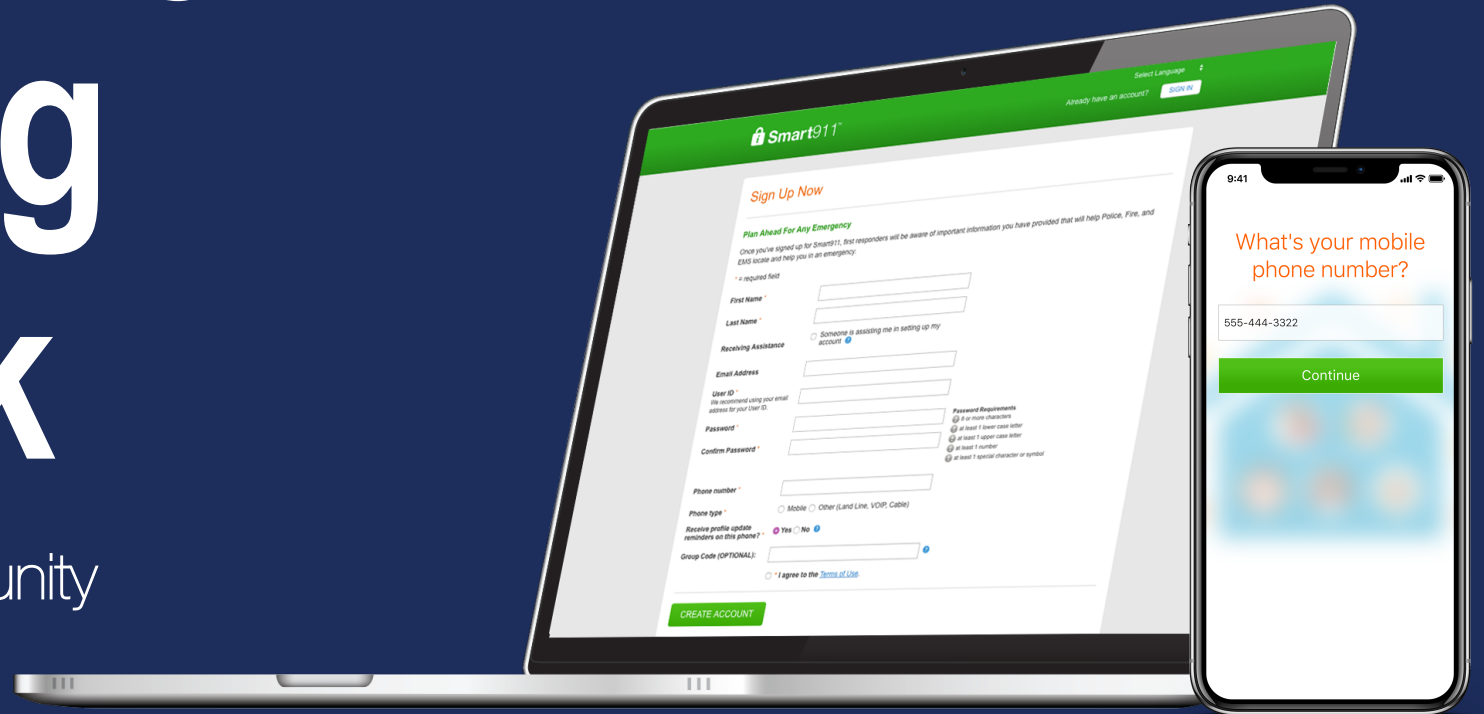


Community Marketing Playbook

A Year of Keeping Your Community Smart About Safety



[RAVE COMMUNITY
MARKETING SUPPORT](#)

[ABOUT THE COMMUNITY
MARKETING PLAYBOOK](#)



In an effort to reach your community and promote safety, we have put together a Community Marketing Playbook to guide you and public safety partners on promoting Smart911 **all year round**. Our goal is to help you keep your community engaged by providing safety checklists and promoting Smart911.

With a limited amount of time and resources, it can be challenging for agencies or organizations to know which strategies or campaigns are the most critical and which ones need to be launched immediately.

In this **Community Marketing Playbook**, we will provide you with SIX plays (marketing programs) you should be running, along with how to implement them. While you are running fast, take a minute to pause and ensure you have the top strategies ready to go for your **Smart911** outreach.

As a public safety agency, you are a trusted source of information for your community, but the key is to use consistent marketing channels, such as social media, to reach your residents and visitors. A year-long Community Marketing Playbook is an ideal way to kick off your Smart911 outreach, ensuring your community is aware that they can provide 9-1-1 call takers and first responders critical information they want them to know in case of an emergency.



Your Playbook Strategist



I previously served in Charleston County Consolidated 9-1-1 Center as the 9-1-1 Public Educator. From my experience, consistency is KEY in Smart911 community marketing. One launch, one event, or one PSA is not enough to get all members of your community to sign up for Smart911. Add Smart911 to all your 9-1-1 education and partner with your user agencies and organizations. Follow this playbook yearly; each step is essential, and you will see an increase in Smart911 safety profile adoption.

Sasha Vargas

Community Marketing Manager
Rave Mobile Safety





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34 Bonus Points: Rave SmartSave



WHAT IS THE PLAYBOOK?

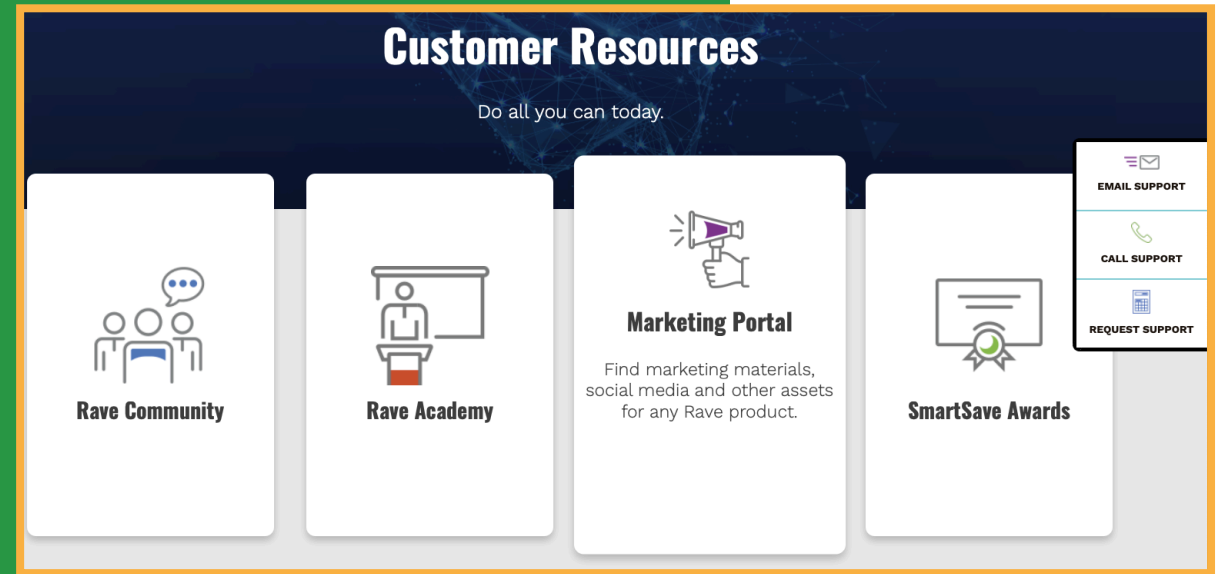
A playbook is a collection of community marketing plays and strategies, all compiled and organized into one document. This Community Marketing Playbook maps to where you are in your journey with Smart911 outreach, and it is separated into sections for kickoff plays, recurring marketing plays and relaunching Smart911 plays. When an agency partners with Rave, we provide them a copy of the Rave Community Marketing Playbook and they are encouraged to share the Rave Community Marketing Playbook with all their partners and stakeholders.

DRAFTING YOUR RESOURCES:

Before attending your **Smart911** Marketing Kickoff, it's important to review all your available resources at www.ravecustomer.com. Do you need help locating the right outreach materials? Contact our Community Marketing team dedicated to supporting your outreach efforts at marketingrequests@ravemobilesafety.com.



Keep informed of the latest Smart911 marketing materials by receiving our monthly newsletter, click [here](#) to sign up.





PLAY TIP: LOGOS










Some of the most requested materials in the Rave Marketing Portals are the Smart911 logos and QR codes. Click [here](#) to download the logo(s) or QR Code(s). Add these to:

- [Flyers](#)
- [Postcards](#)
- [Newsletters](#)
- [Business Cards](#)
- [Email signatures](#)
- And more...

Smart911 Logos & QR codes

Download the Smart911 logo files (.eps) and reference the brand guidelines to ensure proper usage.

[Return to main Government & Public Safety page.](#)

| | | |
|---|---|---|
|  Download Now |  Download Now |  Download Now |
|  Download Now |  Download Now |  Download Now |
|  Download Now |  Download Now |  Download Now |



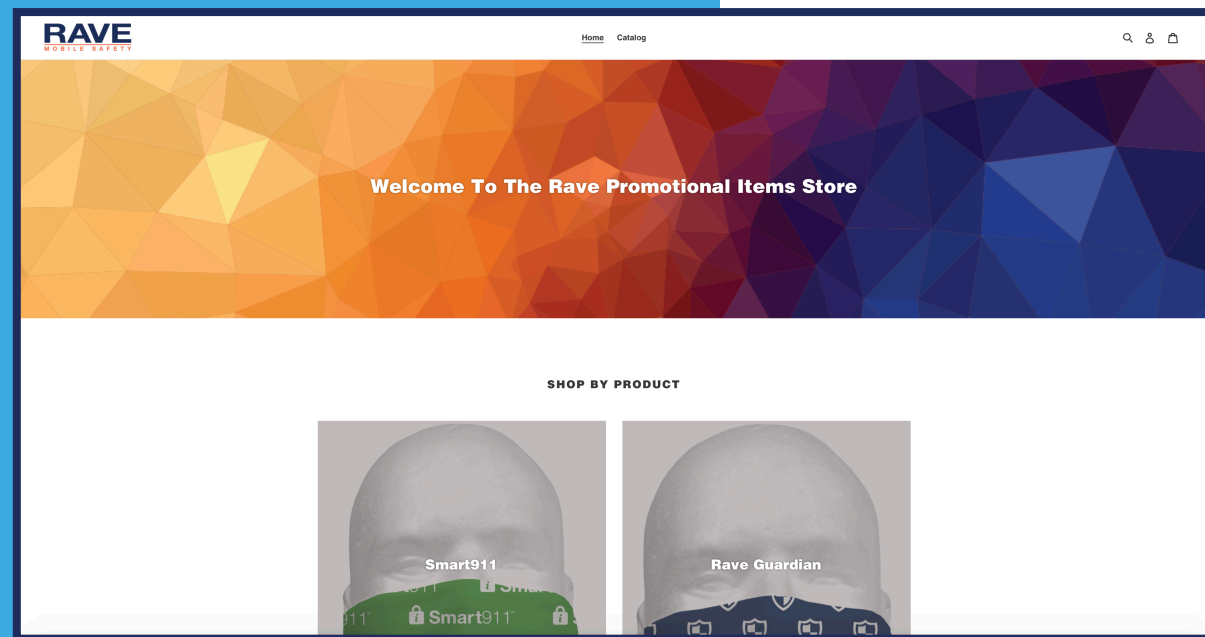
PLAY TIP: PROMOTIONAL ITEMS

Participating in community events is an excellent opportunity to meet your community members and network with other agencies or organizations attending the events.

As a part of strengthening your community outreach, giving out promotional items with your agency or Smart911 logo will ensure that the event attendees learn about your agency and about Smart911.

Some of the most requested items in the Rave Promotional Items store are:

- **Smart911 Pens**
- **Smart 911 Phone Wallet**



Click [here](#) to visit the Smart911 Promotional Items Store



Smart911[®]

Community Marketing Plays

NEW OR EXISTING CUSTOMER CHECKLIST

| PLAY | WHEN TO DO IT | PROMOTE | |
|---|--|---|--------------------------|
| <u>Smart911 Marketing Kickoff</u> | During or after Rave 911 Suite implementation | NEW CUSTOMER First 90 days EXISTING CUSTOMER AFTER 365 DAYS | <input type="checkbox"/> |
| Touchdown Digital Marketing <ul style="list-style-type: none">• <u>Website</u>• <u>Social Media</u>• <u>Email</u> | <ul style="list-style-type: none">• Keep your Smart911 information up to date• Update your social media platform weekly• Add to your community emails facts about Smart911 monthly or quarterly• Include information about Smart911 on your newsletters weekly or monthly | After 90 days | <input type="checkbox"/> |
| <u>Community Events</u> (IN PERSON OR VIRTUALLY) | Continue your community outreach efforts by participating in community events in person or virtually | After 90 days | <input type="checkbox"/> |
| <u>Growing Your Adoption with targeted Needs</u> | <u>Part 1: Back to School Audience</u> | Before the school year | <input type="checkbox"/> |
| | <u>Part 2: Senior Citizens</u> | Anytime of the year and during: <ul style="list-style-type: none">• National Senior Citizens Day• Grandparents Day | <input type="checkbox"/> |
| | <u>Part 3: Non-English Speaking</u> | Anytime of the year | <input type="checkbox"/> |
| | <u>Part 4: Medical Conditions</u> | Anytime of the year | <input type="checkbox"/> |

| PLAY | WHEN TO DO IT | PROMOTE | |
|--|---|---|--------------------------|
| Growing Your Adoption with targeted Needs (Cont..) | <u>Part 5: Domestic Violence Promote anytime of the year or during Domestic Violence Awareness Month in October</u> | Anytime of the year and during Domestic Violence Awareness | <input type="checkbox"/> |
| | <u>Part 6: Pets Promote any time or during National Pet Day on April 11</u> | Any time and during: <ul style="list-style-type: none"> • National Pet Day on April 11 • Pet Safety Awareness | <input type="checkbox"/> |
| | <u>Part 7. Pandemics Encourage your community to create a Smart911 Safety Profile, but especially those at risk of severe illness from coronavirus or other diseases.</u> | Any time during a pandemic | <input type="checkbox"/> |
| <u>During Severe Weather Emergency</u> | The time prior to, during and after severe weather is an opportunity to reach your community with information about preparedness and how signing up for Smart911 can assist in being more prepared for any emergency such as: <ul style="list-style-type: none"> • Floods • Hurricanes • Earthquakes • Tornadoes • Winter Weather • Wildfires | Anytime before or during a severe weather event | <input type="checkbox"/> |
| <u>Rave Facility</u> | Promote Rave Facility to businesses, schools and other facilities, as well as provide these organizations information about Smart911 to their staff. | Jointly with your Smart911 outreach | <input type="checkbox"/> |
| <u>Bonus Play: SmartSaves</u> | The Rave SmartSave Award gives recognition to those using Rave products, including Rave 911 Suite, Rave Panic Button, Rave Alert, and Rave Guardian in any way that positively impacts an emergency call and/or response. | Anytime of the year. Submit your nominee | <input type="checkbox"/> |



Yearly Game Plan Calendar Template

Pick the month you are starting your kickoff or relaunch and follow the monthly campaign and suggested plays

| January | February | March | April | May | June |
|---|--|--|--|--|--|
| <div><div>Update your Smart911 agency's website</div><div><input type="checkbox"/></div></div> <div><div>Schedule social media post</div><div><input type="checkbox"/></div></div> <div><div>Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter</div><div><input type="checkbox"/></div></div> <div><div>Promote severe weather</div><div><input type="checkbox"/></div></div> <div><div>Promote Rave Facility</div><div><input type="checkbox"/></div></div> <div><div>Promote Back to School</div><div><input type="checkbox"/></div></div> | <div><div>Schedule social media post</div><div><input type="checkbox"/></div></div> <div><div>Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter</div><div><input type="checkbox"/></div></div> <div><div>Promote severe weather</div><div><input type="checkbox"/></div></div> <div><div>Promote Rave Facility</div><div><input type="checkbox"/></div></div> | <div><div>Schedule social media post</div><div><input type="checkbox"/></div></div> <div><div>Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter</div><div><input type="checkbox"/></div></div> <div><div>Promote severe weather</div><div><input type="checkbox"/></div></div> <div><div>Promote Rave Facility</div><div><input type="checkbox"/></div></div> <div><div>Specific needs- Medical conditions</div><div><input type="checkbox"/></div></div> <div><div>Specific needs- Non-English speakers</div><div><input type="checkbox"/></div></div> | <div><div>Schedule social media post</div><div><input type="checkbox"/></div></div> <div><div>Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter</div><div><input type="checkbox"/></div></div> <div><div>Schedule community events</div><div><input type="checkbox"/></div></div> <div><div>Promote Rave Facility</div><div><input type="checkbox"/></div></div> <div><div>Specific needs - Pets</div><div><input type="checkbox"/></div></div> | <div><div>Schedule social media post</div><div><input type="checkbox"/></div></div> <div><div>Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter</div><div><input type="checkbox"/></div></div> <div><div>Schedule community events</div><div><input type="checkbox"/></div></div> <div><div>Promote severe weather</div><div><input type="checkbox"/></div></div> <div><div>Promote Rave Facility</div><div><input type="checkbox"/></div></div> <div><div>Specific needs - Pets</div><div><input type="checkbox"/></div></div> | <div><div>Schedule social media post</div><div><input type="checkbox"/></div></div> <div><div>Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter</div><div><input type="checkbox"/></div></div> <div><div>Schedule community events</div><div><input type="checkbox"/></div></div> <div><div>Promote severe weather</div><div><input type="checkbox"/></div></div> <div><div>Promote Rave Facility</div><div><input type="checkbox"/></div></div> <div><div>Specific needs - Pets</div><div><input type="checkbox"/></div></div> |
| Monthly Campaign Resources | | | | | |
| <div><div>New Year's Resolutions</div><div>Amber Alert Awareness day</div></div> | <div><div>American Heart Month</div><div>Poison Prevention Week</div><div>*Flood Awareness Week</div></div> | | <div><div>9-1-1 Education Month</div><div>#Thankyou 911</div><div>Smart911 Day</div><div>World Autism Awareness Day</div><div>National Pet Day</div></div> | <div><div>National EMS Week</div><div>National Police Week</div><div>Mental Health Awareness Month</div><div>National Pet Week</div></div> | <div><div>National Safety Month</div><div>Pet Safety Awareness Month</div><div>Children's Day</div></div> |

Yearly Game Plan Calendar Template

Pick the month you are starting your kickoff or relaunch and follow the monthly campaign and suggested plays

| July | August | September | October | November | December |
|---|---|---|--|---|---|
| Update your Smart911 agency's website <input type="checkbox"/> | Schedule social media post <input type="checkbox"/> | Schedule social media post <input type="checkbox"/> | Schedule social media post <input type="checkbox"/> | Schedule social media post <input type="checkbox"/> | Schedule social media post <input type="checkbox"/> |
| Schedule social media post <input type="checkbox"/> | Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter <input type="checkbox"/> | Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter <input type="checkbox"/> | Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter <input type="checkbox"/> | Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter <input type="checkbox"/> | Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter <input type="checkbox"/> |
| Add information about Smart911 to your, agency partners or government's monthly/quarterly newsletter <input type="checkbox"/> | Schedule community events <input type="checkbox"/> | Schedule community events <input type="checkbox"/> | Schedule community events <input type="checkbox"/> | Promote severe weather <input type="checkbox"/> | Promote severe weather <input type="checkbox"/> |
| Schedule community events <input type="checkbox"/> | Promote severe weather <input type="checkbox"/> | Promote severe weather <input type="checkbox"/> | Promote severe weather <input type="checkbox"/> | Promote Rave Facility <input type="checkbox"/> | Promote Rave Facility <input type="checkbox"/> |
| Promote severe weather <input type="checkbox"/> | Promote Rave Facility <input type="checkbox"/> | Promote Rave Facility <input type="checkbox"/> | Promote Rave Facility <input type="checkbox"/> | | |
| Promote Rave Facility <input type="checkbox"/> | Promote Back to School <input type="checkbox"/> | Specific needs – Senior <input type="checkbox"/> | Specific needs – Domestic Violence Outreach Kit <input type="checkbox"/> | | |
| | Specific needs – Senior <input type="checkbox"/> | | | | |
| Monthly Campaign Resources | | | | | |
| Fourth of July Americans with Disability Act Day | National Night Out Back to School Safety National Senior Citizens Day | National Deaf Awareness Month National Preparedness Month | Stop Bullying Fire Prevention Week Domestic Violence Halloween Safety | Thanksgiving Safety Thanksgiving Pet Safety | Holiday Safety |

Play 1: Smart911 Marketing Kickoff or Relaunch

Overview:

New customers: Your agency is in the process of implementing Smart911 into your 9-1-1 system. You are now brainstorming ideas or planning campaigns to promote and encourage your community members to create a Smart911 Safety Profile. The Marketing Kickoff is one of the most important plays you will need to build a good foundation for promoting Smart911 in your community.

Your first 90 days are crucial; please follow the suggested plays for a successful launch.

Existing customers: If you've been a Smart911 community for a year or more, it might be time to consider relaunching Smart911 to promote recent Smart911 enhancements such as:

- Smart911 App
- How Smart911 Safety Profiles can better serve homeless and transient populations
- Added fields for Individuals with mental health, cognitive conditions, Coronavirus and other diseases

NEW CUSTOMER

First 90 days

During or after Rave 911 suite implementation

BIG PUSH!

Preparing for Smart911 kickoff

- Start by reviewing the [Smart911 Media Relations Best Practice Guide](#)
- Create a Smart911 landing page on your government or agency website (see play 2 for more details)
- Draft a press release for announcement.
 - Press release template: [Announcing the availability of Smart911](#)
 - Get quote(s) from public officials such as your Mayor, Police Chief, Sheriff, Fire Chief or 9-1-1 Director to add to your press release.
 - Invite these public officials and sign language interpreters to the press conference.
 - Create a mock Smart911 Safety Profile.
Media outlets might request to capture video on how Smart911 works at your call center. We recommend you create a mock Smart911 profile to share with the local media outlets. If you need images or content, please contact marketingrequests@ravemobilesafety.com

EXISTING CUSTOMER

After 365 days

Relaunching your Smart911 program

Preparing for Smart911 Relaunch

- Draft press release for announcement.
Press release template:
 - [Announcing the Smart911 app](#)
 - [Announcing Smart911 mental health latest enhancements](#)
- Get quote(s) from public officials such as your Mayor, Police Chief, Sheriff, Fire Chief or 9-1-1 Director to add to your press release.
- Invite these public officials and sign language interpreters to the press conference.
- Update the mock Smart911 Safety Profile to show the media the new enhancements on Smart911.

SMART911 NEW CUSTOMER KICKOFF DAY / EXISTING CUSTOMER RELAUNCH DAY

Distribute press release to local media

- Local News
- Local Radio
- Local Newspapers
- Local Bloggers

Host a press conference & open house

- [Smart911 Press Conference Speaking Points](#)
- [Smart911 Use Cases](#)
- [Smart911 Fact Sheet](#)
- [Smart911 FAQs](#)

Social Media

If you have social media channels, make sure to stream your Smart911 press conference.

Click here to learn more about Social Media streaming:

<https://livestream.com/blog/social-media-streaming-livestream>

During or after Smart911 Kickoff / Relaunch



*Download
resources here:*

ADVERTISING

Continue to promote the Smart911 Safety Profile by promoting it in:

- Local Newspapers
- Local Radio Stations
- Billboards & Buses
- Digital Marketing (see Play 2)
- Social Media
- Emails
- Newsletters
- Your Website



[Smart911 Graphics](#)
[Smart911 Web Badges](#)
[Smart911 FAQs](#)
[Smart911 App Video](#)
[Smart911 Web Graphics](#)
[Smart911 Radio Spot](#)

During or after Smart911 Kickoff / Relaunch (Cont.)



*Download
resources here:*

COMMUNITY EVENTS OR MEETINGS

In person:

After your Smart911 announcement or relaunch, try to attend as many events and community meetings you can. Provide your community with valuable information about your agency and promote Smart911 during these events. Have sign-up stations available by using computers or mobile devices and offer them a reward such as a promotional item for signing up for Smart911.

Virtually:

There's a massive shift towards virtual events in the wake of Covid-19 cancellations.

Why should you host a virtual event?

Virtual events aren't restricted to only those who can be present in person. Attendees can join from wherever they are; all they need is internet access. Depending on the platform you use, they could even dial in on their phone.

Letting your community members join from anywhere means you can bring in speakers from anywhere, too. You could reach out to your agency's partners who haven't presented to your community in the past and invite them to do it remotely for the first time.

Sending an email, creating an event on Facebook, following on Twitter or connecting on LinkedIn is all just a click away.

[Smart911 Community Deck](#)
[Smart911 Trifold](#)
[Smart911 Postcards](#)
[Smart911 Registration Kit](#)
[Smart911 Business Cards](#)
[Smart911 Door Hanger](#)
[Smart911 Flyers](#)
[Smart911 Promo Items Best Practice](#)



**[Visit Smart911
Promo Items
Store](#)**

Play 2: Touchdown Digital Marketing

Overview:

Digital marketing is advertising through digital channels such as social media, email and websites.

Part 1: Website

A website is an important source of information for your community and partnerships. It's important to have a landing page on your agency or organization website to share information about Smart911.

See examples from other customers here:

- [Charleston County, SC](#)
- [Sandy Springs, GA](#)
- [Kilgore, TX](#)
- [Bloomington, IN](#)



Before and after your Smart911 kickoff



Download resources here:

[Smart911 E-Communication Text Template](#)

[Smart911 Use Cases](#)

[Smart911 Fact Sheet](#)

[Smart911 App Social Graphic](#)

[Smart911 Generic Social graphics](#)

[Smart911 Web Badges](#)

[Smart911 FAQs](#)

[Smart911 App Video](#)



Ideas to keep your page up-to-date:

- Add pictures or videos of community events promoting Smart911.
- Add [Smart911 Monthly Campaigns](#).
- Add Smart911 marketing materials for your community partners to download and share with the public.

Play 2: Touchdown Digital Marketing (Cont..)

Part 2: Social Media

Social media is the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. It is a continually evolving, frequently used, and currently the most powerful communication tool. Social media channels are also a fast and easy way to reach many members of your community with various messages.

Social media tips:

- Use images and videos
- Keep it short and simple
- Add a Call To Action
 - Ask them to like or share your social media posts
 - Ask a question they can answer in the comments
 - Send them to your Smart911 landing page
 - Direct them to www.smart911.com
 - Direct them to the Apple Store or Google Play Store to download the Smart911 app
 - Get them to subscribe to your newsletter
 - Ask them to connect with you on other social media channels

When is the best time to post on social media channels?

- Facebook - 12 p.m. EST, Monday to Wednesday.
- Twitter - 12 p.m. or 1 p.m. EST, Monday to Wednesday.
- Instagram - 12 p.m. to 1 p.m. EST, Monday to Friday.
- LinkedIn - 7:45 a.m., 10:45 a.m., 12:45 p.m., and 5:45 p.m. EST. Monday and Wednesday.



Weekly or Monthly



**Download
resources here:**

[Smart911 Social Media Best Practice Guide](#)

[Smart911 App Social Graphic](#)
[Smart911 Generic Social Graphics](#)

[Smart911 App Video](#)

[Smart911 Monthly Campaigns](#)

Events and Holidays are Great Days to Post on Social Media

| | | | | | |
|---|--|--|--|---|--|
| January New Year's Resolutions Amber Alert Awareness day | February American Heart Month Poison Prevention Week Flood Awareness Week | March | April 9-1-1 Education Month #Thankyou 911 Smart911 Day World Autism Awareness Day | May National EMS Week National Police Week Mental Health Awareness Month National Pet Week | June National Safety Month Pet Safety Awareness Month |
| July Fourth of July | August National Night Out Back to School Safety National Senior Citizens Day | September National Deaf Awareness Month National Preparedness Month | October Stop Bullying Fire Prevention Week Halloween Safety Domestic Violence Outreach Kit | November Thanksgiving Safety Thanksgiving Pet Safety | December Holiday Safety |

*Depending on your state, promote severe weather campaign materials: [Click here](#)

Play 2: Touchdown Digital Marketing (Cont..)

Part 3: Emails & Newsletters

Sending emails is an effective digital marketing strategy of communication. Sending newsletters to your community, government employees, stakeholders, partnerships, and more is a great way to keep your public informed. Sending monthly emails to your contacts will remind them about creating a Smart911 Safety Profile as well as keeping their Safety Profiles up to date. You don't need to create a Smart911 specific newsletter; you can add information about Smart911 in your ongoing newsletter.

Click on the image to see a customer's example:



Smart911.com™

Sign up to receive free weather and numerous other public safety alerts today!



Monthly



Download resources here:

[Smart911 Email Templates Best Practice Guide](#)
[Smart911 E-Communication Text Template](#)
[Smart911 Use Cases](#)
[Smart911 Fact Sheet](#)
[Smart911 App Social Graphic](#)
[Smart911 Generic Social Graphics](#)
[Smart911 Web Badges](#)
[Smart911 FAQs](#)
[Smart911 App Video](#)
[Smart911 Logos](#)



Email tip:

Another unique way to utilize email is to add a Smart911 call to action on your email signature.

Play 3: Engage with Your Community

Overview:

In person:

After your Smart911 announcement or relaunch is an excellent time to attend as many events and community meetings you can. Provide your community with valuable information about your agency and promote Smart911 during these events. Have sign-up stations available by using computers or mobile devices and offer them a reward for signing up for Smart911.

Virtually:

There's a massive shift towards virtual events in the wake of COVID-19 cancellations.

Why should you host a virtual event?

Virtual events aren't restricted to only those who can be present in person. Attendees can join from wherever they are. All they need is internet access. Depending on the platform you use, they could even dial in on their phone.

Letting your community members join from anywhere means you can bring in speakers from anywhere, too. You could reach out to your agency's partners who haven't presented to your community in the past and invite them to do it remotely for the first time.

Sending an email, creating an event on Facebook, following on Twitter or connecting on LinkedIn is all just a click away.



Engage Weekly or Monthly



Download resources here:

[Smart911 Community Presentation](#)
[Smart911 Trifold](#)
[Smart911 Postcards](#)
[Smart911 Registration Kit](#)
[Smart911 Business Cards](#)
[Smart911 Door Hanger](#)
[Smart911 Flyers](#)
[Smart911 Promo Items Best Practice](#)



***Visit Smart911
Promo Items
Store***

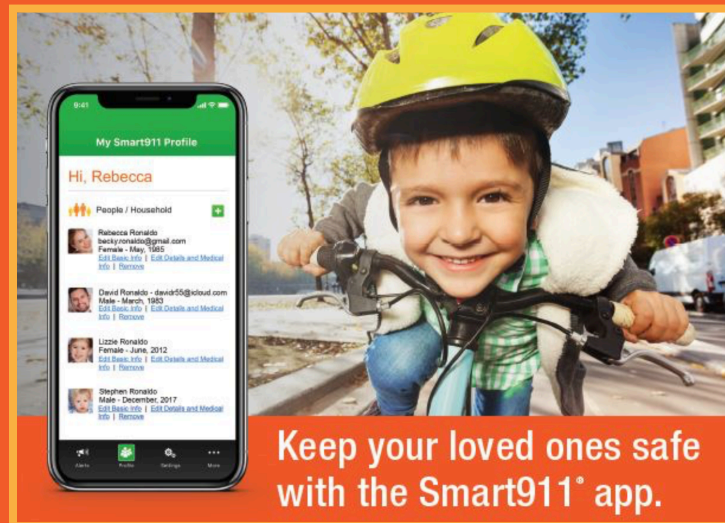
Play 4: Grow Your Base with Specific Needs

Overview:

Identifying and reaching out to your community groups with specific needs is essential in helping first responders be prepared and increasing Smart911 adoption.

Part 1: Back to School Audience

In an effort to help keep students safe at school, we have put together resources for you to distribute to your local public and private schools. The goal is to help keep students and their families better protected by issuing Safety Checklists and promoting Smart911.



Keep your loved ones safe with the Smart911® app.



Before School Starts



Download resources here:

[Smart911 Back to School Kit](#)
[Smart911 Back to School Social Graphics](#)



Suggested Promo Items

[Pens](#)
[Mini Notebook](#)
[Whistle Flashlight](#)
[Scarf Mask](#)

Play 4: Growing Your Base with Specific Needs (Cont..)

Part 2: Senior Citizens

Ensure that you are able to maximize opportunities and awareness to increase registrations for senior residents in your community by scheduling Smart911 sign-up day, promoting monthly campaigns and more.



Keep yourself and loved ones safe
with a Smart911® Safety Profile



*Any time of the year and during:
National Senior Citizens Day
Grandparents Day*



Download resources here:

[Smart911 Senior Living Facilities Best Practice Guide](#)
[Smart911 Tri-Fold](#)
[Smart911 Business Card](#)
[Smart911 Registration Kit](#)
[Smart911 Senior Flyers](#)



Suggested Promo Items

[Pens](#)
[Mini Notebook](#)
[Whistle Flashlight](#)
[Jar opener](#)
[Pill box](#)
[Scarf Mask](#)
[Lanyard](#)

Play 4: Growing Your Base with Specific Needs (Cont..)

Part 3: Non-English Speaking

Promote Smart911 to individuals in your community whose primary language is not English. Individuals can indicate what language they speak on their Safety Profile and, in case of an emergency, the 9-1-1 Call Taker will see their language in their Safety Profile.



Tome el control, háganos saber

Proteja a sus seres queridos con riesgo de enfermedad grave por coronavirus.
Comparta información médica crítica con los primeros respondedores en caso de emergencia.



ADULTOS
MAYORES
60+ AÑOS

HIPERTENSIÓN

DIABETES

ENFERMEDAD
PULMONAR
CRÓNICA

CONDICIÓN
CARDÍACA

SISTEMA
INMUNITARIO
DEBILITADO

Rápido, gratis y seguro. ¡Regístrate hoy!



Promote anytime



*Download
resources here:*

[Smart911 Non-English Materials](#)
[Smart911 Spanish Materials](#)



*Suggested Promo
Items*

[Pens](#)
[Mini Notebook](#)
[Whistle Flashlight](#)
[Scarf Mask](#)
[Phone Wallet](#)
[Lanyard](#)

Play 4: Growing Your Base with Specific Needs

Part 3: Medical Conditions

Promote Smart911 to residents in your community that want to share their medical conditions in case of an emergency with 9-1-1 and first responders.

- Neurological
- Behavioral
- Cognitive Conditions
- Sensory Impairments
- And more...



PROTECT YOUR CHILDREN

There are four common reasons parents of children with **Autism Spectrum Disorder** may need to call 9-1-1:

- 1 A missing child
- 2 A health condition, such as a seizure or allergic reaction
- 3 An emotional outburst resulting in aggressive behavior
- 4 An accident that causes physical injury

With **Smart911®**, you can provide information about your loved one directly to 9-1-1 and first responders. Smart911 is free, private and secure and **protects over 41 million people nationwide.**

| 1 PHYSICAL DESCRIPTION | 2 MEDICAL HISTORY | 3 EMERGENCY CONTACTS |
|---|---|--|
| If a child cannot be located, Smart911 can provide a current photo and physical description to assist responders. | Include if a member of your family has Autism Spectrum Disorder, ADD/ADHD or other disorders. | List the emergency contacts you want to be notified if you or a family member calls 9-1-1. |

Download the **Smart911 app** or sign up online today.

Download on the App Store | GET IT ON Google Play

 **Smart911.com™**



Promote anytime



Download resources here:

[Smart911 Medical Flyers](#)

[Smart911 Behavioral materials](#)



Suggested Promo Items

[Pens](#)

[Mini notebook](#)

[Whistle Flashlight](#)

[Scarf Mask](#)

[Phone Wallet](#)

[Lanyard](#)

[Pill Box](#)

Play 4: Growing Your Base with Specific Needs

Part 5: Domestic Violence

Promote the safety benefits of Smart911 – such as faster response – to survivors of domestic violence. With Smart911, they can alert 9-1-1 and first responders that they or a loved one are at risk of abuse to receive help faster in an emergency. Partner with your domestic violence survivor advocates or a non-profit that helps survivors of domestic violence.



"My Abuser tends to throw or break my phone when I call 911, so I may not be able to talk after I call."

Empowering Survivors of Domestic Violence

With Smart911, you can alert 9-1-1 and first responders that you are at risk of abuse so they can better help you in an emergency.

Smart911 is free, private, secure, and protects over 22 million people nationwide.

| | | | |
|---|---|---|---|
|  |  |  |  |
| Personal Details | Medical | Home | Emergency Contacts |
| You can list if someone is at risk of domestic violence and their history of domestic violence. | Avoid dangerous drug interactions or allergic reactions by listing your medications and conditions. | First responders can help you faster when you provide your address, access codes, and other details about your home's layout. | List the emergency contacts you want to be notified if you need to call 9-1-1. |

Because every second counts. Sign up today.

 **Smart911.com™**



Any time of the year and during Domestic Violence Awareness Day



Download resources here:

[Smart911 Domestic Violence Graphics](#)

[Smart911 Domestic Violence Outreach Kit](#)



Suggested Promo Items

[Pens](#)

[Mini notebook](#)

[Whistle Flashlight](#)

[Scarf Mask](#)

[Phone Wallet](#)

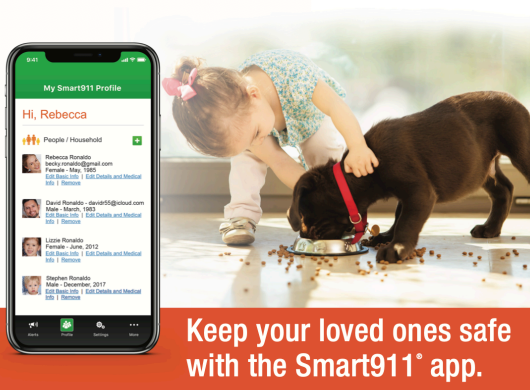
[Lanyard](#)

[Pill Box](#)

Play 4: Growing Your Base with Specific Needs

Part 5: Pets

Smart911 makes it easier for pet owners to protect their pets by displaying information about them to 9-1-1 call takers and first responders. You can promote Smart911 by partnering with vet offices, pet groups and pet stores.





Keep your loved ones safe with the Smart911® app.


Smart911 is a free service that allows you to share valuable information with 9-1-1 during an emergency. You can also receive important alerts from your community so you can prepare for any situation. Your free profile can include:

- EMERGENCY ALERTS
- HOUSEHOLD INFO
- MEDICAL HISTORY
- PETS & SERVICE ANIMALS
- EMERGENCY CONTACTS
- VULNERABLE NEEDS

Protect and prepare your family. Download the app or sign up online today.

 **Smart911.com®**

 Download on the App Store

 GET IT ON Google Play



Promote anytime or during National Pet Day



Download resources here:

[Smart911 for pets](#)



Suggested Promo Items

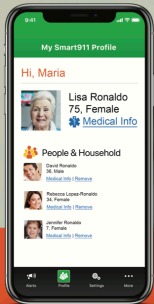
[Pet tag](#)

[Bandanas](#)

Play 4: Growing Your Base with Specific Needs

Part 7: Pandemics

Encourage all members of your community to create a Smart911 Safety Profile, but especially those at risk of severe illness from coronavirus or other diseases.






**Take Control,
Let Us Know**

Protect loved ones at risk of severe illness from coronavirus.
Share critical medical information with first responders in an emergency.

ADULTS AGE 60+ HYPERTENSION DIABETES CHRONIC LUNG DISEASE CARDIAC CONDITIONS SUPPRESSED IMMUNE SYSTEM

Fast, free and secure. Sign up today!

 **Smart911.com™**  **Download on the App Store**  **GET IT ON Google Play**



Anytime during a pandemic



Download resources here:

[Smart911 Coronavirus Checklist](#)



Suggested Promo Items

[Bandanas](#)
[Pill box](#)
[Scarf Mask](#)

Play 5: During Severe Weather Emergencies

Overview:

The time prior to or after a storm or weather-related emergency is a great opportunity to reach your community with messages about preparedness and how signing up for Smart911 can assist in any emergency. Leverage mass notification, media alerts, news interviews, etc. to encourage your community members to create Smart911 profiles.

Example from Louisville Fire Department:



*Anytime during
several weather*



*Download
resources here:*

[Severe Weather Kit](#)
[Rains & floods](#)
[Winter storms](#)
[Hurricanes](#)

[Post storm:](#)
[Tornado, earthquake, and other emergencies](#)



*Suggested
Promo Items*

[Pens](#)
[Mini notebook](#)
[Whistle Flashlight](#)
[Scarf Mask](#)

Play 6: Rave Facility

Overview:

Emergencies occurring at schools, healthcare centers and other commercial properties present first responders with unique challenges, which can impact their ability to provide assistance. These facilities can be difficult to access. They may be locked or have gates; they can be confusing to navigate once accessed; and often the 9-1-1 caller is not familiar with the facility's layout.

With Smart911 Facility, businesses, schools and other organizations can take an active role in protecting their employees, students, guests, and property by providing any information about their facilities that they want 9-1-1 and first responders to know, ahead of any emergency for FREE.

These organizations can also take an active role by distributing information to their employees, students and guests about how to keep their loved ones safe by signing for Smart911.

Partner with your local fire departments, business chambers and business groups to help you promote Smart911 Facility.



*Promote jointly
with your
Smart911
outreach*



*Download
resources here:*

[Rave Facility Best Practice Guide](#)

[Rave Facility Social and Web
Graphics](#)

[Rave Facility Email Template](#)

[Rave Facility Flyers](#)

[Rave Facility Email Template](#)

[Rave Facility Video](#)

[Rave Facility Presentation Deck](#)

Bonus Play: SmartSaves

Overview:

The Rave SmartSave Award program gives recognition to those using Rave products, including the Rave 911 Suite, Rave Panic Button, Rave Alert and Rave Guardian in any way that positively impacts an emergency call and/or response.

Rave SmartSave Award recipient(s) will receive:

- Mounted certificate on a plaque
- SmartSave Challenge Coin(s)



Encourage your staff to collect them all!

Additionally, agencies, organizations or institutions using Rave products can request a press release, their story published on the Rave Mobile Safety blog and/or a post mention on social media platforms.

How to submit your story:

Fill out the nomination form at www.SmartSaveAward.com