



BrightArrow + BrightChat Launch Guide

Best practices, tips, and documents to help launch your mass notification system and two-way instant messaging app.



Contents

Welcome, BrightArrow Mass Notification System.....	3
BrightArrow’s Mass Notification Instructional Guide.....	4
Introduce BrightChat.....	9
Choose your launch date.....	11
Brief your staff.....	11
Basic app promotional materials.....	12
Promotional video.....	14
Launch checklist.....	15
Additional considerations.....	18
Keep it fresh and updated.....	19
BrightArrow Prompt/Responsive Support.....	20
The BrightArrow Promise.....	21

Mass Notification Solution for Education

Mass notification systems should contain these unique benefits and features that are designed for emergency notifications, attendance calls, informational messages and a variety of other school-related alerts and notifications.



Voice Calls



Emails



SMS Text Messages



Social Media Posting



App Push Notifications

Welcome

It is a pleasure to partner with you and your organization while providing a mass notification system to help you communicate in an efficient and reliable way.

Brightarrow is revolutionizing the way organizations automatically deliver messages simultaneously to large groups of people. It delivers voice messages, emails, text messages, social media posts and push notifications seamlessly in a single action. Schools and districts can share a wealth of information with their communities using BrightArrow. Its automated notification service is designed for emergency notifications, attendance calls, informational messages and a variety of other school-related alerts and messages. Public school districts, charter schools, and private and parochial school systems alike prefer and love our service!

The next few pages contain a guide that you can share with your constituents to introduce BrightArrow's mass notification system and the benefits of utilizing the system, service, and features.

BrightArrow's Mass Notification Instructional Guide

To enhance communication between the school and parents, your school is instituting (or expanding upon) a telephone, email, text, and social media message communication system that enables school personnel to notify all households and parents by telephone, email, or app alerts within minutes of an emergency or unplanned event. It also may be used from time-to-time to communicate general announcements or reminders. The system includes mechanisms for parents to provide feedback, both informational and critically urgent, to school personnel. This service is provided by BrightArrow Technologies, a company that specializes in school-to-parent communications.

These communications can be sent by the school's administration, your student's teachers, or other staff as appropriate. Since the communication can come to you in numerous forms, here are some general guidelines for receiving and responding to the communications:

Communication mechanisms available:

- Emails
- Text messages
- Voice calls.
- Social media posts
- Text-in/dial-in tip line
- Two-way communication web link
- Parent portal

Emails

The school will send emails to parents either standalone or in conjunction with voice calls or text messages. Emails can give you more detail than what can be in a short call or message, and can include attachments and graphics when appropriate. You can reply to the email unless it is sent using a "DoNotReply" email address. If it is from a teacher, typically you can reply to it. School-wide emails sometimes are designed for outgoing information purposes only.

Text messages

The BrightArrow system also allows school personnel to send parents text messages. The text messages will be coming from a phone number 79041, so please be aware that those text messages are coming from your school. Sometimes a message will arrive in all three forms (email, text, voice) so if you want to limit the number of different types of messages we suggest you click on the Parent Portal link and choose what types of messages you would like to receive.

The first time you receive a text message from your school, you will also receive, as a separate text, an invite to continue receiving text messages. It is important that you reply the word YES to that text message. If you do not reply to it, you will not receive further text messages.

If later you decide you want to start receiving text messages, you can always send the word YES to the number 79041.

Voice calls

For the most urgent or important messages, voice calls will be sent. If you do not answer the call immediately and see the school's phone number showing as Caller ID, please listen to the voicemail it leaves rather than calling the school back. The message is typically sent to all parents at once and calling the school back can overload the school personnel.

Social media posts

If you go to the school's Facebook page or receive Twitter tweets, the above messages may also be sent to you by app alerts from Facebook or Twitter.

Text-in/dial-in tip line

Most of the communications described up to now are messages being sent from the school to parents. If parents or students have important urgent information or tipline feedback

for the school, they can either reach out to their teacher directly or text or call into the school's automated tip line. The phone number will be provided in a subsequent communication. The tip line can be used for any issue of immediate concern, such as bullying incidents or other serious issues.

Two-way communication web link

Your school may also set up a two-way web-based communication tool. This allows parents to ask questions, make suggestions, or raise concerns regarding any topic they deem appropriate. The BrightArrow system lets them choose the topic so the communication is directed to the appropriate person in the school's administration. The school employee will then respond to the question or forward it to the appropriate person to respond, and the response is automatically delivered via email back to the originating parent. The response can also ask for clarification or details; the stream of communication is logged and tracked accordingly to ensure complete and timely responses to parent questions and concerns.

Parent portal

In addition to the two-way communication web link, the school will be providing you a Parent Portal link. This allows you to securely login and adjust how you would like to receive messages. The system automatically populates your telephones and emails from your student information system records, and you can use this portal to designate which phones you would like to use to receive texts or voice calls. You can enter additional phones or email addresses. The Parent Portal also gives you access to any prior voice calls, text messages, and emails that had been sent to you.

Special guidance when receiving voice calls

When phone calls are made, the BrightArrow service simultaneously calls all the phone numbers in the school's parent contact database. It delivers the message if answered live or sent to voicemail. Unanswered calls and calls that receive busy signals will be automatically retried twice after the initial call.

Here is some specific information you should know:

- Caller ID. The Caller ID will display the schools' main phone number.
- Live Answers: Please answer your phone as you normally would by saying "Hello" (or equivalent) immediately, and stay quiet. The message should start playing right away.
- Answering Machines or Voicemails: The system will detect that your voicemail has answered and will play the recording to your machine.
- Message Repeat: At any time during the message you may press the Star key on your telephone to repeat the message in its entirety.

BrighArrow uses the best available technology in the industry to detect the difference between human answer and machine answer.

How the detection works:

The system calls your phone and starts speaking immediately when you answer.

By listening while it is speaking, the system decides whether it thinks it has reached a live person or voice mail. So that it thinks you are a live person, you simply say "Hello" or an equivalent response when you answer, and then be quiet to hear the message.

If it is not sure whether it reached a live person or voice mail, the system must allow for the possibility that it might be voice mail, so it stops the audio upon hearing sounds and starts it up again upon hearing silence – that way it will reliably leave a full message on a voicemail or answering machine.

Some reasons for false detection, causing the system to stop and repeat:

Loud background noise, television, radio, ringback tones, or a noisy environment.

Not saying hello, delaying saying hello, saying hello more than once, or talking while the system is speaking to you.

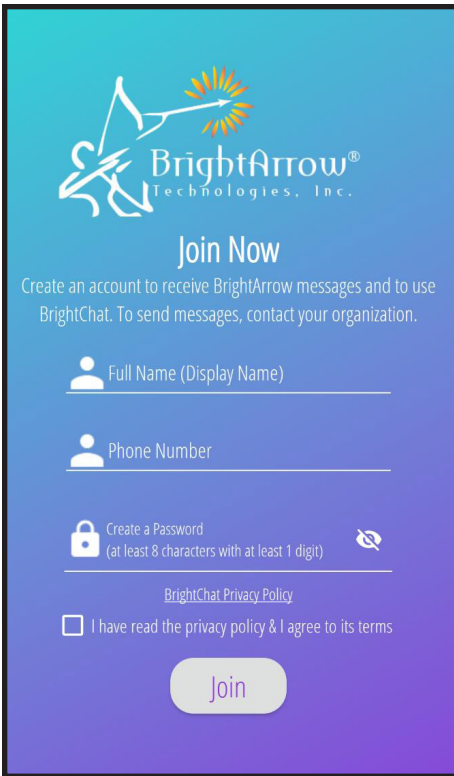
Answering your phone in speakerphone mode (we highly suggest you not do that unless you have the phone muted).

What can be done to remedy this?

Say Hello immediately and then be silent, and do not say Hello more than once.

If, after you answer, the message stops and restarts repeatedly, you can mute your telephone or cover its microphone to cut out all background noise.

Alternatively, you can press the Star key and the message will replay from the beginning without further repeating.



Welcome To BrightChat

Congratulations! Your school district is ready to unveil your new BrightChat Two-Way Instant Messaging App. This guide will walk you through the process of launching BrightChat and how to engage your K-12 community to use the app and stay connected.

For effective communication, a two-way dialog is often necessary, at many levels, and a way to tightly manage relayed information.

Your new mobile app is the most effective tool for parents, students, and other community members to gain immediate access to critical information, including school closings, weather notices, and much more.

BrightArrow's BrightChat App provides a fast, easy and flexible way to send messages, allowing the recipient to respond to the group or privately to the sender by using the app. It allows you to type, record audio, attach documents, and even share photos and videos easily.

Promote BrightChat

To ensure the constituents in your K-12 community get the most out of your app, they need to know it is available. They need to understand the value it brings them, how to get it and what to expect. This guide is designed to help busy school districts and communicators—like you—market your mobile app to boost downloads and drive usage to keep your constituents better informed and engaged.

By using the materials and best practices found in this document, you can effectively educate your K-12 community about the app.

BrightChat is unique from other two-way communication apps

BrightArrow's secure, automatically configured, two-way instant messaging app used by teachers, coaches and administrators to send messages to parents, students and staff is your effective tool to instantly communicate with your constituents.

The class roster is automatically loaded and available for teachers, no longer relying on the parent or teacher joining the group. It is updated automatically as class and team changes in the student information system.

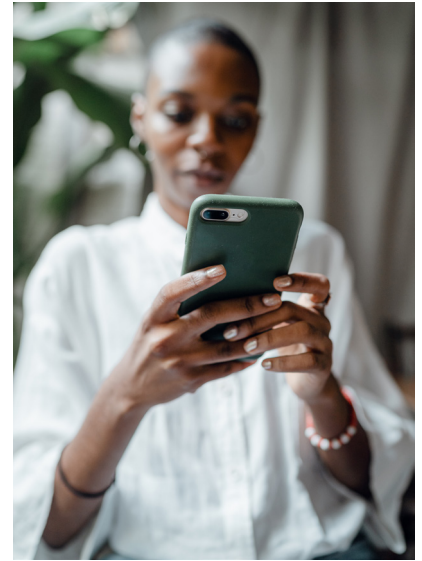
All the functionality built from the Award-Winning BrightArrow notification engine, using its robust communication technology and world-class customer service (including phone support).

The offer to join a discussion relayed via email, text message, and push notification, ensuring nobody is left out.

Saves all prior communications for administrators' subsequent access to minimize inappropriate messages and cyber-bullying.

No longer will organizations need to use the free two-way communication apps and texting tools that exclude oversight and elude true database integration. Those systems suddenly go from free to unaffordable when needing a broader set of communication features. Not BrightArrow!

The price is right for its most advanced solution.





Choose your launch date

Set a date for the official launch of your mobile app. You can launch the app anytime, but consider times when your K-12 community is most engaged, such as:

- The start of a school year or a new semester
- Coming back from holiday breaks

Avoid times of the year when your community may be distracted, such as:

- The weeks leading up to holiday breaks
- Going into summer break
- Standardized testing and end-of-semester testing months

Select a time when your community won't miss the exciting news about the new BrightChat app!

Brief your staff

This step is critical. Conduct internal briefings with your staff and key community leadership in advance of making the app available. Get them excited about the latest addition to your communication toolkit. Many districts allow staff members to download the app in advance and submit ratings and reviews to the app stores that your community will see once the app is launched.

Basic app promotional materials

As a communications expert, you know it requires frequent messages through multiple channels to reach your community.

Your community includes:



- Parents and students
- Teachers and staff
- School board
- PTO/PTA
- Athletic boosters
- Alumni

Use the following basic app promotional materials to build your communications and see how easy it can be to educate and motivate your community to download and use the app.

Poster - paper size

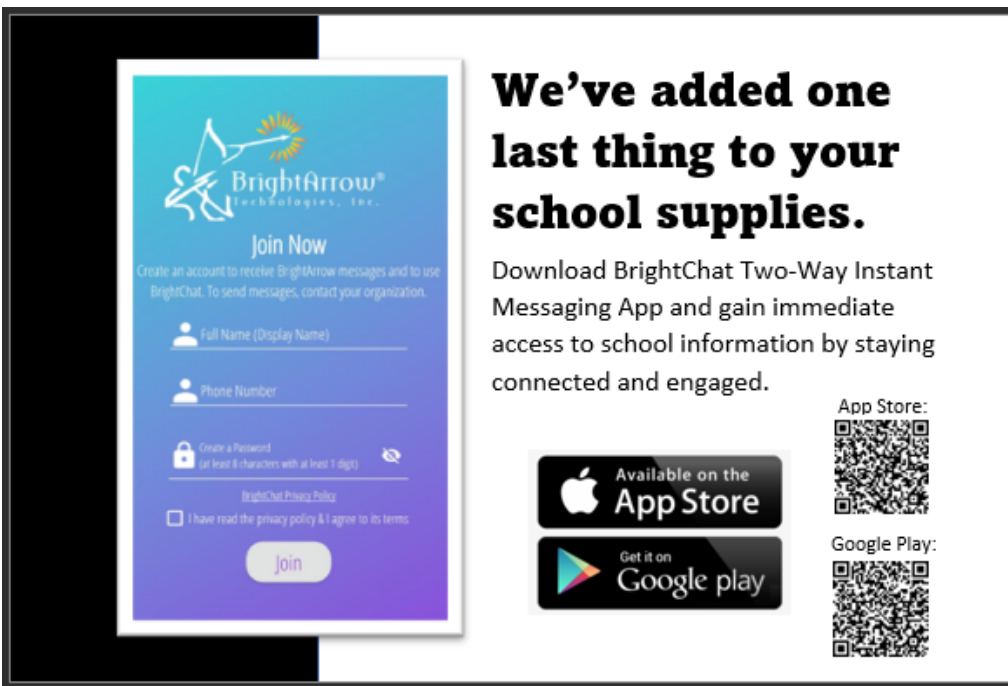
We've added one last thing to your school supplies.

Download BrightChat Two-Way Instant Messaging App and gain immediate access to school information by staying connected and engaged.

App Store:  Google Play: 

Available on the **App Store**
Get it on **Google play**


Postcard




The postcard features a registration form on the left and promotional text on the right. The form includes the BrightArrow logo, a 'Join Now' heading, and instructions to create an account. It contains input fields for 'Full Name (Display Name)', 'Phone Number', and 'Create a Password (at least 8 characters with at least 1 digit)'. There is a checkbox for 'I have read the privacy policy & I agree to its terms' and a 'Join' button. The right side has the headline 'We've added one last thing to your school supplies.', followed by a paragraph about downloading the app. It includes 'Available on the App Store' and 'Get it on Google play' buttons, and QR codes for both app stores.

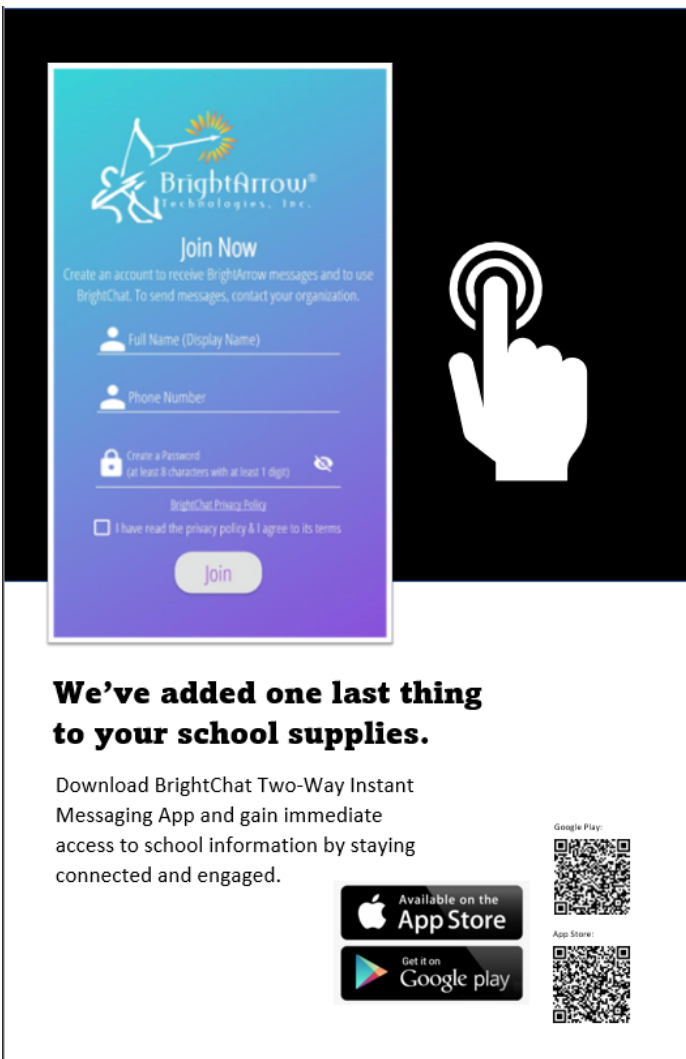
We've added one last thing to your school supplies.

Download BrightChat Two-Way Instant Messaging App and gain immediate access to school information by staying connected and engaged.

App Store: 

Google Play: 


Tabloid Poster




The tabloid poster features a registration form on the left and promotional text on the right. The form is identical to the one on the postcard. The right side has the headline 'We've added one last thing to your school supplies.', followed by a paragraph about downloading the app. It includes 'Available on the App Store' and 'Get it on Google play' buttons, and QR codes for both app stores. A large white hand icon with a finger pointing to a target symbol is positioned between the form and the text.

We've added one last thing to your school supplies.

Download BrightChat Two-Way Instant Messaging App and gain immediate access to school information by staying connected and engaged.

Google Play: 

App Store: 

Promotional video

Share this video as a promotional tool to inform your constituents about BrightChat and how to use the robust teacher/parent two-way communication app.

<https://youtu.be/8wfCpQcc6Eg>



Mass notifications are necessary to keep day-to-day operations flowing in schools.

BrightChat is BrightArrow's new flexible notification solution allowing you to extend your reach and designed from the start to be adaptable to how schools operate.

Launch checklist

Pre-launch

- Conduct internal staff briefing.
- Provide pre-launch mobile app access for district staff.
- Send out an external email announcing that your district app is coming and what it will do.
- Schedule a press conference for the day of your launch.
- Highlight the upcoming release of your app in your district and school newsletters.
- Put flyers in school, principal, and counselor offices.
- Hang a banner outside the district and schools in high traffic areas — “The App is Coming!”
- Make mobile app bookmarks for school library counters.
- Write a press release to post on launch day.
- Find local business partners to help sponsor handouts, flyers, postcards, posters, and launch parties.
- Create YouTube commercials announcing the app.
- Host a behind-the-scenes party for PTA/PTO members; help them download the app and ask them to share their excitement via social media.
- Announce that the mobile app is coming on your website homepage; include the release date for download.
- Ask schools to update their marquees to announce “We’re going mobile. Stay tuned—the app is coming!”
- Announce on social media channels that the district will be releasing your own app.
- Conduct a principals meeting to show them the app capabilities and ask them to promote the app at their schools and in meetings.
- Ask all district staff to download, rate, and review the app prior to launch day.
- Host an app launch party for teachers, staff, and board members.
- Announce the app release during morning announcements.
- Send a push notification thanking those who downloaded the app.

Launch checklist

Prepare launch materials

- Information card
- Flyers for schools
- Press release
- Email copy
- Social media posts
- Voice notification script
- Mailer copy
- Announcement and link to app stores for district and school websites
- Newsletter article
- Video message
- Marquee announcement

Launch day

- Distribute information cards, flyers, and marquee instructions to schools.
- Send postcards to families via USPS.
- Send emails to families/communities.
- Post announcements with links to download the app on your social media channels.
- Post app announcement and links to download the app on your district and school websites.
- Send the press release, high resolution copy of icon, screenshots, and any background info on why your district is going mobile; and do follow-up calls to offer interviews.
- Make the video live on websites, YouTube, and any other channels used.
- Record an audio message for phone call and app push notification.
- On the morning of the launch, send out a district-wide text message announcing the app is now available via the App Store or Google Play.
- Create a link on your website that takes visitors to a dedicated app page.
- Host an app launch party for teachers, staff, and board members.
- Announce the app release during morning announcements.

Post-launch

- Mail letters to families via USPS.
- Send follow-up emails.
- Continue announcements on social media. Mobile app banners demonstrating the mobile app download process.
- Have a two-week app download competition by school.
- Send out a mobile app message asking people how they like the app and ask them to rate/review it.
- Have teachers, staff, students, and parents post comments/reviews to app stores and social media.
- Have a Go Mobile table or booth at school carnivals, back-to-school nights, parent/teacher conferences, and other events.
- Have principals get in the habit of using push notifications to send quick, informative announcements to parents and staff.
- Announce the mobile app at sporting events, fundraisers, concerts, and other locations where announcements are made.
- Have sports half-time contests that require participants use the app.
- Download the app on classroom tablets for student use.
- Keep feeds, grades, and news updated. Parents will visit the app more frequently when the information is up-to-date.



Additional considerations

As your community uses it, your mobile app will be an essential element of your communications program. It will take communications and engagement with your community to new heights by giving mobile app users immediate, on-demand access to the information they want about your district and schools.

Consider the following:

- Conduct a press conference with staff and parent spokespersons who can highlight the features and benefits of your new mobile app.
- Involve your PTO/PTA and get them to actively promote the app.
- Encourage parents to set aside 30 seconds of parent/teacher conferences to download the app during the meeting with parents.
- Use key dates in the school calendar to remind your community of the app:
 - Back to school
 - Testing periods
 - After a district-wide school closing due to weather, etc (Download the district app to stay on top of school closings and more).
- Educate incoming families about the app.
- Ask principals to highlight the mobile app at back-to-school nights and parent events at their schools.
- Include a message in all school event announcements. “Be the first to learn about school events! Download our new mobile app today!”
- Distribute a halftime announcement to be used at all school sports events. “Keep up with our school sports scores and events. Download the new mobile app to your smartphone today! Just visit the Google or iPhone app store and search for our school. It’s free, fast and will keep you connected to our team!”
- Include reminders about the mobile app in your eNewsletters and other announcements.
- Create a follow-up press release about the app and a success story about some parent users.
- Keep the stories about the app flowing on your social media channels.
- Update your video with new video interviews of parents talking about the mobile app. Share on YouTube and other channels.

Keep it fresh and updated

One way to keep your K-12 community using the app frequently is to infuse it with new content every day of the school year. It is easy to feed your community new content about the good news happening at your schools.

Your school and department website administrators should be encouraged to post news, events, and photos on the go from their smartphones.

- Lunch menus
- Friday night score of the football game posted from the event
- Photos added from a field trip

These are just a few of many ways you can keep parents engaged and connected to your schools with your new mobile app.





Prompt/Responsive Support

We are known for the time we save our customers, the importance of our products in their lives and the integrity of our people.

We will respond to your requests as fast as possible. We offer our clients 24×7 technical support by sending an email or calling 425-558-2100. Generally, a response, either by a phone call or email will arrive within hours, with urgent requests much more quickly. Our friendly, experienced, and well-trained staff will take the time to fully understand your request and provide you with a solution that meets your needs.

Contact Us

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www.BrightArrow.com

The BrightArrow Promise

I am Raymond Bily, CEO and Founder of BrightArrow Technologies. For over 20 years, BrightArrow has developed and supported urgent and emergency notification solutions for many of the most demanding and discriminating clients around the world. We deliver one the most complete feature sets available, giving maximum functionality with minimum expended effort. Behind our service is an infrastructure that is time tested and rock-solid, performing as designed throughout the COVID-19 pandemic—the most critical and demanding period our industry has experienced.

Unlike other notification system vendors, BrightArrow has not been bought and sold or merged with other companies; we have chosen to remain independent. This means that the BrightArrow team has institutional knowledge of its software platform and underlying technology, enabling quick responses to your requests, and providing a faster turnaround and satisfying support experience.

From the moment that you contact us for pricing or feature information to the time your system is fully implemented, or as you request ongoing support, we make the following promise:



Raymond Bily
CEO and Founder,
BrightArrow Technologies, Inc.

Fair And Transparent Pricing

We believe that a fully featured and integrated Mass Notification Solution should be cost effective without sacrificing reliability or functionality. Our price is fair and all inclusive, including service, implementation, 24×7 support and training. All pricing will be explained up front and there will be no hidden or surprise costs.

Prompt/ Responsive

We will respond to your requests as fast as possible. We offer our clients 24×7 technical support by sending an email or calling 425-558-2100. Generally, a response, either by a phone call or email will arrive within hours, with urgent requests much more quickly. Our friendly, experienced, and well-trained staff will take the time to fully understand your request and provide you with a solution that meets your needs.

Security

Your data is secure with BrightArrow. Our infrastructure is protected by 256-bit software and hardware firewall. The only one that uses your data is you! Only a very few employees have access to client data and are all bound by strict Non-Disclosure/Confidentiality agreements.

Professional

We work to high professional standards, and we are committed to continuous improvement. You are our customer; your needs are always our top priority.