

Rally Text

Urgent Messages — How They Work

A guide for coaches, team directors, athletes, and families. RallyText has two built-in ways to reach people fast when something can't wait — and a safety net that keeps working even if no one replies.

Everyday RallyText messages are one-way announcements sent as direct texts. **Urgent messages** are different: they're for time-critical moments, they're clearly marked with a 🔔, and one of them **automatically escalates to emergency contacts** if it goes unanswered. There are two kinds — one about an **athlete/family**, and one about a **coach**.

TYPE 1 · ATHLETE & FAMILY EMERGENCY

FAMILY Urgent

When to use it	An athlete is hurt, needs to be picked up now, or there's a situation specific to one family that needs an immediate response.
How a coach sends	Text your team's RallyText number: <code>FAMILY <LastName> URGENT <your message></code> Example: <code>FAMILY Smith URGENT Bobby twisted his ankle – please call the field now.</code>
Who gets it	The athlete and every linked parent/guardian for that family receive a text that starts with 🔔 URGENT .
Acknowledging	If any parent or guardian replies (even just "OK") within 10 minutes, the alert is marked acknowledged and the escalation below is cancelled automatically.
Calling it off	The coach who sent it texts <code>CANCEL URGENT Smith</code> — optionally with a reassurance note, e.g. <code>CANCEL URGENT Smith False alarm, all good</code> . The family gets an "All clear" and no escalation is sent. <i>Only the original sender can cancel.</i>

The 10-minute safety net (automatic escalation)

If **no guardian replies within 10 minutes**, RallyText automatically texts that athlete's **emergency contacts** — with just enough to act on (which coach, which athlete, the time it was sent, and the coach's number to call). For privacy, emergency contacts **never see the original message text**. If no emergency contacts are on file, RallyText can't escalate — it warns the coach to reach the family or emergency services directly and flags it to RallyText support. **Keep emergency-contact info current.**

Approval safeguard: if the sender isn't team leadership (Team Director, Head Coach, or Assistant Coach), the message is held and leadership is asked to approve it with a **YES** reply before it reaches the family. Leadership sending it themselves goes out immediately.

TYPE 2 · A COACH NEEDS HELP

COACH Urgent

When to use it	A coach or staff member has an emergency themselves — stranded, hurt, or needs backup on site.
How to send	<code>COACH <FirstName> URGENT <your message></code> Example: <code>COACH John URGENT Need help at the north trailhead – can't reach John by phone.</code>
Who gets it	Immediately (no waiting window): the team's other leadership coaches (Team Director, Head Coach, Assistant Coaches), plus the affected coach's own emergency contact if one is on file.
Coordinating	Replies are relayed to everyone on the alert, so staff can coordinate in a single thread.
Emergency contact	If the sender isn't leadership, the coach's emergency contact isn't looped in automatically — any leadership member can reply YES to notify them.
Calling it off	<code>CANCEL COACH URGENT John</code> (optionally with a reassurance note).

IF YOU'RE AN ATHLETE OR PARENT

What to do if you get one

You'll recognize it

- It's a text from your team's RallyText number starting with 🚨 **URGENT**.
- It's about you, your athlete, or one of the coaches.

Please do this

- **Reply right away** so the coach knows you saw it — this also stops the automatic escalation to your emergency contacts.
- Keep your emergency contact current: text **EC: Name, Phone**.

KEEP THIS HANDY

Quick reference

TEXT THIS	WHAT IT DOES
FAMILY Smith URGENT <msg>	Alerts the Smith athlete + guardians; escalates to emergency contacts after 10 min with no reply.
CANCEL URGENT Smith	Stops that family alert and sends an "All clear" (sender only).
COACH John URGENT <msg>	Immediately alerts leadership coaches + John's emergency contact.
CANCEL COACH URGENT John	Stops that coach alert (sender only).
YES	Leadership approval — releases a held family alert / loops in an emergency contact.
EC: Name, Phone	Add or update your emergency contact.