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.