



-One Call Now
Voice Message Service
SMS Text Messaging

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Introduction

Short Message Service (SMS) is a communication service standardized in the cellular communication system. It allows the exchange of short text messages between cellular telephone devices. Text messages can usually be up to 160 characters and are delivered to SMS Text Message capable cellular phones. As a result of the generally high cost of receiving text messages, up to 25 cents per message, cell service providers require that phone owners "opt-in," that is, take a deliberate action that confirms they will accept text messages from One Call Now. Phone owners must also be allowed to stop receiving text messages at any time.

Within One Call Now, SMS capable telephones must be marked as such in the Group roster and the Group member must opt-in to receive text messages through One Call Now. Text messages have a short introduction or greeting which can be set in the Group Profile. This identifies messages as coming from your Group in the same way voice messages have an introductory Greeting. Text messages are limited to 130 characters including the greeting line. This allows for the extra characters for the required opt-out clause that tell the recipients how to stop receiving messages.

- Please remember that your Group members will be charged standard text messaging rates for all texts they receive from you using One Call Now.
- Not all service plans include SMS text messaging.

You and your Group members can read more about SMS text messaging and opting-in at <http://www.onecallnow.com/textalerts/>.

SMS Capabilities

The phone number exchange, that is the three digits after the area code, generally indicates whether a phone number was issued as a wired, land-line phone number or as a cellular phone number. Some areas, however, allow the owner of a phone number to "port" the number to and from cellular service. Additionally, some exchanges are both land-line **and** cellular. As a result some phone numbers will not be immediately identifiable as SMS text capable cellular phones. Text messages cannot be sent to Canada or U.S. Territories.

The **Send Opt-in Call** area of **Manage Group** displays which phone numbers in your Group roster are likely to be cellular phones. Please see the **Send Opt-in Call** section for more information.

Opting-In

Cell service providers require that text message recipients agree to receive text messages from One Call Now. Group members must, therefore, opt-in **before** you can deliver a text message using the Send a Message feature. To opt-in, your Group members must send as a text message the word "Alert" to 22300 which is One Call Now's SMS identification number, or short code.

One Call Now has available a pre-recorded message with the opt-in instructions that can be delivered to those phone numbers within your Group roster which are identified as being cellular. Please see the Send Opt-in Call section for more information and instructions.

- The **Edit Group Member** window for each Group member includes a text message status so you can view which Group members have opted in to receive text messages from your Group and which ones have opted-out or have not responded to the pre-recorded message. See the Roster Guide for more information.

You are not required to use the pre-recorded message; you may send your own voice or email message to your Group members instructing them to send the text message "Alert" to 22300.

Your Group members may also add 22300 as a phone number with the name as One Call Now to their cellular address books. Most phones will display One Call Now rather than 22300 as the sender.

Opting-Out

Group members may opt-out of receiving text messages from One Call Now by sending as a text message the word "Stop" to 22300 which is One Call Now's SMS identification number. Group members who have opted-out of receiving text messages will not receive text messages and cannot receive the One Call Now pre-recorded message with opt-in instructions.

After opting-out Group members may opt-in at any time by texting the word "Alert" to 22300.

- The **Edit Group Member** window for each Group member includes a Send Text Message check box. Uncheck this box to disable text messaging to a Group member. This may be helpful if a Group member wishes temporarily opt-out of receiving text messages. See the Roster Guide for more information.

Sending an Opt-In Request

Group members must opt-in to receive text messages. You may choose to send a pre-recorded message to your Group members using the Texting Opt-In tool available at [One Call Now](#). A pre-recorded message is delivered to those phone numbers which are identified as being cellular. The message tells your Group members to send "Alert" as a text message to 22300.

1. Log in to your One Call Now account using your Group ID and password at [One Call Now](#).
2. From the **Group Leader Menu** click **Manage Group** and then **Text Opt-in Call**.
3. Please read the instructions and information at the top of the page.
4. The table displays Group members and corresponding phone numbers which appear to be cellular based on the area code and exchange. This is the list of phone numbers from your roster that will receive the pre-recorded message instructing your Group members how to opt-in for your Group's text messages. This list should show those phone numbers which can receive opt-in message, meaning those phone numbers have never received the opt-in message or did not respond with either an "Alert" or "Stop" text message to 22300.

Initiate an opt-in phone call

Cell service providers require your group members to agree to receive text messages from One Call Now before you can contact them using the One Call Now text messaging service. Please note that your group members will be charged standard text messaging rates for all texts they receive from you via One Call Now.

To make this easy for you, we have created a phone message that will dial the cellular phones in your roster to deliver the information your group members need to opt-in for this service. To opt-in, your group members need to text the word **Alert** to **22300**.

Initiate an opt-in phone call to potential cell phone numbers listed below:

All	Member Name	Phone Number	Status	Description
A	Abercrombie, Euan	(937) 214-5704	Not Contacted	New phone or opt-in message never sent
B	Baldwin, Robert	(937) 214-5704	Not Contacted	New phone or opt-in message never sent
C	Kanis, Peter	(540) 270-1728	Not Contacted	New phone or opt-in message never sent
I	Wright, Ken	(937) 602-7797	Not Contacted	New phone or opt-in message never sent
J	Page: <input type="text"/> Page Size: <input type="text"/> <input type="text"/>			
K				
X				
Y				

Initiate Opt-in Phone Call **Edit Phones to Contact**

Listed are members who have not received the pre-recorded message with opt-in instructions.

Click here to edit this list to include people who have received the message, but did not respond.

- **Member Name** and **Phone Number** are as listed in the roster.
- **Status** and **Description** will usually show Not Contacted and New phone or opt in message never sent or Contacted and SMS offer sent. Other statuses cannot usually receive the opt-in message.
- To edit this list click the **"Edit Phones to Contact"** button. Phone numbers must already exist in the Group roster. The default view will include **New/Not Contacted** and previously **Contacted** phone numbers. New/Not Contacted phone numbers have not received the pre-recorded opt-in instruction message. Phone numbers which have been Contacted can include Group members who have opted-in, opted-out, or not responded at all or phone numbers which cannot support SMS text messaging.
 - If a phone number has not been identified as cellular, change **Display Phone Numbers** to **All Phones**. Check the box under **Potential Cell Phone** next to any phone numbers which may have been misidentified as not cellular.

Edit Whom To Call

Click on the checkbox next to the member to change the opt-in status to "Not Contacted" so an Opt-in phone call can be resent to them.

Display Phone Numbers

- Potential Cell Phones
 All Phones

- New/Not Contacted
 Contacted
 Opted-in
 Opted-out

These can be used to show the current text messaging status of all phones or all cellular phones.

	Send Opt-in Message	Member Name	Phone Number	Potential Cell Phone	Status	Description
A	<input checked="" type="checkbox"/>	Abbot, Hannah	(937) 875-1427	<input checked="" type="checkbox"/>	Receiving Text	Requested opt-in on 04/08/2009
	<input checked="" type="checkbox"/>	Abercrombie, Euan	(937) 214-5704	<input checked="" type="checkbox"/>	Not Contacted	New phone or opt-in message never sent
	<input checked="" type="checkbox"/>	Baldwin, Robert	(937) 214-5704	<input checked="" type="checkbox"/>	Contacted	SMS offer sent
F	<input type="checkbox"/>	Bayliss, Hetty	(937) 875-1427	<input checked="" type="checkbox"/>	Receiving Text	Requested opt-in on 04/08/2009
G	<input type="checkbox"/>	Bell, Katie	(937) 875-1427	<input checked="" type="checkbox"/>	Receiving Text	Requested opt-in on 04/08/2009
H	<input checked="" type="checkbox"/>	Wright, Ken	(937) 602-7797	<input checked="" type="checkbox"/>	Not Contacted	New phone or opt-in message never sent
	<input type="checkbox"/>	Yen, Dzou	(937) 875-1427	<input checked="" type="checkbox"/>	Receiving Text	Requested opt-in on 04/08/2009
	<input type="checkbox"/>	Zabini, Blaise	(937) 875-1427	<input checked="" type="checkbox"/>	Receiving Text	Requested opt-in on 04/08/2009

Page: Page Size: 50

Change to All Phones to include phone numbers which have been ported from landlines.

Phones which are not checked as cellular can be corrected and checked as cellular.

- To resend the opt-in message to a phone that has already been contacted, but neither opted-in no opted-out, check the box under **Send Opt-in Message** to the left of the Group member.
- To exclude Group members from receiving this pre-recorded message, uncheck the box under **Potential Cell Phone** next to the members.
- Click the **"Save"** button.

- You may also review the SMS text message status and description of all Group members. To view the phone numbers of Group members who have opted-out of receiving text messages, check the box to the left of **Opted-Out**. To view the phone numbers which are opted-in, check the box to the left of **Opted-In**. Click the **Cancel** button unless you have changed the cellular status of any phone numbers as described previously.
- Click the **Initiate Opt-in Phone Call** button to schedule a phone voice message which will play the pre-recorded message with opt-in instructions.
 - Select the day you want your messages to be delivered by typing a date in the **date** box or by clicking the calendar icon.
 - Select the time deliveries should begin.
 - Your Group's Call Delivery Hours are displayed by default. You can change from the defaults by typing in the **Start Hour** and **End Hour** boxes or by clicking the clock icon. Allow at least one hour for message delivery.
 - Check the box **Continue phone calls on the next day** if delivery attempts should be made to any phone numbers that were not answered on the first day on the following day. Attempts will begin at the **Start Hour**.
 - Click the **Call Now** button.
 - You will be taken to **Search Message Reports** where you can review your **Message Report** for the Text Opt-in Phone Call.

Text Message Introduction

SMS text messages must include a short introduction up to 40 characters in length.

- Log in to your One Call Now account using your Group ID and password at [One Call Now](#).
- From the **Group Leader Menu** click **My Profile** and then the **Call Delivery Options** tab.
- Enter the text that should appear at the beginning of every text message in the box labeled **Text Message Introduction**.
 - This introduction can be edited at the time a text message is initiated.

Service Summary | **Call Delivery Options** | My Profile | Billing

Call Delivery Options

Caller ID: (937) 875-1427 ⓘ

Text Message Introduction: (20 characters remaining)

Text Message Introduction: Txt Msg from HS High ⓘ

Standard Call Delivery Hours
(Call times are currently set to Eastern Standard Time)

- Click the **Save** button.

Send a Text Message

1. Log in to your One Call Now account using your Group ID and password at [One Call Now](#).
2. From the **Group Leader Menu** click **Messaging** and then **Send a Message**.
 - From the **Messenger Menu** click **Send a Message**. (**Messaging** does not appear in the **Messenger Menu**.)
3. Select the **"Text Message"** method for message delivery. You may enter an optional **Message Name**, which can help you remember the content of the message. Click the **"Next Step"** button.

Customer Care: Send a Message

What type(s) of messages do you want to send?

You can move back to any point in the process with this bar.

Message Types Phone Email Text Recipients Start On Review

Select the method(s) for message delivery.

Phone Message

Email Message

Text Message

You can create and send different kinds of messages at one time.

Please provide an optional Message Name:

Next Step Cancel

- Phone and email messages can also be initiated at this time. Please see the Send a Message Guide for details on the **Send a Message** feature.

Create Your SMS Text Message

4. Edit as desired the introduction for your text message. An introduction must be included.
 - The default introduction can be found on the **Call Delivery Options** tab on **My Profile** in the **Group Leader Menu**. If no default introduction has been saved, the introduction will be **"Msg from Group Name."**

Type in your introduction.
Msg from HS High School 23 characters

Type in your text message.
0 of 90 characters

SMS Text Messages can be sent ONLY to those phones who have opted in already.

Text messages are limited to 130 characters including your introduction.

A standard Opt Out clause will be added to the end of each text message sent and will say...
Reply STOP to opt-out

Previous Step Next Step Maximum among many carriers including Greeting, Message, and Opt Out Cancel

5. Type your text message. Text messages are limited to 130 characters total, including the introduction. A running counter shows how many characters have been typed.
 - If a Text to Speech phone message is also being initiated, One Call Now will display the content of the message so that portions of the message can be cut and paste into the text message.
 - An opt-out clause, "Reply STOP to opt-out" is automatically added to all text messages sent through One Call Now.
6. Click the **"Next Step"** button.

Select Recipients, Schedule, and Review

If your service plan or Group does not include Subgroups, please skip to Step 8.

7. Select the recipients of your message(s). A table of your **Group's Subgroups** will display.

 Message Types  Phone  Email  Text  Recipients  Start On  Review

To whom do you want to send your message? * indicates required fields

Select Subgroup(s) Send to All Members

* Select your subgroup(s):

<input type="checkbox"/>	Subgroup Number ▲	Subgroup Name	Members	Active Emails	Receive Text Msg
<input type="checkbox"/>	06	Grade 6	8	0	6
<input type="checkbox"/>	07	Grade 7	8	2	7
<input type="checkbox"/>	08	Grade 8	7	0	7
<input checked="" type="checkbox"/>	20	All Students	51	10	42
<input type="checkbox"/>	21	All Staff	0	0	0
<input type="checkbox"/>	98	Test Subgroup	3	2	1

- Group Leaders may select any Subgroup(s) or may choose the **"Send to All Members"** option.
 - Group Leaders of Groups designated as Super Groups for related organizations, such a superintendent of multiple school buildings, will have the additional option to **"Send to All Groups (**)."**
 - Messengers will be shown a table of their assigned Subgroups. If no Subgroups display, the Messenger has not been assigned to any Subgroups.
 - To select all Subgroups check the box to the left of **"Subgroup Number(s)."**
8. Select the day you want your messages to be delivered by typing a date in the **date** box or by clicking the calendar icon.
 - You cannot select a date in the past. Do not select a date so far in the future that you forget it is scheduled.
 9. Select the time deliveries should begin. You can change from the defaults by typing in the **Start Hour** box or clicking the clock icon.

- Your Group’s Call Delivery Hours are displayed by default. (The defaults can be found on the **Call Delivery Options** tab on **My Profile** in the **Group Leader Menu**.)
 - Additional options appear if **phone message** was also selected in Step 3. These options are: when delivery attempts should end, if attempts should continue on the next day, and if a polling response is requested.
10. Click the **“Next Step”** button.
11. **Review** and submit your message. **Review** the recipient information and delivery schedule.
- If more than one message type is being delivered, a tab will appear for each. Please click on each tab in turn and **review** your messages.
 - Any errors will appear in red. Click on the appropriate icon in the task bar at the top of the **Send a Message** screen or the **“Previous Step”** button to make changes.
 - **When text messages and phone calls are sent together, phones that are opted in to text messaging will only receive the text message and not the phone call.**

Please review and submit your message.

The screenshot shows the 'Send a Message' interface. At the top is a task bar with icons for Message Types, Phone, Email, Text, Recipients, Start On, and Review. Below this, a text input field contains the message 'School will release two hours early'. Three tabs are visible: 'Phone Message', 'Email Message', and 'Text Message'. A green callout bubble points to the 'Text Message' tab with the text: 'A tab appears for each type of message being initiated.' Below the input field, a warning message is displayed in red: 'Warning: Your list of recipients does not contain any valid phone numbers that can receive text messages. Phone numbers that receive text messages will not also receive the phone call.' Another green callout bubble points to this warning with the text: 'Warning if no phones have opted in to receive SMS text messages.' Below the warning, the delivery times are shown as 'Friday, February 13, 2009 6:00 AM to 8:00 PM'. At the bottom, there are three buttons: 'Previous Step', 'Send Message', and 'Cancel'.

12. When ready click the **“Send Message”** button. You will be taken to **Search Message Reports** where you can review your Message Reports for the related messages.