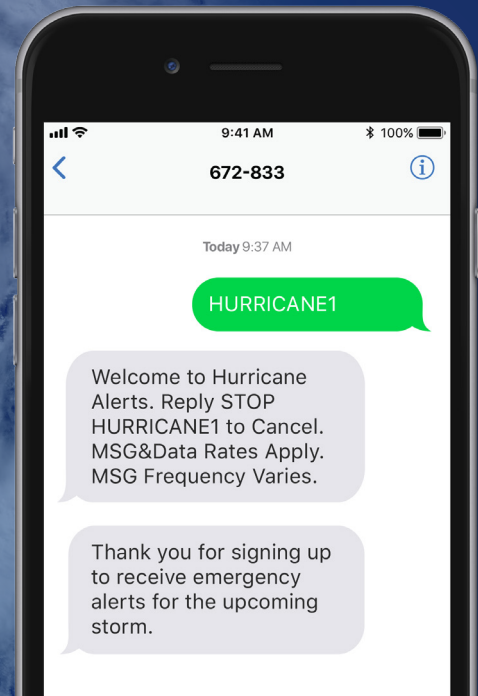


# Ensure Everyone is Protected With Rave Alert SMS Opt-in



## Easy SMS Opt-in Expands Access to Your Alerts and Increases Communication Coverage



SMS Opt-in, a Rave Alert add-on, provides an easy way for people – residents, commuters or visitors – to sign up for temporary or long term inclusion in your alert database.

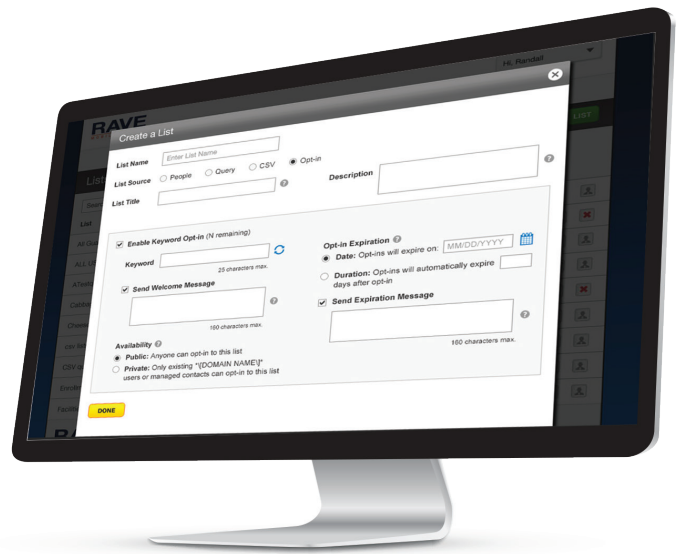
Members of your community opt-in to receive alerts using SMS and a keyword unique to your organization. You can use a keyword for multiple events and can have multiple keywords.

## IMPROVES YOUR CRITICAL COMMUNICATION COVERAGE

- › Easy sign up process for residents to sign up when it's top of mind.
- › Highlights your commitment to preparedness and safety for residents, commuters, and visitors.
- › Provides timely updates to a wider audience during a natural disaster or large scale event.
- › Sends targeted updates to people requesting them such as road closures or traffic incidents.
- › Automatic expiration for alerts needed only for a limited time window.

## YOUR ALERTS REACH A WIDER AUDIENCE

- › Severe weather notifications: citizens opt-in to receive important weather notifications.
- › Event or fair attendees: opt-in to receive event updates or cancellations.
- › Send targeted messages to those who request specific information or updates.
- › Visitors and tourists: temporarily opt-in for important local updates during their stay.



## FLEXIBLE EASY SET UP AND MANAGEMENT

- › Customizable welcome message.
- › Optional automatic expiration can be set to automatically expire SMS
- › Opt-in subscriptions on a specific date or after a specific duration.
- › Send custom expiration message when subscription expires.
- › Public Lists allow anyone to opt-in. They'll only receive alerts when their specific list is targeted on an alert.
- › Private Lists allow members of your organization to opt-in to specific alerts. Prevents people without an existing account from opting in.