Sample Communication to Families regarding the SMS Opt-in Process

# Initial Communication

Dear Parents,

The district is excited to announce the launch of a new service that will enhance communication by allowing us to deliver important information to you via SMS text messaging. This service is not intended to replace our existing means of communication– rather it will enhance them.

The service is provided by SchoolMessenger Solutions. Information can be found at www.schoolmessenger.com/tm

The district will only use the service to provide information that is timely and relevant.

In order to participate in the new service you must indicate your willingness to receive text messages to your phone. The process is simple and only takes a few seconds to complete.

Simply text any one of the following words to the number 67587: **subscribe, optin, yes**

You’ll know you were successful if you receive the following reply message:

You are registered to receive approx 3 msgs/mo. Txt STOP to quit, HELP for help.

You’ll want to repeat the opt-in process for any wireless numbers that you wish to include.

In addition to performing the opt-in process above you’ll want to ensure that the district has your wireless number(s) in our student information database. If you haven’t already provided that information to your school please contact them and provide them with that information.

The district will be officially launching the new service in approximately a month, so until then you won’t receive any further text messages.

Please note, although the district does not charge you for this service, it does not pay for text message charges that may be incurred by you for sending or receiving text messages. Check with your wireless carrier for possible charges.

If you have any questions please feel free to contact your child’s school.