



SendWordNow Emergency Mass-Messaging System

Our congregation has been gifted with the use of **SendWordNow (SWN), an emergency mass-messaging system that will allow our clergy, officers and professional staff to contact you via voice and e-mail devices anywhere, anytime.**

A preliminary (and unannounced) test of the system some time ago allowed us to see how well the system worked -- and what needed a little tweaking. Our generous friends at SendWordNow made some technical changes, and talked us through our own mistakes -- and the result is a system that during a recent spate of bad weather, notified our entire religious school (some 229 voice and text contacts) of class cancellations in about two minutes. Our school community loves it -- and so we're rolling it out congregation-wide.

We'll use SWN as the congregation's primary means of communication during crisis situations, such as a problem at the building, weather-related cancellations, etc. Unlike our existing e-mail and telephone systems, it is the **ONLY** method we have of communicating critical information to each and every one of you quickly in emergencies -- however and wherever you can be reached.

SWN will also be used to help streamline our minyan reminder calls to those who have already agreed to serve as OJC "minyannaires."

Some of us remain uncomfortable with systems like SWN. While both our e-mail system and SWN are amazingly secure -- and access to them is limited only to a handful of OJCers specifically authorized by our board to maintain and activate them -- we will always respect the wishes of congregants who opt out of these communications systems, whatever the reason.

We'd be remiss, however, if we didn't emphasize that in crisis situations, time is of the essence -- and our normal communications systems may be inaccessible or inoperative. Hence, the **ONLY** way we may be able to communicate with you is via the SendWordNow system. It doesn't reside at our shul, can be activated "on the fly" via phone and/or web -- and SWN can even let you tell us that you've received the message!

So we hope you'll participate in our SendWordNow contact database. The process of enrolling is simple. Address an e-mail to swn@TheOJC.org, and in the subject line, type **SWN ENROLLMENT. In the body of your message, include your first and last name, your home phone number and your home e-mail address.**

We'll use this information as the basis of our initial database, and in the coming weeks, all enrollees will receive an e-mail direct from our SendWordNow system, inviting them to update and complete their contact record. You'll have a chance to click on a weblink that will take you to your own personal SWN profile, and you'll be able to add, delete or change your phone numbers and e-mail addresses. SWN allows us to select the numbers and e-mail addresses at which you are contacted for any given message -- so discretion and privacy are always assured.

If you have questions about SendWordNow, or how we'll use it, please email Howard

[Price](#) or call him any evening at 845-634-7244.

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