. I'm constantly on the lookout for new things to add, and new ways to make it better, but one pair of eyes isn't enough. I need to borrow yours as well!

Thank you for taking the time to read this to the end.

~Chris