



Fast Start Checklist

PHASE #1: SETUP

Your goal is to be able to send alerts to yourself and members in your organization.

- Create Administrator Account - https://www.rainedout.net/create_new_account.php
- Login using username and password to set up account
- Click on "Settings" at the top of the page
 - Add GiftBack bank info (funds deposited from your sponsored messages)
 - Service Options:
 - SMS – The brief name your members will see on your messages you send out
 - Email – Same as above
 - Twitter/Facebook – Integrate your RainedOut Page with your social media sites
 - Web Widget – If you'd like to post alerts on your website
 - Setup Account Keyword (used for mobile opt-in, "text XYZ to 84483 to sign up")
 - Setup Remote Messaging (Admin cell number that is authorized to send alerts remotely)
- Click on "Admin" at the top of the page
 - Add additional Administrators (if applicable)
- Click on "Groups" at the top of the page
 - Set up groups, such as "Coaches" or "U9" or "Saturday Events" (if applicable)
- Click on "Invite Users" at the top of the page
 - Follow instructions
- Click on "Send Message" at the top of the page
 - Send test alerts to confirm delivery to cell phone, email, websites, etc.

PHASE #2: PROMOTE

Your goal is to make sure all of your members know about this new service available to them.

Essential Promotions

- Add RainedOut app icon or logo to your site's homepage & link it directly to your RainedOut Page
- Describe the service on a new or existing webpage & link from your site's navigation & sitemap
- Update News section of website with links to overview page or directly to your RainedOut Page
- Send stand-alone email blast with mobile opt-in instructions or link to your RainedOut Page
- At your next event, print and distribute the RainedOut Subscriber Brochure (explains mobile opt-in)

Recommended Promotions

- Ads/promotions throughout your website
- Announcement in print newsletter
- Announcement in e-newsletter
- Post news on weblogs/blogs
- Print flyers at events
- Distribute press release for local media
- Interview by local media: TV, radio, newspaper, etc.



PHASE #3: ADMINISTER

Your goal is to make sure your members have registered.

- Schedule reminders to check the number of registered SMS and Email users after 2 & 4 weeks
- Continue promotion efforts until happy with statistics