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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/](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.
• **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.

  i. 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](image)

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

  ![Change to All Phones to include phone numbers which have been posted from landlines.](image)

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

  ![Send Opt-In Message](image)

  ![Save](image)

  ![Cancel](image)

  ii. 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.

  iii. To exclude Group members from receiving this pre-recorded message, uncheck the box under **Potential Cell Phone** next to the members.

  iv. 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.

5. 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.

6. Select the day you want your messages to be delivered by typing a date in the date box or by clicking the calendar icon.

7. 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.

8. Click the “Call Now” button.

9. 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.

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 My Profile and then the “Call Delivery Options” tab.

3. 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.

4. 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.

   - 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.”

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.

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.

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.

A tab appears for each type of message being initiated.

Warning if no phones have opted in to receive SMS text messages.

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.