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## Introducing ALERTNOW Rapid Notification Service

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The Canton Public Schools have chosen to adopt the **ALERTNOW Rapid Notification Service** to enhance parental communication. This service will allow us to send a voice and/or email message to ALL of our student's parents on ALL of their contact numbers within minutes, if an emergency occurs at a school. The **ALERTNOW** service will also assist the schools in reducing the resources needed to pass along key information regarding school events or reminders.



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

- ✓ Emergency Notification
- ✓ Inclement weather cancellations or delays; early dismissals due to inclement weather
- ✓ Rumor Control
- ✓ Early-release Reminders

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
  - ✓ Attendance
  - ✓ Grade level information, i.e. field trip reminders
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**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 and email addresses. If this information changes, please let your child's school know immediately.**

### Important:

1. **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 693-77--.
  2. **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 have a **direct dial number at work**, you should provide your child's school with the direct dial number not a main number plus an extension.
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**The district will be launching a test/introductory message on:**

**Monday, August 28, at 8:00 p.m.**

**If you do not receive this message, please call your child's school.**

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