



## Information to share on your website about Savvy Citizen

It is important to let your residents know that your municipality is using Savvy Citizen as a notification system for helpful information, calendar events and alerts. We encourage you to use any of the text below (or your own) to help promote Savvy Citizen, and encourage your residents to sign up. This document contains a few examples of things you can post. Feel free to edit or add to the examples below in order to create a custom message to your residents. The more you mention your use of Savvy Citizen – the more residents will sign up and follow your notifications!

We recommend having Savvy Citizen on the front page of your website, and a link to additional information that shows people how to sign up. If your municipality distributes a newsletter, we suggest having Savvy Citizen as a lead story, or in a prominent position within the document.

### **Example #1:**

#### ***Do you want to keep up-to-date on notifications and events in <Township/Borough>?***

<Township/Borough> is now using Savvy Citizen to communicate important news and events with residents. It's FREE and simple for residents to sign up. For residents with smartphones, simply visit the Google Play (Android) or App Store (Apple) to download the Savvy Citizen App for FREE and opt in to receive information from <Township/Borough>. Those without smartphones can sign up via [www.savvycitizenapp.com/signup](http://www.savvycitizenapp.com/signup) and select to have text notifications or e-mails sent to them.

Don't miss out on the next notification from <Township/Borough>. Sign up for Savvy Citizen today!

### **Example #2:**

#### ***<Township/Borough> is now using Savvy Citizen to communicate with residents***

<Township/Borough> has recently subscribed to Savvy Citizen, a notification system which allows municipalities to easily and effectively communicate with their residents via push notifications, text messages or e-mails. Savvy Citizen is more than a notification system as it allows <Township/Borough> to keep up to date on community events, helpful information, road closures, alerts and much more.

Available on Android, iPhone/iPad and desktop, residents of <Township/Borough> can choose to receive notifications with push alerts on their smart phone, or they can browse in-app for a full listing of their notifications, alerts and community events. Those without smartphones can sign up via [www.savvycitizenapp.com/signup](http://www.savvycitizenapp.com/signup) and select to have text notifications or e-mails sent to them.

Whether it is a road closure, a change in trash or recycling pick up due to a holiday, a fun local event or significant municipal meeting, Savvy Citizen has a complete scheduling system that allows municipalities to communicate with residents of <Township/Borough>.



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In addition, when residents sign up for Savvy Citizen for their municipality they are also prompted to sign up for neighboring communities where they may work or play. This enables “non-residents” to receive notifications and events from other municipalities and areas of interest, as well.

Don't miss out on the next notification from <Township/Borough>. Sign up for Savvy Citizen for FREE via the App Store, the Google Play store, or at [www.savvycitizenapp.com/signup](http://www.savvycitizenapp.com/signup).

**Example #3:** Less text, more graphical. Some municipalities choose to keep the text simple and add a larger graphic to get their residents' attention. If you would like a custom graphic on your website, let us know and we can design for you. This example is a page from Washington Township's website.

## Savvy Citizen

Home / Savvy Citizen

### Want to know what's going on in Washington Township?

Our new Savvy Citizen® app will keep you better informed of important township news and happenings in our community.

#### Become a Savvy Citizen!



- Sign-up for **Apple** and **Android** users is simple and free. Become more savvy and receive useful township updates, community news and event reminders by downloading today.

- Download the App now!



- or visit [SavvyCitizenApp.com](http://SavvyCitizenApp.com) for more info and download links



## Information to share on your website about Savvy Citizen

### Other graphics:

We will provide you with the Savvy Citizen logo to use along with your text, as well as any other graphics that you may need to help promote. Please let us know how we can assist you.

### Other general descriptions of Savvy Citizen:

Savvy Citizen provides a fast and easy way for local governments to send municipal updates, event reminders, community news and alerts directly to residents via:

- Push notifications
- E-mails
- Text messages

Local governments simply populate their calendar with events, and have the ability to send out quick notifications at any time. Urgent messages are sent with immediate delivery. Citizens download the free app onto their phones, and can manage their communication preferences. Those citizens without smart phones can receive the information via text messages, e-mails, or by accessing the website online.

Savvy Citizen provides a trusted, affordable, and easy way for local governments to communicate municipal news, event reminders and emergency alerts directly to residents via their mobile devices or computers. Savvy Citizen features on-demand notifications, a calendar for scheduled events and meetings that integrates with your website, geo-targeting “custom zones” and more. Benefits: FREE to residents, improves communication and transparency, one-way communication from municipal managers to residents, visibility of events/alerts from neighboring communities, 100% hosted solution, and we provide content and marketing support to ensure your success. Savvy Citizen is proven effective for municipalities of all sizes! [www.SavvyCitizenApp.com](http://www.SavvyCitizenApp.com)