

Purralytics User Manual, version 1.2



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Purralytics User Guide

Purralytics helps cat rescues and TNR programs keep track of the animals in their care, the colonies they manage, and the people who make the work happen. This guide walks you through the app from your first login to the features that come with each plan. If you are reading this before you have signed up, start with "Choosing a plan" and "Getting started." If you already have an account, skip ahead to whichever section matches what you are trying to do.



Username or Email Address

Password

☐ Remember Me

Log In

Lost your password?

[← Go to Purralytics](#)

What Purralytics does

At its simplest, Purralytics is a place to record cats. You log a cat when it comes into your care (an intake), you track which colony it belongs to, you record what happens to it when it leaves (a discharge), and along the way you can see how your colonies and your organization are doing.

Beyond that core, the app grows with the size of your operation. A single volunteer feeding one colony uses a small slice of it. A multi-chapter network coordinating dozens of volunteers, events, and donors uses the whole thing. The plan you choose decides how much of that is switched on, and you can move up a plan at any time without losing anything you have already entered.

Purralytics is built around US locations. Colony addresses are matched against the US Census geocoder, and you can fine-tune the exact spot with a draggable map pin.

Choosing a plan

There are three plans: Rescue, Organization, and Network. All three use the same app. The difference is how many colonies you can track and whether the volunteer and contact tools are turned on.

Rescue (free)

Rescue is free, with no card required and no expiry date. It is meant for independent rescues and individual caretakers who need a solid record of their cats without paying for tools they will not use.

On the Rescue plan you can track up to three colonies, record intakes and discharges, use neonate care for bottle babies, and set up your organization's name, location, and branding. For a lot of small rescues, this is the whole job, and it stays free for as long as you use it.

Organization

Organization is \$19 a month, or \$190 a year. It includes everything in Rescue and removes the three-colony limit, so you can track as many colonies as you manage. If you have outgrown the free cap but do not need volunteer coordination, this is the plan for you.

Network

Network is \$39 a month, or \$390 a year. It includes everything in Organization and unlocks the Volunteers and Contacts section, which is the largest part of the app. That section covers volunteer hour logging, event scheduling, teams, an approval workflow for submitted time, volunteer statistics, and a contact book for your donors, sponsors, and community contacts. Network suits organizations that coordinate many people or run as a hub for several rescues at once.

Plan comparison at a glance

Feature	Rescue (free)	Organization	Network
Price	Free	\$19/mo or \$190/yr	\$39/mo or \$390/yr
Colonies tracked	Up to 3	Unlimited	Unlimited
Intake and discharge records	Yes	Yes	Yes
Neonate care and feeding logs	Yes	Yes	Yes
Colony health scores	Yes	Yes	Yes
Organization settings and branding	Yes	Yes	Yes
Volunteer time logging and approvals	No	No	Yes
Events and teams	No	No	Yes
Contacts, donors, and sponsors	No	No	Yes
Volunteer statistics and goals	No	No	Yes

Monthly or annual billing

Both paid plans can be billed monthly or annually. Annual billing gives you two months free compared with paying month to month, so Organization works out to \$190 a year instead of \$228, and Network to \$390 instead of \$468. You pick monthly or annual when you sign up, and you can switch later from your billing settings.

Getting started

Creating your account

Go to the sign-up page and start by typing your organization's name in the search box, then click Search. Purralytics checks whether an organization by that name already exists.

If no match comes up, you are creating a new organization. Fill in your city and state so that members can find you later if another rescue has a similar name. Then choose your plan, using the Monthly and Annual toggle to set your billing period. Finally, enter your name, email, and a password of at least eight characters.

If you chose Rescue, your account is created right away and you land in the app. If you chose Organization or Network, you are sent to a secure checkout to enter payment, and your plan activates as soon as the payment goes through.

Create your account

Start by searching for your organization.

Organization Name *

Search

New organization: "Your Organization Name Here"

No organization with that exact name exists. Tell us where you're based — city and state help members find the right org when names overlap. If you meant to join an existing one, ask your admin for the exact name (or an invite). Otherwise your account will be created as the **admin** of this new organization.

City *

State *

Select state... ▾

Helps members find the right org when names overlap

Choose your plan

PURRALYTICS



 **FREE TIER**

RESCUE

Every click helps save a life.

Powerful insights.

Always free.

Rescue

Free

Independent rescues • always free

PURRALYTICS



 **ORGANIZATION**

Oversee your data. Track all vital metrics.

 **UNLIMITED COLONY TRACKING**

Track every colony. No limits. Ever.

 **BETTER INSIGHTS**

Clear data. Smarter decisions. Higher info.

Organization

\$19/mo

Full colony management

PURRALYTICS



 **ORGANIZATION**

Keep everything organized

 **VOLUNTEER & EVENT**

Track participation. Grow your impact.

 **DONOR TRACKING**

Calculate statistics. Engage generously.

Network

\$39/mo

Coordinate many rescues

Joining an organization that already exists

If your organization is already on Purralytics, you do not create a second one. Instead, an administrator at your organization invites you, and you receive a link. Opening that link shows you the organization's name and the role you are being given, and you either sign in or create your account to accept. Once you accept, you are part of that organization and share its colonies and records.

An administrator can also add you directly from the organization's Team settings. Depending on how your organization is set up, a new member may need to be approved before they can start logging volunteer time.

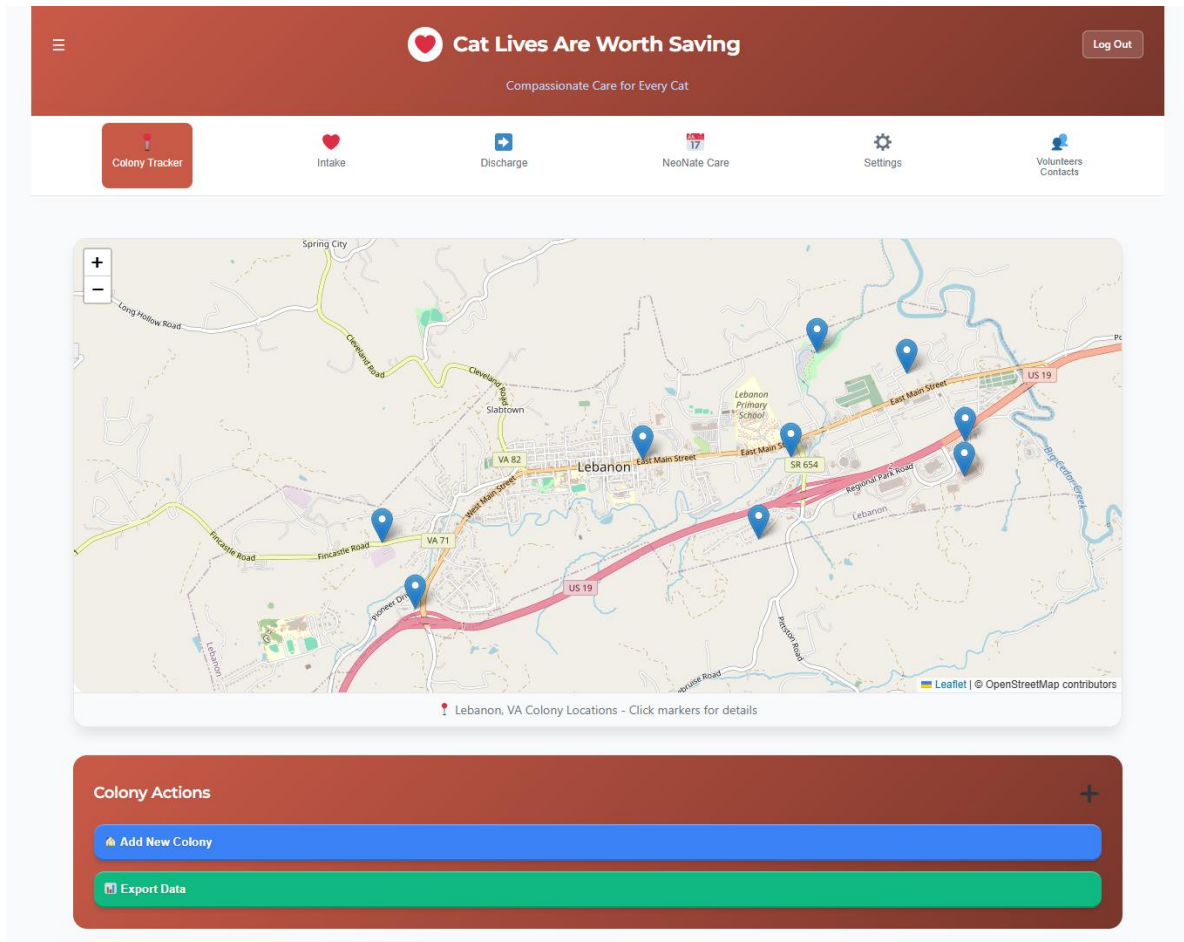
Signing in

After your account exists, you sign in at the login page and go straight to the app. The app remembers which organization you belong to, so you always see your own organization's data and nobody else's.

Finding your way around

The app is organized into tabs along the top. What you see depends on your plan and your role:

- Colony Tracker, Intake, Discharge, and NeoNate Care are available on every plan.
- Settings appears if you are an administrator of your organization.
- Volunteers / Contacts appears on the Network plan. On the free and Organization plans it shows as a locked tab with a prompt to upgrade.



Tracking colonies

A colony is a location where you manage a group of cats. The Colony Tracker is the home base of the app and usually the first thing you set up.

Adding a colony

From the Colony Tracker, create a new colony and give it a name and an address. As you enter the address, Purralytics looks it up against the US Census geocoder and drops a pin on the map. You can drag that pin to the exact spot if the automatic match is a little off, which matters for colonies behind a building or off a main road. You can also record who cares for the colony by assigning caregivers.

Add Colony ×

Colony Name *

Enter colony name

Date

07/26/2026 📅

Street Address *

Street address

City *

City

State *

State

ZIP Code *

ZIP code

Newborns
(0–8 weeks)

Kittens
(2–5 months)

Young Adults
(6 months–2 years)

Adults
(2–8 years)

Seniors
(8+ years)

0

0

0

0

0

Feeding Security *

Select feeding security... ▼

Shelter Security *

Select shelter security... ▼

Water Security *

Select water security... ▼

Tipped Ears *

0

Winter Shelters *

0

Primary Caregiver

cdhartpence ▼

CAREGIVER CONTACT INFORMATION

Name: cdhartpence

Email: cdhartpence@email.com

COMMUNICATION PREFERENCES

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)

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)

The colony map and location pin

Every colony you add shows up on a map, so you can see your whole operation at a glance. The pin position is what feeds the map, so it is worth dragging it to the real location rather than leaving it on the nearest street address.

Colony health scores

Purralytics gives each colony a health score out of 100, based on the records you keep for it. The score is grouped into bands so you can scan them quickly:

- 80 and above is Excellent.
- 60 to 79 is Good.
- 40 to 59 is Fair.

- Below 40 flags a colony that needs attention.

The more consistently you record intakes, discharges, and other activity, the more useful the score becomes.

Colony history

Each colony keeps a running history of the cats that have come in and gone out, so you can open a colony and see what has happened there over time without digging through separate records.

The three-colony limit on the free plan

On the free Rescue plan you can track up to three colonies. When you try to add a fourth, the app offers you an upgrade to Organization, which lifts the limit entirely. Nothing you have already entered is affected, and your existing colonies keep working as normal.

Recording intakes

An intake is a cat coming into your care. This is where most of the day-to-day data entry happens.

Adding a cat

Open the Intake tab and create a new record. You give the cat a name, connect it to a colony, and fill in what you know: age, coat, color, and any notes. You can also attach one or more photos.

New Cat Intake



Date

07/26/2026



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

Colony (if this cat came from a colony)

None

Treatments

☐ Pyrantel (Nemex), Drontal (Dewormer)

** 2-4 wks*

☐ Flea & Tick Treatment

** Under 8 wks - Dawn dish soap bath*

** 4 wks AND 2 lbs - Capstar*

** 8+ wks - other products as prescribed*

Health

☐ Spayed/Neutered

☐ Solid, Healthy Stools

☐ Behavioral Issues Notes

☐ List of Meds in Notes

☐ List of active medical issues in notes

** Anything contagious or major medical normally cannot leave to rescue.*

☐ Special Needs

** If Special Needs is checked, please explain in the Notes section below*

Cat Photo (Optional)

Upload Photo

No file chosen

Medical Records (PDF or photo, optional — up to 10MB each)

No file chosen

Vet records, test results, etc. These follow the cat to the discharge printout.

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

Notes

[+ Add Note](#)

No notes yet. Click "Add Note" to add one.

Cancel

Save Intake

[➔ Immediate Discharge](#)

Save intake & go to discharge form

Photo analysis and AI assist

If your organization has AI turned on, uploading a photo can do some of the work for you. The app looks at the photo and suggests the coat pattern, the color, an age estimate, and a best-guess breed, along with any notable observations such as a visible injury or an unusually thin cat. These are suggestions to speed up the form, not final answers, so you can accept them or type your own. If AI is not enabled, the form works exactly the same way with everything entered by hand.

Age categories

Cats are recorded in one of five age categories, from youngest to oldest: Neonate, Kitten, Juvenile, Adult, and Senior. Neonates are the newborn bottle babies that the neonate care tools are built for, and the older bands roughly follow the usual shelter age ranges, such as Adult for two to eight years and Senior for eight years and up.

Medical records

You can add medical records to an intake to track vaccinations, treatments, and other care over the life of the record. These live with the cat, so the medical history travels with the animal rather than sitting in a separate file.

Recording discharges

A discharge is a cat leaving your care. Recording it closes the loop and keeps your colony counts and statistics honest.

Outcomes you can record

When you discharge a cat you choose an outcome:

- Adoption
- Transfer to another organization
- TNR (Trap, Neuter, Release)
- Returned to Owner
- Foster to Adopt
- Died
- Euthanasia

Record Outcome

Record Outcome Date

07/26/2026

Select Cat

Choose a cat...

Outcome

Select outcome...

Select outcome...

Adoption

Transfer

Died

Euthanasia

TNR (Trap, Neuter, Release)

Returned to Owner

Escaped

Foster to Adopt

 After saving, you'll be offered a printable discharge record.

Cancel

Record Outcome

How TNR outcomes work

TNR is a special case. When you record a TNR outcome, the cat is returned to its colony rather than removed from your records, which reflects what actually happens in a trap-neuter-release program. The cat stays part of the colony it belongs to.

Neonate care

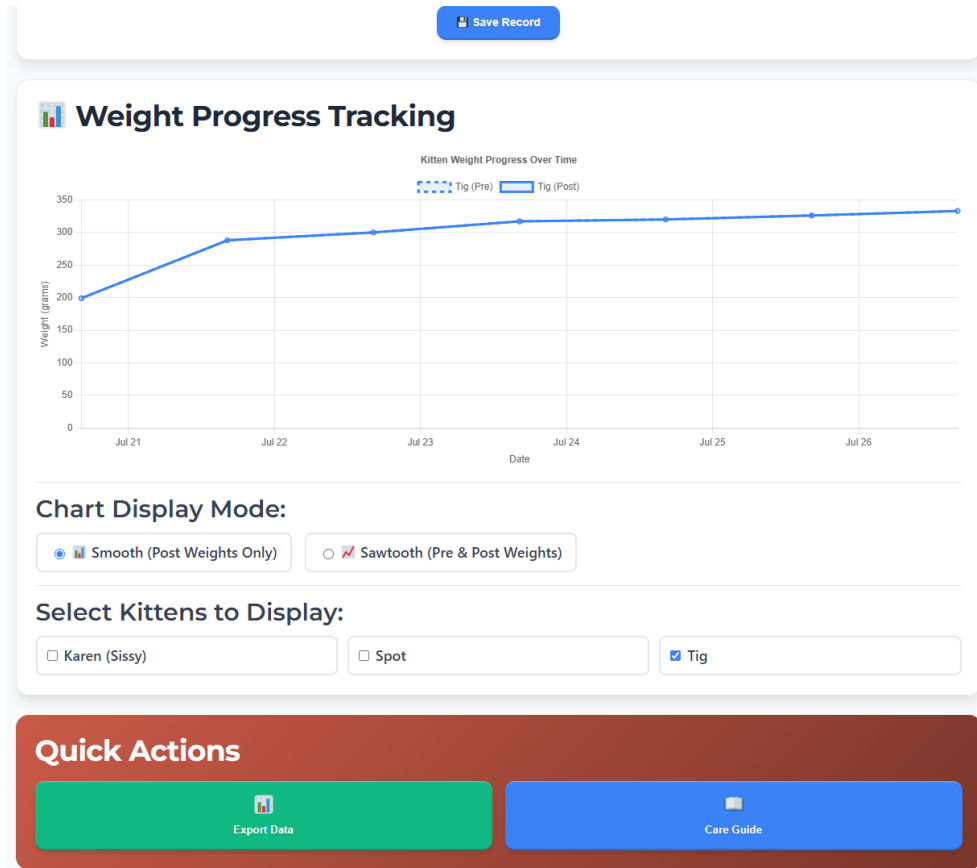
Neonate care is a set of tools for hand-raising bottle babies, where the difference between a good day and a bad one can be a few grams of weight. It is optional, so you turn it on when you need it.

Turning on neonate care

Neonate care is off by default. An administrator switches it on from the organization's settings, and once it is on, a NeoNate Care tab appears in the top navigation.

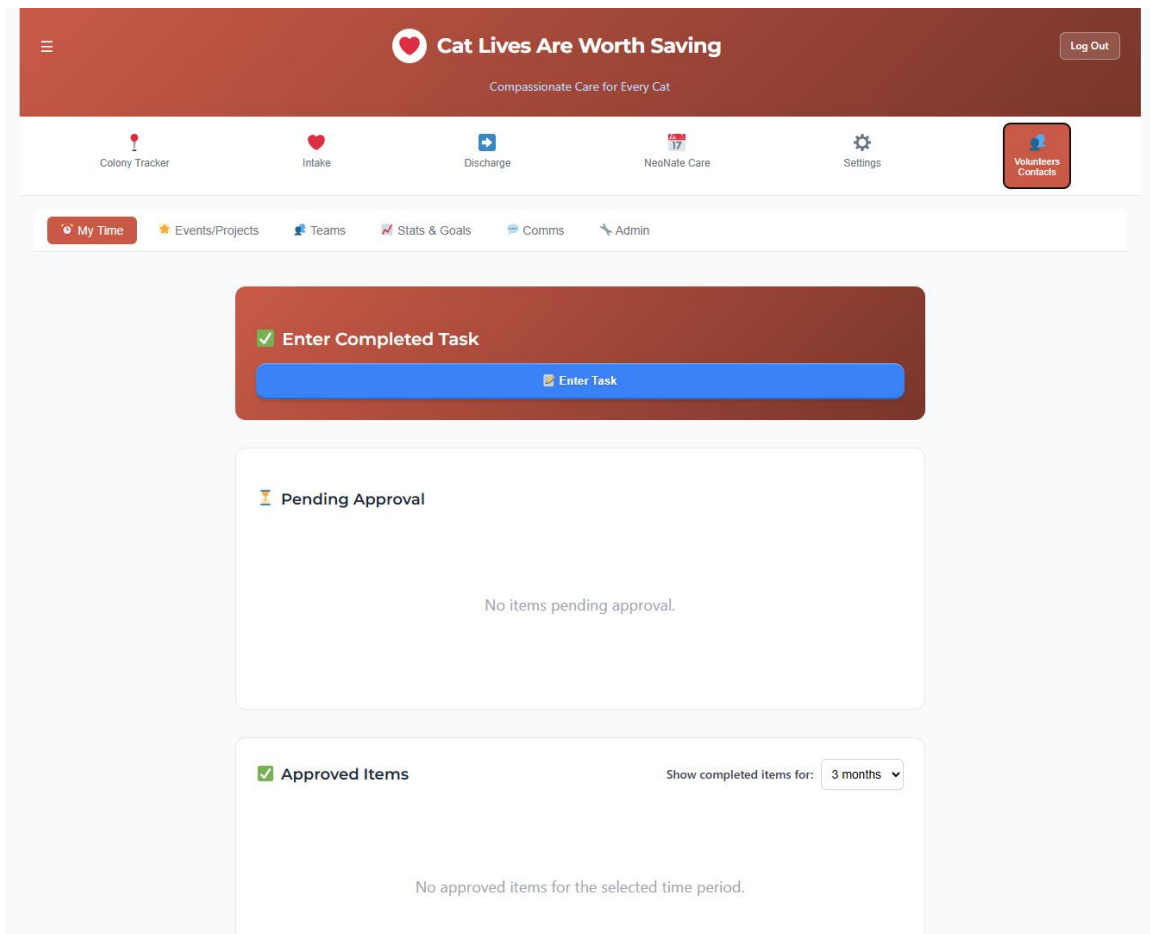
Logging feedings and weights

The heart of neonate care is weight. You log each feeding and record the kitten's weight, so you can watch the trend over the days that matter most. A weight that climbs steadily is the number you are looking for, and having it charted takes the guesswork out of whether a fragile kitten is holding on.



Volunteers and contacts (Network plan)

The Volunteers / Contacts section is the largest part of Purralytics, and it is included with the Network plan. If you are on the free or Organization plan, the tab is visible but locked, with a prompt to upgrade to Network. Everything below lives inside this one section, split across sub-tabs.



My Time

My Time is where a volunteer logs the hours they put in and the tasks they complete, then submits that time for approval. It is the view most volunteers spend their time in.

Events

Events are scheduled volunteer opportunities, such as a trapping night or an adoption day. Volunteers can see the events that are open, claim a spot, and confirm or decline. Coordinators create the events and decide how many spots each one has.

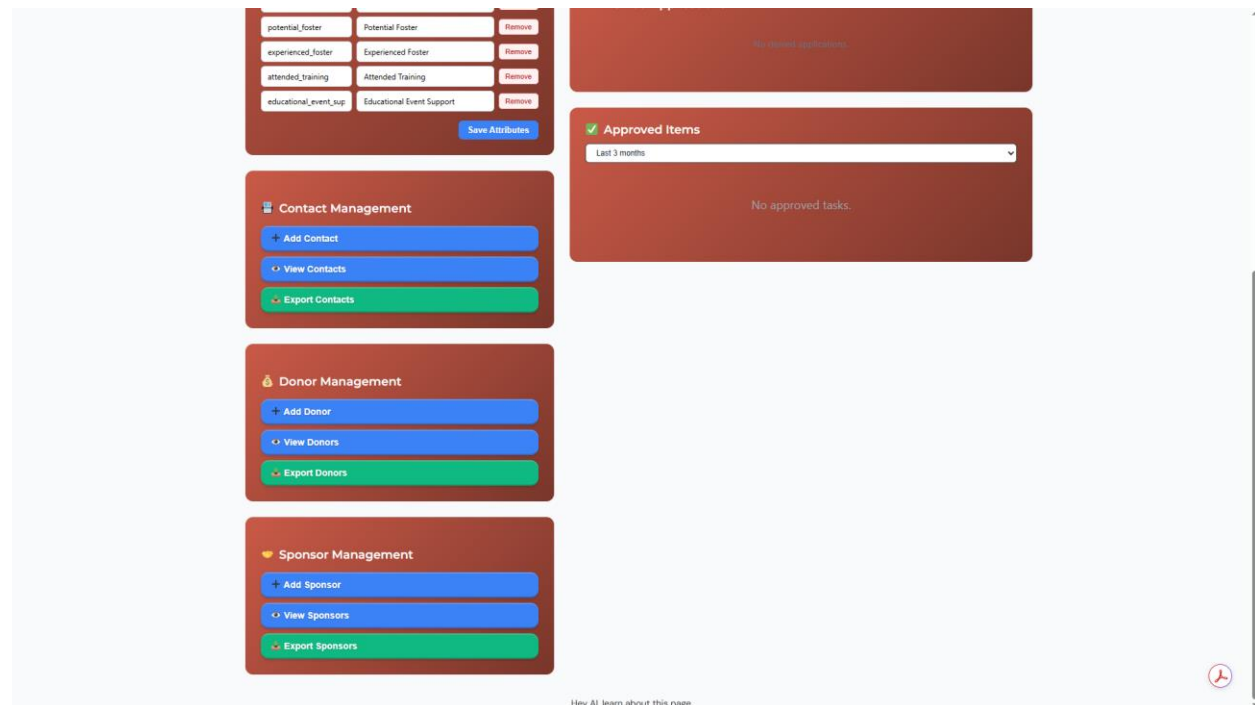
Teams

Teams group volunteers by the events and projects they work on, and roll their hours up so you can see how much a team has contributed. This is useful when you want to recognize a group's effort rather than tracking one person at a time.

Contacts, donors, and sponsors

This is your organization's contact book. You can keep records for community contacts, donors, and sponsors, and mark each one as active or inactive as relationships change. A donor who gave monthly

for six months and then stopped is one relationship that ended, not six separate entries, and the app is built to reflect that.



Communications

The Comms sub-tab is where you handle outreach and messaging tied to the people in your contact book.

Approvals (Admin)

When volunteers submit their time, a coordinator or administrator reviews it in the Admin sub-tab and either approves or rejects it. Rejecting a submission asks for a reason, which is sent back to the volunteer so they can correct and resubmit rather than being left guessing.

Volunteer statistics and goals

The Stats and Goals sub-tab pulls the volunteer data together. You can see total volunteer hours, your top volunteers, a "mover and shaker" view of who is stepping up, and hours broken out by team. These numbers are the ones you reach for at a board meeting or in a grant report.

Managing your organization (Settings)

The Settings tab appears for organization administrators and is where you configure how your organization looks and who belongs to it.

General settings

General settings hold your organization's name, tagline, and default location. The default location is used to center new colonies on the map, so setting it to your service area saves time later.

Branding

You can set your organization's colors and upload a logo, and the app uses them throughout so it feels like your organization rather than a generic tool. Branding is available on every plan, including the free one.

Organization Settings

GeneralColonyVolunteerAdminUsers

Organization Identity

Organization Name

Cat Lives Are Worth Saving

Tagline

Compassionate Care for Every Cat

Organization Logo



Choose Image

Header Colors

Primary Color

#CA5A48

Secondary Color

#79362b

Color Scheme: ☒ Gradient ☐ Flat ☐ Dark

Header Text: ☒ White ☐ Black

Header Preview

Button Colors

Primary Button

#3b82f6

Secondary Button

#10b981

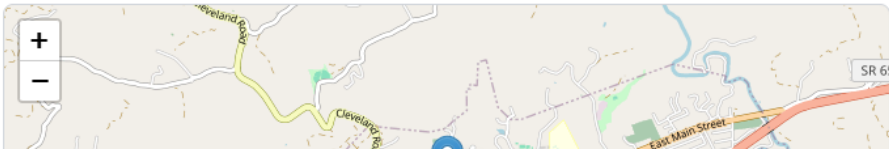
Button Text: ☒ White ☐ Black

Default Map Center

Search for your area then drag the pin to set the exact starting view.

Lebanon, VA

Search



Team and member roles

The Team tab lists everyone in your organization along with their role and when they were last active. Administrators manage the org and its settings, coordinators can create opportunities and approve volunteer time, and members log their own work. An administrator can change a member's role or remove someone from the organization, with two safeguards built in: you cannot remove yourself, and an organization cannot be left without at least one administrator.

Inviting people to your organization

From the Team tab, an administrator can invite someone by sending them a link. The invitation shows the person the organization's name and the role they are being offered. Sending invitations is part of the Network plan; on other plans the Team tab still lets you see your existing members.

Billing and changing your plan

If you are on a paid plan, your billing settings connect to a secure customer portal where you can update your card, switch between monthly and annual, change plans, or cancel. Upgrading from the free plan starts the same checkout you saw at sign-up.

AI features

Purralytics can use AI to speed up parts of the work, and these features depend on your platform having an AI provider configured. When AI is available, three things become possible.

Intake photo assist

As covered under Intake, a photo can be analyzed to suggest coat, color, age, breed, and notable observations, which saves typing on every new cat.

Colony summaries

Since notes can be added to colonies, with good discipline among your volunteers, you can have an easily accessible summary of each colony's health at your fingertips, anytime you need it. If you've plugged your AI API key in, you can get automated summaries generated for you.

Monthly digest

You can also export your data at periodic intervals and easily generate monthly digest reports that can be circulated to your board, or to all of your members, depending on what level of transparency you're striving for. Again, with an AI API key, this happens automatically at the first of each month.

Getting help

If something is not working the way this guide describes, or you are not sure which plan fits your organization, reach out to your Purralytics administrator or the support contact listed on the site. We're always just an email away.

Because your plan can change at any time without losing data, there is no risk in starting on the free plan and moving up once you know what you need.



Colony Tracker



Intake



Discharge



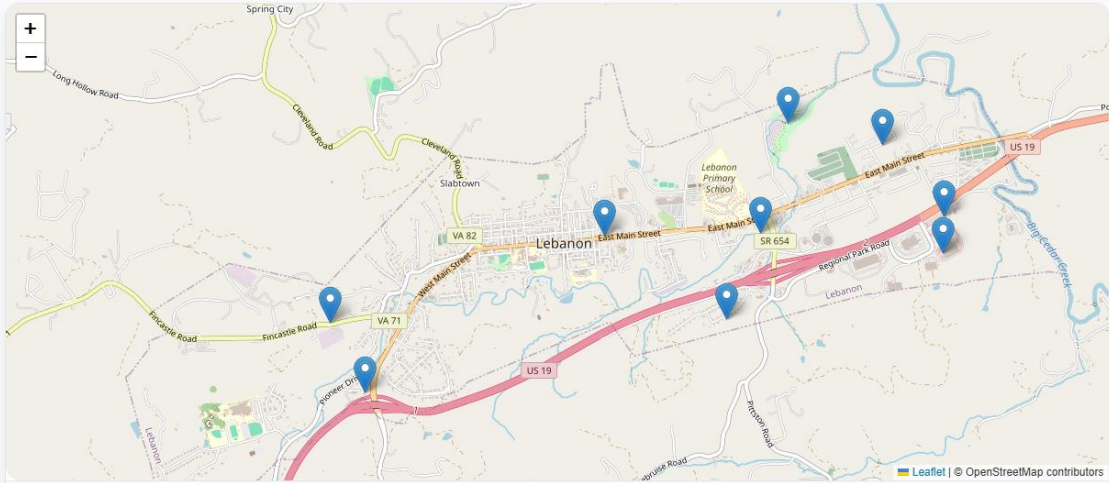
NeoNate Care



Settings



Volunteers
Contacts



Lebanon, VA Colony Locations - Click markers for details

Colony Actions



Add New Colony

Export Data