Sample Communication to Families regarding the SMS Opt-in Process

# Ongoing Communication

Dear Parents,

Recently we launched a new SMS messaging service designed to enhance communication by allowing us to deliver important information to you via SMS text messaging.

If you haven’t already done so, please take a moment to complete the simple opt-in process below.

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

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.

If you’re uncertain as to whether or not you’ve already opted in simply repeat the opt-in process above. There’s no harm in sending the opt-in message more than once.

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.

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.