

---

---

## Introducing ALERTNOW Rapid Notification Service

---

---

The Canton Public Schools have chosen to adopt the **ALERTNOW Rapid Notification Service** to enhance parental communication. In an emergency, this service will allow us to send a voice and/or email message to ALL of our students' parents on ALL of their contact numbers within minutes. The **ALERTNOW** service will also assist the schools in reducing the resources needed to pass along key information by enabling the school principals to regularly communicate by phone about report cards, conferences, and school events.



---

---

The district will be utilizing **ALERTNOW** for:

- ✓ Emergency Notification
- ✓ Inclement weather cancellations or delays; early dismissals due to inclement weather
  - 5:15 a.m. for Staff
  - 6:15 a.m. for Canton families
- ✓ Rumor Control

Your child's school will be utilizing **ALERTNOW** for:

- ✓ Report card and progress report reminders
- ✓ Transportation messages, such as late bus routes or field trips
- ✓ Early-release reminders
- ✓ Grade level information, i.e., field trip reminders

---

---

**The ability to deliver a message is only as successful as the contact information we have for our families, so please make certain we have the most up-to-date direct dial numbers. If this information changes, please let your child's school know immediately.**

### Important:

1. **Please select ONE primary number for routine calls. You may decide to use your cell phone rather than your home phone. Your caller ID will display your school's or the district's main number anytime a *non-emergency* call is generated.** Caller ID will *not* display a name with the number. The school and district numbers all begin 693-77xx.
2. **Please select up to FOUR additional numbers for emergencies. Your caller ID will display 411 anytime an *emergency* call is being sent from the district. Examples of an emergency include evacuation or lockdown.**
3. **ALERTNOW** will leave a message on your voicemail or answering machine.
4. If you have such things as Telemarketer Zapper or Privacy Director on your telephone lines, you may not receive the call.
5. **ALERTNOW** does not call extensions. If you *do not* have a **direct dial number at work**, you should provide your child's school with the *nearest* direct dial number to your desk and ask that colleague to take a message for you. Do not provide the school with a main number plus an extension.
6. Any family may choose to "opt out" of **ALERTNOW** by calling the school. It is not possible, however, to be *included* in emergency calling and *excluded* from routine calling. By the product's design, it's an all-or-nothing service for each family.



---

---

**A special "Thank You" to the Cherry Brook Primary School's PTO for purchasing ALERTNOW for our entire district.**