



**tip411** is a breakthrough web based tool that enables students to text an **anonymous message** that can be responded to by authorized personnel. Our easy to use Web interface enables a real time two way “chat” with students and others who wish to provide important information.

This “on demand” capability enables students to provide immediate information while maintaining anonymity.

Text messages are accessible via a web based dashboard that is accessible from any internet browser. Authorized personnel can review, respond to and manage all inbound messages from one interface.

***"Young people today are incredibly wired, and administrators have the technology at their fingertips — once they put it in place," said Amanda Lenhart, a researcher for the Pew Internet and American Life Project, a Washington-based nonprofit organization.***

***"What better way is there to get in contact with people who always carry technology, or are within shouting distance of it?" Lenhart said. "This is a huge development in terms of school security."***

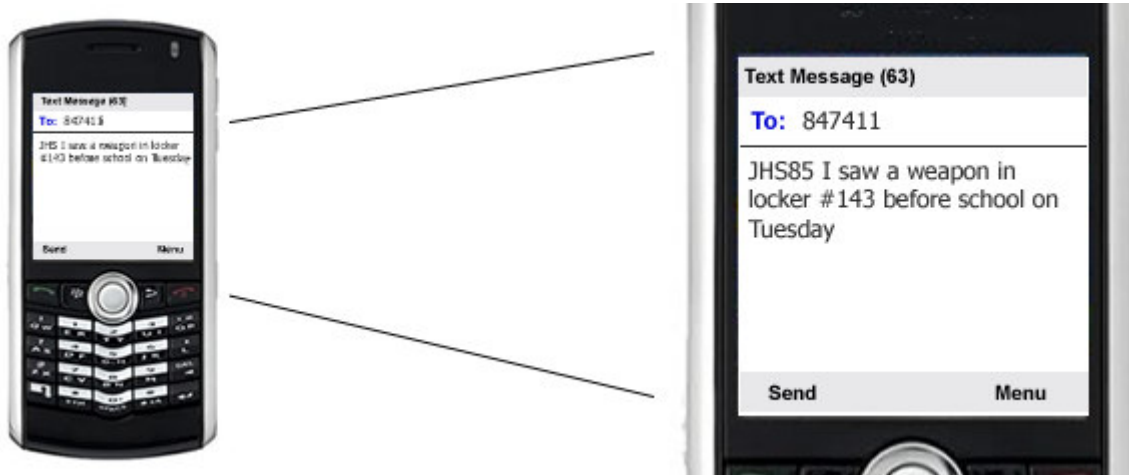
## **Benefits**

- A new channel of safety communications for students that leverages something they’re very familiar and comfortable with – Text Messaging!
- It’s 100% anonymous so students don’t have to fear retribution.
- Messages can be responded to in real time creating an instant two way live “chat”.
- A decrease in drug and violent crime related incidents has been reported.
- Augments alert systems already in place by providing a means for students to initiate communications – possibly before an alert is even issued by school authorities.
- No technical knowledge or management is required to use the system, which allows your people to focus on what’s most important – responding to emergency and safety situations.


## Example

This example shows a view of the text message sent from a phone and the dashboard console that allows two way communications to take place.

*Individual texts an anonymous message to tip411 (847411)*



*Web based dashboard where your authorized personnel log in to review and respond to messages*

		<a href="#">Print Version</a>
		<a href="#">Return to List</a>
		<a href="#">Logout</a>
<b>Date:</b> 10/18/08	<b>Subject:</b>	<b>ID:</b> X45TB3
<b>Status:</b> <input type="text" value="Active"/> <input checked="" type="checkbox"/>	<b>Tag:</b> <input type="text" value="Weapon"/>	
<b>Details:</b>	<input type="text" value="X45TB3: I saw a weapon in locker #143 before school on Tuesday"/> <input type="text" value="RESPONSE: Thank you. Can you give us a description of the weapon?"/>	

## Included Services and Pricing:

- Access to Exclusive National Network Short Code (tip411)
- Exclusive Vanity Keyword selection – 5 or more digit keyword included/Subject to availability
  - Your school or district would introduce your ability to receive anonymous text messages from students by publishing a statement like “text **JHS85** and your message if you see or know something about a crime - its 100% anonymous”.
  - Explanation of Keyword: The keyword associates a tip to your school or district and makes the number memorable for students. An example of a vanity keyword selected by Jefferson High School that’s part of District 85 might be **JHS85**. Jefferson High School and District **85** – thus the keyword **JHS85**).
- Keyword(s) comprised of less than 5 digits can be purchased for an additional cost (subject to availability)
- Multiple keywords can be selected, additional costs apply.
- Tip411 online portal to download templates for cards, flyers, bumper stickers, etc.  
CitizenObserver provides access to the portal and templates at no cost but does not cover any printing or shipping costs for marketing materials.
- Requires no support, no additional software/hardware purchases, and no management on the part of your organization.

District and Individual School Pricing available.

- Pricing depends on number of keywords selected, and selection of various additional services.

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