

# Message Made Easy

Send your messages. Nice and easy.



for **Organizations**

All organizations face the same issues when it comes to communicating, no matter the type of organization or the activities they focus upon.

**“How can we effectively get our message out to the masses with limited resources?”**

Having access to an affordable message broadcast system can make all the difference. The ideal system should be easy to setup, easy to use, feature rich, and require no investment. It should be web based to provide easy access to administer account details and contact information. Clients should be confident that they will be provided with a quality services and support provider who understand the importance of their messaging needs. MessageMadeEasy.com is that message broadcast system.

**Organization of all types use our service to facilitate their messaging needs required for successful fundraising, volunteer recruitment, and for emergency and non-emergency announcements to their members.**

**Our service has endless possibilities to assist your organization.**

#### **NON-PROFIT / VOLUNTEER ORGANIZATIONS**

- Cost-effectively update your volunteers on important time and schedule changes
- Contact past volunteers to recruit help for events
- Send out updates and reminders for fundraising, schedules and special events

#### **CHURCHES / CONGREGATIONS**

- Contact your congregation regarding a special event
- Send updates on special projects
- Recruit volunteers for fundraisers
- Send inspirational messages to your congregation

#### **Sample Voice Message Transcripts**

##### **Change of Schedule**

*“Hello, this is Reverend Mike. With the growth of our congregation the worship schedule has changed to add another service on Sundays from 12:00–1:00 pm. Thank You.”*

##### **School Fundraiser**

*“Hello CHS family. This is Mike from the CHS fundraising committee with a reminder that our annual fundraising campaign will kick off February 1st. Donation options are available on CHS’s website along with information about the silent auction and dinner social schedule for March 16th. Let’s get those tickets sold for a great turnout this year!*

##### **Campaign Fundraiser (text)**

*“CHS fundraiser this Saturday 7:00 pm. Update: Smith family donated a 1 week stay @ condo in Florida for the auction! Still accepting additional donations.”*

**Here’s how MessageMadeEasy.com can benefit your organizations:**

- Multiple messaging plans to choose from to fit any size constituent base or campaign.
- Text broadcasts and Voice broadcasts access the same contact lists in the account.
- Create up to 9,999 groups and contact list under one account.
- Flexibility to create one part, two parts, or three parts messages.
- Easily broadcast voice messages to your choice of groups by call our 1-800 #.
- Schedule messages to broadcast at a specific time.
- Account administration tools for account manage and usage monitoring.
- Detailed contact attempt and result reporting for each voice and text broadcast.
- Web-based Opt-In or Opt-Out media kit link for easy online contact list management.
- SaaS model – No software, hardware, telephony, or storage investments required.
- Account information and sensitive data is stored and backed up securely.
- Quick and easy contact list import feature.
- Broadcast your message from any location.

Message  
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[www.MessageMadeEasy.com](http://www.MessageMadeEasy.com)

1-877-744-0874

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## MessageMadeEasy.com System Features

### **Multiple Group Creation and Target Messaging:**

Use our Web Base account management tools to create an unlimited amount of meaningful name groups and Pin Numbers within your account. Groups can be created from multiple existing groups. Contacts can have more than one contact number. A group will not load a duplicate phone number for additional contacts the number will already receive a message.

### **Flexible Database:**

Multiple options are available for contact information to be submitted. The account owner can enter contacts manually or use the bulk importing feature to load a .csv file with our provided template. Contact data can also be acquired from GMAIL, Yahoo Mail, & Windows Live Hotmail. Account owners can choose to provide a link on their site providing access a media kit where users can opt-in to public groups under the account.

### **Ease of Recording Messages:**

Since it is not possible to predefine messages for every kind of emergency situation, the system allows instantaneous creation of the alert message, at the time the alert is to be sent. The IVR system will prompt the user for the ten digit account number and 4 digit account PIN #. The account owner can then choose the pin number of the group they wish to broadcast too, record, review, re-record a message, then choose to send immediately or schedule the notification message. This allows maximum flexibility in conveying accurate details.

### **Multi-modal Message Delivery:**

The system can deliver voice based notifications via PSTN to landline and cellular phones and through VoIP over the internet. Send text messages via short message service (SMS)

### **Caller I.D. Insertion:**

Your 10 Digit Account number will be broadcast as Caller I.D. to each of your contacts. Named Caller I.D. will display if their carrier is able to provide a lookup.

### **Answering Machine Detection:**

Using sophisticated algorithms to detect answering machines, the system can be configured to either leave a message for the recipient or move to the next number in sequence.

### **Busy Signal Detection:**

Should the system identify a busy signal for a contact, it will retry the number ten minutes after the first attempt..

### **Voice Quality:**

The system uses state-of-the-art hardware with extensive Digital Signal Processing based algorithms that result in crystal clear audio quality.

### **Remote Management Access:**

Account owners will have web based access to manage their accounts.

### **Call Activity Report:**

Call activity reports are automatically created capturing all call processing events associated with the messaging session as the calls are dialed out. The report is then posted in the user's account for future reference. The system provides a table of the percentage of call completions, calls answered by answering machines and undelivered attempts.

### **High Availability Architecture:**

Our system is located in hardened data centers and can be deployed in geographically separated locations in a 1:1 hot standby configuration. Automatic database replication between locations, along with disk-mirrored hard drive-in RAID-1 configuration ensures maximum uptime.

### **PCI Compliant**

Our credit card processing system utilizes partners who are PCI compliant as a Service Provider Level 1 and who process and secure our clients credit card information in compliance with The PCI Security Standards Council. We do not store our client's credit card information within our systems.