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
  o Add GiftBack bank info (funds deposited from your sponsored messages)
  o 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
  o Setup Account Keyword (used for mobile opt-in, “text XYZ to 84483 to sign up”)
  o Setup Remote Messaging (Admin cell number that is authorized to send alerts remotely)
☐ Click on “Admin” at the top of the page
  o Add additional Administrators (if applicable)
☐ Click on “Groups” at the top of the page
  o Set up groups, such as “Coaches” or “U9” or “Saturday Events” (if applicable)
☐ Click on “Invite Users” at the top of the page
  o Follow instructions
☐ Click on “Send Message” at the top of the page
  o 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