



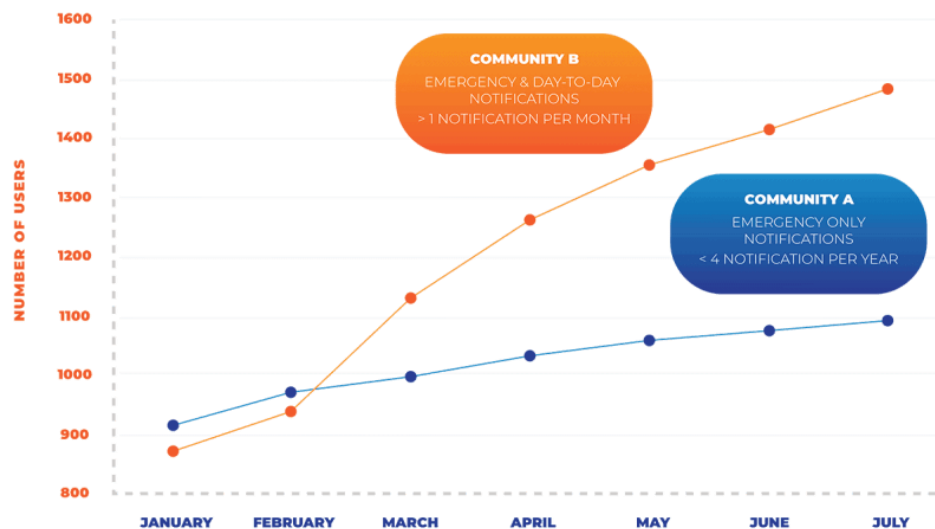
Best Practices to Increase Registration

This guide provides an overview of our recommended best practices to increase resident registration. After observing various approaches, these recommendations combine the successful practices of multiple communities to support maximum registration. While most of these approaches will benefit any community, notes have been included to indicate where regional districts and counties may require a different approach than smaller municipal governments. The recommendations include specific examples outlining how your community can implement these practices.

Method: Consistent Use and Word-of-Mouth Marketing

While we may live in a digital age, the most effective method of marketing remains word-of-mouth. Folks are more likely to use and trust products recommended by family, friends, and neighbours. However, for word-of-mouth marketing to take place, Voyent Alert! needs to be a useful and regular part of their lives.

We have found that communities that issue at least one notification a month experienced an on-going registration rate over five times higher than communities which issue only one or two alerts per year.



There are thousands of ways to start using Voyent Alert! more regularly so these methods are by no means exhaustive. However, this is a place to start!

To Do: WIDEN YOUR SCOPE

Many communities use Voyent Alert! to notify their constituents on day-to-day informational topics including those listed below. Would any of these be useful to your community?

- Council Meeting Agendas & Minutes
- Community Events, Fundraisers, & Drives
- Filming Notifications
- Garbage & Recycling Reminders
- Library, Pool, Town Hall, & Building Closures
- Planned/Unplanned Service Disruptions
- Recreation Registration Information
- Construction, Rezoning Notifications & Consultation Meetings
- Volunteer Recruitment

For Regional Districts and Emergency Alerting only Communities:

If you have opted to only use Voyent Alert! for emergency notifications, there are still opportunities to increase use including:

- Monthly or Quarterly Test Alerts
- Alerts outlining Voyent Alert! Features
 - How to monitor additional Locations
 - How to add alternative Contact Methods
 - How to set up Emergency Calling for SMS users
- Alerts supporting Emergency Preparedness Planning
 - How to create an earthquake Kit
 - What should be in a go-bag
 - What to do to prepare for a flood
 - Emergency preparedness for farm animals
 - What steps to take during an evacuation

TIP: You can attach Emergency Planning guides, Evacuation Orders or any other PDFs directly to an alert.

To Do: MAKE THE MOST OF VOYENT'S FEATURES

Public Topics:

When increasing your day-to-day notifications, we recommend creating more specific Public Topic categories (i.e., Community Events, Pools and Recreation, etc..). By increasing the number and specificity of your topics, your community members can choose to opt-out of individual topics to select exactly which alerts they find helpful.

Scheduling Recurring Alerts:

If you are going to be sending alerts on a regular basis, for example garbage pick-up reminders, you can lessen your work load by scheduling it as a recurring alert. This can be done from the preview screen by selecting the Schedule button. A scheduled alert will be issued on each of the days you choose.

Method: Reducing Barriers and Embracing Opportunities

Encouraging registration is easiest if you make the process as accessible as possible. While we aimed to make the online registration process quick and straightforward, sometimes folks still need that extra push. For some folks this may simply be a reminder to register, while others may require some hands-on support.

To Do: BE PRESENT

Even after your initial launch, we recommend that opportunities to register are available and clearly visible in your community. We recommend the following:

- Include registration booths at community events or public-school functions.
- Have tablets or computers set up as registration stations in public buildings including Town Hall, Recreation Centres, and Libraries.
- Work with community partners to hold registration events or give out flyers at retirement homes, colleges, privately owned businesses, and places of worship. These partners may even be willing to directly help members of their community register without the need for any additional staff support.

Consider contacting:

- | | |
|-------------------------------|-----------------------------------|
| ○ Scouts, Guides, or 4H Clubs | ○ Student Unions or College Clubs |
| ○ Faith-based Organizations | ○ Grocery Stores and Post Offices |
| ○ Local Union Offices | ○ Local Food Banks and Clinics |
| ○ Community Watch Groups | ○ Seniors Organizations |

To Do: ASSIST WITH REGISTRATION

To support community members who may not be as comfortable with online registration, we designed the “Manage Recipients” menu. From this menu, administrators can add community member’s directly to the system without requiring a verification code. **The steps to add a recipient are outlined in Appendix 1.** To get the required information, we recommend having a registration sign-up sheet available at your offices, Town Hall, or other public buildings. Registration sheets should ask for the following information:

- Name (Optional)
- **Address (Recommended)**
 - If not provided, community members will be registered to receive alerts in the centre of the region or the region’s administration building.
- **Contact Information (Mandatory)**
 - Individuals can provide multiple email addresses and phone numbers to receive text and voice calls.
- Public Topics Check List (Optional)

An example registration sheet is included in the Appendix 2 of this document.

Method: On-going and Varied Marketing

While word-of-mouth marketing may be the most effective, other marketing techniques still have their uses. We recommend marketing Voyent Alert! on an on-going basis following your launch. We have found social media to be an effective marketing tool, we also recommend sending out flyers and using your website as an opportunity to highlight Voyent Alert!. We offer pre-designed collateral for marketing purposes which can be personalized with your community's logo or branding.

To Do: SOCIAL MEDIA MARKETING

Social media marketing is a valuable tool, especially if you have already built an audience of subscribers. As part of our offered collateral, we provide visuals and suggested captions that you can post to Facebook or Twitter. We recommend posting twice a week, for the first month of your registration campaign and then continuing to include Voyent posts once a week in the following months. **An example schedule is included in Appendix 3**, which lists potential captions and notes images you can find in the collateral package.

You can also integrate reminders about registration into posts about community events, works, and other updates by including a note stating that notifications and updates will be also be issued through Voyent Alert! Lastly, we have found that incorporating a social media push regarding Voyent Alert! is quite impactful prior during annual Emergency Preparedness campaigns in advance of flood and fire seasons.

Lastly, you can also post Voyent Alert! notifications directly to Facebook. These alerts will include a link to register at the bottom of the message. We created a quick three-minute video outlining how to link to Facebook that can be found here: <https://youtu.be/xdwZN2jYKcA>

To Do: PRINT MEDIA

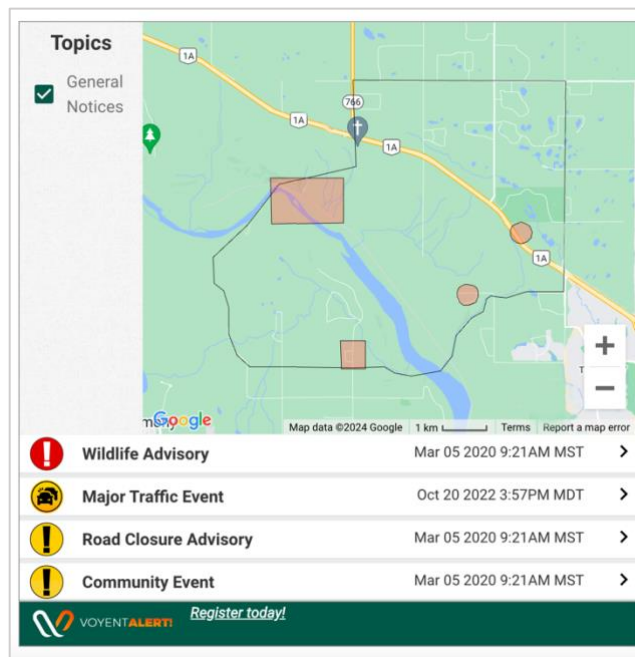
Sometimes a classic approach can be incredibly helpful. First and foremost, we recommend issuing a formal press release if you have not already done so. **An example press release can be found in Appendix 4**. It can also be beneficial to issue supplementary press releases following critical incidents. These demonstrate the value of the system as they can explain how the system was used and outline how it will be used for future events.

Additionally, our collateral package includes posters, 1-page brochures, and mail inserts that can be given to community members. Clients have had success including the mail inserts into utility bills, and tax notices. The posters include clear registration information and can easily be placed in public offices, libraries, schools, sports halls, and community centres.

TO DO: WEBSITE INTEGRATION AND THE VOYENT ALERT! PUBLIC PORTAL

Lastly, your website is an excellent platform to showcase Voyent Alert!. We recommend including a visible link to the registration page on the homepage of your website at all times if possible.

In addition, you can easily add the Voyent Alert! Public Portal to your community's website, which will show all of the Entire-Region alerts currently active in your community on an easy-to-read map.



As it is hosted on your website it can be accessed by any member of your community and it includes a registration link at the bottom for any community members who think it may be useful. By demonstrating the systems use and value, you can further support community registration.

To issue alerts to the public portal, select “Public Alert Portal” in the Recipients Tab of the alert editor. This option will be available for any ‘Entire Region’ zones. **Instructions for including geo-fenced or shaped zones to the public portal can be found in Appendix 5.**

Contents (Entire Region)	Recipients	Recipient Response
▼ Recipients to Notify (Specific Public Topics)		
☐ All Recipients - Cannot use All Recipients for Informational severity alerts. Select Recipient Groups and/or Public Topics instead.		
☒ Public Alert Portal - Post this zone's notification to your Public Alert Portal		

Appendix 1: Manage Recipient Instructions

Region Administrators can add recipients directly on to the system on the 'Manage Recipient' Menu. To do this follow these steps:

- 1) Login to your Voyent Alert! administrator account.
- 2) Select the Manage Recipients from the menu on the left side of the screen.
- 3) Press Add New at the bottom of the table.

Manage the recipients who are subscribed to receive alerts from this region.

CLEAR FILTERS EXPORT (AS CSV)

First Name	Last Name	Contacts	Registration Form	Groups	Status
Victor	Allen	Email: product.support@icesoft.com		Town Council	Active
Abigail	Voyentin	Apple iOS: Device ALUD: 4af74f0e-2e25-4900-a514-528fb0f70c9f Email: va.sampletontown@gmail.com			Active

Displaying 1-2 of 2 recipients

ADD NEW

- 4) Fill in the contact information and then select Next. You can add additional contacts as needed by selecting the green plus sign at the bottom of the list.

Add New Recipient

Enter the Contact Method(s) for the new Recipient.

Contact Method: Text Message (SMS) Phone Number (10-digit): 222-333-4444

Contact Method: Email Email Address: customer.support@voyent-alert.com

CANCEL NEXT

Add New Recipient

Contact Method: Phone Call Phone Number (10-digit): 222-333-4444

Contact Method: Text Message (SMS) Email Phone Call

CANCEL NEXT

- 5) If provided, fill in the recipient's name and select Next.
- 6) You can then add the recipient to a Recipient Group if needed.

Add New Recipient > Contact ×

First Name *

Last Name *

CANCEL BACK NEXT

Add New Recipient > Profile ×

Select the Recipient Groups this recipient should be a member of (optional):

Emergency Management Team
Town Council

CANCEL BACK SAVE RECIPIENT

- 7) Press Save Recipient

If the Recipient has provided an address complete the following additional steps:

- 8) With the new recipient's name highlighted in green select Login to Account.
 - a) If the name is not selected you can search for it by entering the contact information into the contact search bar at the top of the table.

VOYENT **ALERT!** (Training)
Manage Recipients
Support
System Administrator
Sierra Lauren

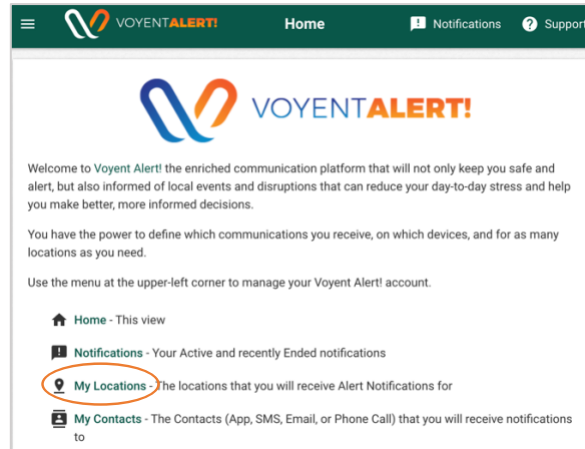
Manage the recipients who are subscribed to receive alerts from this region. CLEAR FILTERS EXPORT (AS CSV)

First Name	Last Name	Contacts	Registration Form	Groups	Status
		All		All	All
Victor	Allen	Email: product.support@icesoft.com		Town Council	Active
Abigail	Voyentin	Apple iOS: Device AUID: 4af74f0e-2e25-4900-a514-528fb0f70c9f Email: va.sampletontown@gmail.com			Active
Valerie	Allertson	SMS: +1 (222) 333-4444 Email: customer.support@voyent-alert.ca Voice: +1 (222) 333-4444			Active

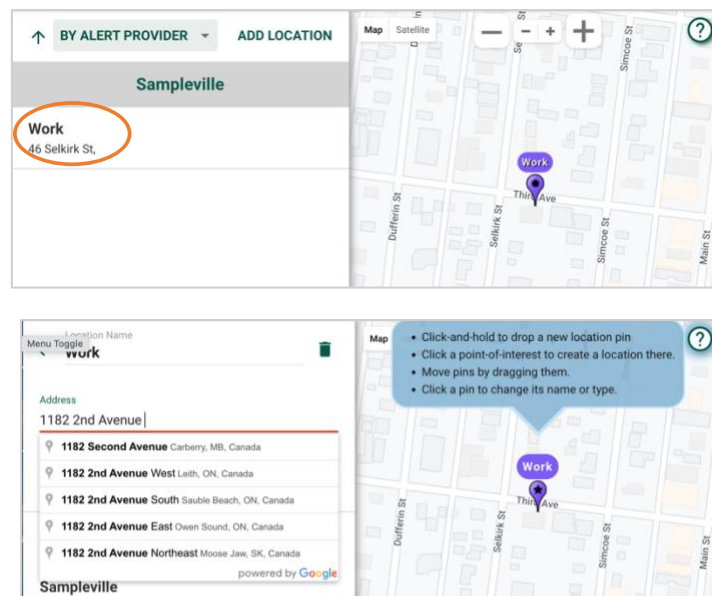
Displaying 1-3 of 3 recipients

ADD NEW
LOGIN TO ACCOUNT
EDIT GROUPS
DISABLE
REMOVE

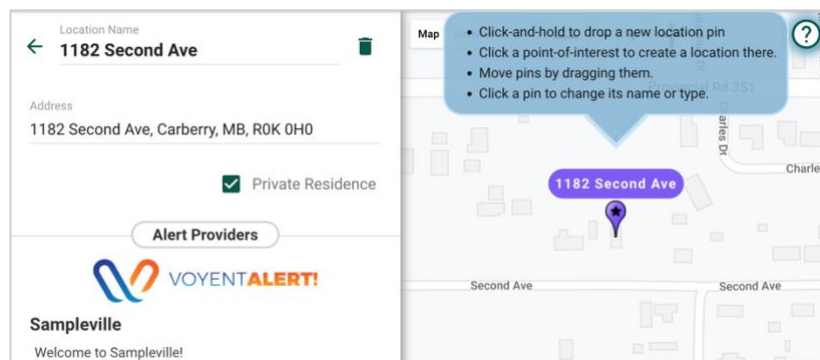
- 9) A new tab will open with showing the recipient's account. Select "My Locations" from the list on the homepage or from the left-hand menu.



- 10) Select the name of the existing pin on the left-hand menu. Then type the new address into the Google Maps search bar and select the correct location.



- 11) Once the pin has moved locations, we recommend renaming the pin to a shortened form of the address (i.e. 1182 2nd Ave). The account is now completely registered



Appendix 2: Example Sign-Up Sheet

Name (Optional)	Address (Recommended)	Contact Information (Minimum of 1 is Required)
		Email:
		SMS/Text:
		Phone Call:
		Email:
		SMS/Text:
		Phone Call:
		Email:
		SMS/Text:
		Voice Call:
		Email:
		SMS/Text:
		Phone Call:

Appendix 3: Example Social Media Calendar

Week	Caption	Image
1	We have chosen the Voyent Alert! Notification Service to keep you informed during emergencies as well as day-to-day notifications. Register now to receive important notifications that matter to you! The service is FREE, easy to use and anonymous. [insert link]	Social Post: 2.1- 2.8
1	In times of crisis, it is important that you have access to trusted, timely and accurate information. With ----- (flood season, fire season, etc.....) around the corner, register now to receive important notifications via Voyent Alert! The service is FREE, easy to use and anonymous. [insert link]	Social Post 11.2, 12.6 or Social Post 4.5, 5, or 5.2,
2	Did you know you can receive updates on local road work and closures in your area? Register now for Voyent Alert! [insert link]	Social Post 4.1
2	Have you signed up for Voyent Alert? Voyent Alert! is the notification we will use in the event of an emergency. Registration takes less than a minute and you can sign up from your smartphone or computer. If you know someone who has not signed up for Voyent Alert and does not use the internet, please have them call or stop by the Village Office; we can register them to receive voice calls!	Social Post 14 – 14.7
3	We just sent out an alert about ----- [insert event]. You can also receive these notifications by registering for Voyent Alert! Better yet, you can pick how to stay informed by registering for the App, email alerts, text notifications, or phone calls.	Social Post 13
3	Did you sign up yet? You can have reminders sent to you about your (e.g. recycle and garbage pick-up days) via text, voice call, email, or the Voyent Alert app. You can choose how you receive the reminders and what type of reminders you want to receive. Sign up here it takes less than one minute: [Link]	Social Post 6
4	"Emergencies can happen anytime, anywhere. Be prepared with Voyent Alert! Sign up today and receive alerts tailored just for you. [Link]	Social Post 12, 12.7, or 12.8
4	Add the following to one of your regular posts: Want this update sent directly to you? This information is also shared through Voyent Alert!, the community's free notification system. Sign up now to receive alerts directly by email, text, app notification, or phone call.	Image associated with Regular Post

5	We want to make sure you get the information relevant to you! We send specific and localized notifications with Voyent Alert! All you need to do is register and decide which locations to add to your account.	Social Post 15
6	Want an easy way to stay in the loop? We can send important notifications, updates, and critical alerts, directly to your phone or email using Voyent Alert!. Registration takes less than a minute and is completely free and anonymous.	Social Post 14.1-14.9
7	Add the following to one of your regular posts: Want this update sent directly to you? This information is also shared through Voyent Alert!, the community's free notification system. Sign up now to receive alerts directly by email, text, app notification, or phone call.	Image associated with Regular Post
8	"Get the information you need, when you need it! Voyent Alert! is available in [Community Name]. Register today and never miss an important update. [Link]"	Social Post 2.4
9	Make your day easier by staying informed about [(choose two or three, or however many you wish) public works notices, road closures, snow removal, street cleaning, water restrictions, and upcoming civic events] in [town, city, regional district]. Register now to receive important notifications that matter to you! The service is FREE, easy to use and anonymous. [insert link]	Social Post 6
10	Add the following to one of your regular posts: Want this update sent directly to you? This information is also shared through Voyent Alert!, the community's free notification system. Sign up now to receive alerts directly by email, text, app notification, or phone call.	Image associated with Regular Post
11	Have you signed up for Voyent Alert! yet? It's easy, FREE and a great way to be informed about what's going on in ----- as it happens - both day-to-day communications and emergency-related alerts. There are multiple ways to register, including landline calls and cell phone notifications. For more information, visit [insert link].	Social Post 11.1
12	"New to [Town Name]? Make sure you sign up for Voyent Alert! to receive important notifications and stay connected with your community. [Link]"	Social Post 1 or 3

Appendix 4: Example Press Release

Press Release: [Community Name] Adopts Voyent Alert! to Enhance Community Safety

[Community Name], [Date] — The [Community Name] is excited to announce the implementation of Voyent Alert!, a new multi-purpose communication service designed to keep our community informed and safe. Starting today, residents will have access to timely, personalized notifications about critical events, ensuring they stay aware and prepared for emergencies.

Voyent Alert! is an innovative alerting system that provides critical information about emergencies such as severe weather, road closures, public health notifications, and other important community updates. Using location-based technology, Voyent Alert! delivers personalized alerts that are relevant to each resident, ensuring that they receive the information they need, when they need it.

[Optional Quote from Community Official]

In using Voyent Alert!, [Community Name] is taking a proactive step towards ensuring the safety and security of its residents. We encourage everyone to sign up and take advantage of this valuable tool.

How to Sign Up:

Signing up for Voyent Alert! is simple, free, and takes less than a minute. Residents can receive notifications via:

- **Mobile App:** Download the Voyent Alert! app from the Apple App Store or Google Play Store.
- **Text Message:** Register to receive SMS alerts.
- **Email:** Sign up to get email notifications.
- **Voice Call:** Opt in to receive voice alerts on your landline.

To register, visit [website link] and follow the easy steps to create your account. Be sure to customize your notification settings to receive alerts that matter most to you. [Community members without internet access can visit ---- to register].

Privacy and Security:

[The Town Name] values the privacy and security of its residents. Personal information collected through Voyent Alert! is protected and will only be used for the purposes of sending alerts. Residents can be assured that their information will not be shared with third parties and will remain confidential.

For more information about Voyent Alert! or to register, please visit [website link] or contact [contact] at [contact information].

Media Contact:

[Name]

[Title]

[Town Name]

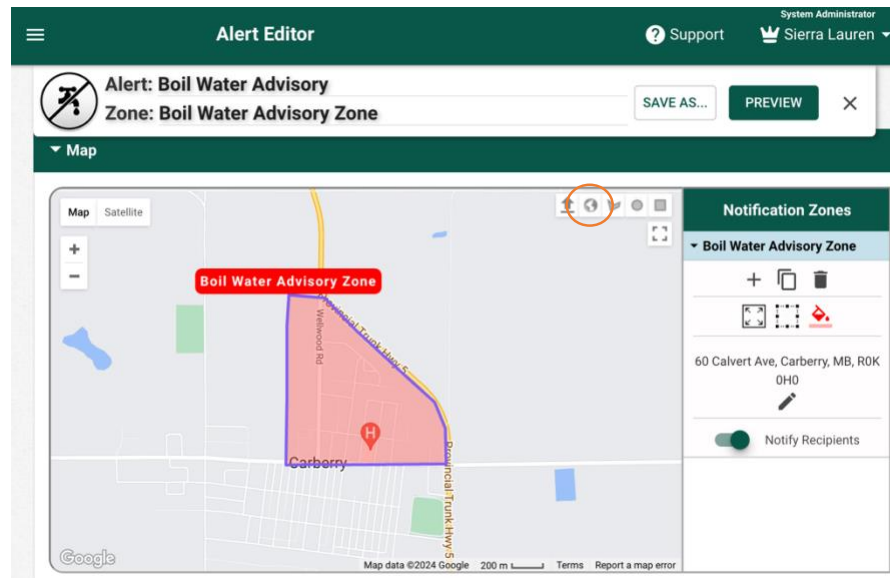
[Phone Number]

[Email Address]

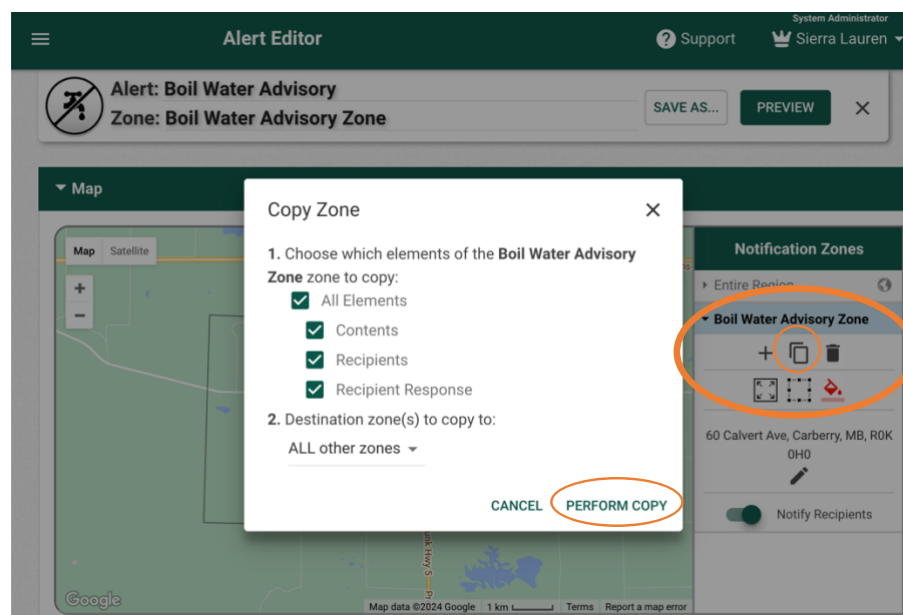
Appendix 5: Issuing Geo-fenced or Shaped Alert Zones to the Public Portal

To include alerts that use geo-fenced zones in the Public Portal, it is necessary to add an 'Entire Region' zone. As you can choose to issue the Entire Region zone to only the public portal, this will not contact any additional community members.

- 1) Login to your Voyent Alert! administrator account and go to the Alerts Menu.
- 2) Press Add New at the bottom of the table and create your geo-fenced alert.
- 3) Select the globe icon in the top right-hand corner of the map to add an 'Entire Region' Zone to your alert.



- 4) Select the name of your geo-fenced zone in the right-hand menu and then press the overlapping rectangle icon. Select Perform Copy to copy your content to the Entire Region zone.



- 5) Select the 'Entire Region' Zone in the right-hand menu and confirm that the information was correctly copied. Please note that you may need to edit the 'Entire Region' zone to remove some variables including [distance to], [direction to], or [Affected location].
- 6) Select the Recipients tab for the 'Entire Region' Zone
- 7) Select Public Portal and **Deselect Any Public Topics or Recipient Groups**

Contents (Entire Region) Recipients Recipient Response

▼ **Recipients to Notify (Specific Public Topics)**

☐ **All Recipients** - Cannot use All Recipients for Informational severity alerts. Select Recipient Groups and/or Public Topics instead.

☒ **Public Alert Portal** Post this zone's notification to your Public Alert Portal

Public Topics

Active in Isolation (3) Community Events and Council Meetings (3) Garbage and Recycling Reminders (3)

General Notices (3) Public works Street Info (3) Public Works Water (3) Traffic Updates (3)

Recipient Groups

Emergency Management Team Town Council (1)

- 8) Preview and issue the Alert. It will be issued to the Public Portal and the Recipients of the geo-fenced zone.