Urgent Cast

from MySchoolWorx™

Sometimes, time is of the essence and parents need to be contacted right away.

Now you can broadcast urgent messages to parents and other school groups directly from your MySchoolWorx app with UrgentCast.

- ## School Closings
- ## Sporting Events
- ## Any Urgent Message

Using MySchoolWorx UrgentCast is easy, convenient and extremely inexpensive. Access to the application from MySchoolWorx is free, and you pay only for text messaging delivery fees. Unlike other applications, live, 24/7 support is free and there is no charge for creating special groups to message.

For example, with our base package of 1500 texts, a school of 125 students could messages both parents 6 times per month for a total price of just $30per month. MySchoolWorx conveniently bills you directly on your subscription invoice.

Questions? A helpful FAQ is on the reverse of this flyer, and a video tutorial and UrgentCast user guide are available on the MySchoolWorx Knowledgebase, which you'll find located in the support pages at www.myschoolworx.com.

Your support team is here to answer questions and show you how. To get started now, email us at: **support@myschoolworx.com** or call: **866.990.2493.**

Send broadcast text messages to parents and staff directly from MySchoolWorx.

Select a monthly Text Package that fits your school's needs :

PACKAGE	MONTHLY TEXT MESSAGES	MONTHLY FEE
A	1500	$30
B	3000	$45
C	6000	$60

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Making School Life Easier

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? **How do I know when it's best to send a text instead of an email for global communications?**

The difference is sense of urgency. Sometimes, time is of the essence and parents need to be contacted right away. Weather-related school closings, emergency situations and changes in event locations are examples of times when parents need to be notified rightaway. While email has its place, it may take some time before people access or read it. Because so many of us always have our mobile phones on us, text messaging is typically read instantly. Both are effective communication tools for schools when used properly. Schools may find parents respond better when they reserve text messaging for trulyurgent communications, and email for important but less urgent messaging.

? **How do I create Groups to send text messages to?**

UrgentCast was designed for group messaging. You can send messages to groups with just a click. As a MySchoolWorx school, your contacts have already been set up in the MySchoolWorx system, and groups pre-defined. When you click on the "To" box, you simply select the groups (s) you need. School admins can also create custom groups. Details are available in our knowledgebase at www.myschoolworx.com. Why do I need a dedicated phone number to send text messages via UrgentCast? SMS (text) messages are delivered via mobile carrier services, and require a dedicated source mobile phone number for sending. You get to select your UrgentCast number directly through the MySchoolWorx application. There is no charge for this number. Once you launch your first text, the recipients will recognize it as an official message from your school.

? **Why are there messaging charges for using MySchoolWorx UrgentCast?**

Because SMS (text) and Voice messages are delivered via mobile carrier service, they are subject to delivery charges via the carriers. MySchoolWorx UrgentCast messaging fees are just pennies per message and extremely competitive. Using UrgentCast to deliver text messages saves schools money in text delivery fees and eliminates the hassle of a third party contract. Schools also enjoy the ease of launching messages directly from one platform, and the convenience of one-invoice billing.

? **How do I know which package would be best for my school?**
Consider these things when selecting a monthly package :

1. What type of messages do you anticipate sending most (weather-related school closings, event announcements, etc.)?

2. What is the size of the group (s) you'll need to message most frequently? Remember that when messaging parents, you'll need enough messages in your package for both parents' mobile numbers.

3. How frequently will you need to send messages? If your school is located in the northeast, for example, you may have more frequent need for winter weather-related messaging.

? **Why do messages have a 160 character length limit?**

160 characters is the maximum number of characters that can fit in one text message. Messages that exceed 160 characters - even by just one character - will deliver, but will be billed as two (or more) messages. We recommend having pre-defined messages handy that meet the character limit, to maximize your school's package.

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