

BACK TO SCHOOL TIPS

As the new school year commences, we renew our focus on students and staff. It's important to do regular testing of your emergency notification system and use this system to promote the Rave Guardian app. Here are some steps you should consider this school year to promote Rave Guardian when you test your emergency notification system.

PART 1:

Use Rave Alert or your emergency notification system to help drive registration for Rave Guardian

1 Log in to your site at www.getrave.com

- If you do not see your site, use the “Change Site” button in the right-hand corner

2 From the “Alerts” tab, select the green “Create Alert or Template.”

3 Complete the three required steps in order to send the notification

- Name the Alert
- Enter your message in the “Text’ and “Email” Deliver Modes

Email Template:

Dear <Enter School Name> Community,

With safety at the top of mind, the <enter school name/department> will conduct an Emergency Alert System drill notification test at Date/Time. The drill will activate several campus safety platforms. Make sure you stay connected with one campus safety app with many campus resources, by downloading the “Rave Guardian” app on your mobile phone, you’ll have access to safety features that directly connect you to campus safety (or 9-1-1 if off-campus) in an emergency situation, as well as the ability to submit anonymous tips should you see something suspicious.

You can also invite friends and family to join your network as your “Guardians.” You can then request one or more of your Guardians to virtually walk with you on or off-campus. It’s like having an emergency blue light system and a trusted friend with you at all times.

The Rave Guardian app features campus resources you need most, including a campus call directory with university contact information as well as a campus content hub.

On behalf of <enter school name> Campus Safety, I encourage all students, faculty and staff to enhance their personal safety and the safety of their friends by download the free Rave Guardian App today at www.tinyurl.com/GetRaveGuardian from your mobile device or text “Guardian” to 67283 to instantly receive a link to download the app or simply search “Rave Guardian” in the app store on your mobile device.

Sincerely,
<ENTER NAME>
<EMAIL SIGNATURE>

Text Templates:

This is a <enter school name/department> Emergency Alert System campus-wide drill notification test. Make sure to stay connected with one campus safety app by download Rave Guardian app here: tinyurl.com/GetRaveGuardian.

This is a <enter school name/department> Emergency Alert System campus-wide drill notification test. We encourage all students & staff to enhance their personal safety by download the Rave Guardian App at tinyurl.com/GetRaveGuardian

BACK TO SCHOOL TIPS

Continued

PART 2:

MARKETING AND OUTREACH

- Review the [Rave Guardian Best Practice Guide](#)
- Share these helpful Rave Guardian resources with your campus community
 - www.raveguardian.com
 - [Promotion video for freshman class](#)
 - [Promotion video for returning students](#)
 - [Student made Rave Guardian PSA](#)
 - Tutorial - [How Social Timers work](#)
- Check out examples from Rave Guardian Customers on marketing ideas and best practices
 - [Boise State Department of Public Safety - Student PSA](#)
 - [University of Cincinnati - Customer Spotlight](#)
 - [University of South Carolina - Customer Spotlight](#)
- Download [marketing materials](#) to promote Rave Guardian
- Check out ideas for [Rave Guardian swag](#)