

Date

Dear (School Official):

I am the parent of (child's name) and I wanted to inform you about the FamilyFirst Alerts program, a new emergency notification response system for schools K-12. It represents a significant breakthrough in terms of cost-efficiency (less than four dollars/student/year), and its ability to notify parents, emergency services, civic authorities, media, and others, instantly and reliably. This is accomplished through the use of text messaging (SMS or Short Message Service), which can be automatically programmed or manually sent out by school administrators.

This service is unique in its ability to reach one or thousands of cell phone numbers instantly and reliably, anywhere that individual person is with his/her cell phone. If there is no cell phone response, messages can be sequentially sent out to a pager or email. Within a year, this system will also be capable of transferring a text message into a voice message, providing an additional emergency contact solution.

I have signed up for this service so that I would have the ability to receive emergency notification alerts. As a parent, I feel that this service is a valuable communications tool that would do (school name) a great service, and keep parents feeling secure while their children are in school. In order for me to begin receiving emergency notification alerts, (school name) needs to be registered with the FamilyFirst Alerts program.

Chatter, Inc., which is the parent company of FamilyFirst Alerts, can be reached at 866-404-2428. I would like to suggest that you contact them to determine if FamilyFirst Alerts would fit into the overall communication plan of our children's school. You can also visit the website at [www.familyfirstalerts.com](http://www.familyfirstalerts.com). Thank you.

Sincerely,

{Parent Name}