

EMAIL • SMS • SHARED MESSAGE HISTORY

Keep your school community connected

Current families. Clear messages. A shared record.

A class letter, the school newsletter and a snow-day notice each call for something different. Defero brings group email, school-wide SMS and email alerts, and a shared message history into the same school system.

The families you need to reach are already known through your school records. Let those relationships address the message, rather than rebuilding a list of email addresses each time.

Groups that follow your records

Email groups draw on student-guardian links, grades and staff records. Keeping those records current is what lets tomorrow's message reach the right people, within their contact details and preferences.

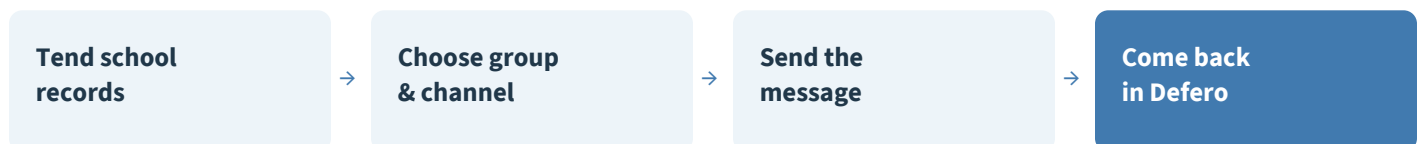
The right channel for the message

Use group email for anything with detail or documents. Use Campus alerts for a short, school-wide word sent by SMS and email. Families receive either through their usual inboxes and phones.

A place to return to

Messages stay available in Defero for anyone with access to look back. Files travel as linked attachments, so the email stays light and the document is always close at hand alongside the message.

One connected path



Less time tending separate lists and forwarding old files; more time speaking clearly with families.

Start with your next school update

Check contact details, choose the right group and send your next routine email through Defero. Show families where to find it again, and agree with staff on when a Campus alert is the better choice.

FEWER LISTS TO TEND

Tend the record. The messages follow.

A saved address list is only a snapshot. Defero's groups draw on the living relationships in your school records to work out who belongs, right at the moment a message goes out.

That ties communication to work the office already does: linking guardians to students, keeping grades current, updating email addresses and recording which staff are active and which grades they teach.

01 SCHOOL RECORDS

Student-guardian links
Student grades
Active staff & assignments
Contact preferences

**02 CHOSEN GROUP**

Everyone, parents or staff
Individual grades
Sets of grades the school sets up

**03 WHO RECEIVES IT**

Worked out from
current records.

Overlapping email addresses
combined.

Everyday changes, fewer lists to tend

Fictional situations illustrating the process.

A new family joins

Link the guardian to the student and enable email. They become eligible for the relevant parent and grade groups.

A student changes grade

When the student moves from Grade 4 to Grade 5 in Defero, linked guardians follow that current grade for grade-based email.

A staff assignment changes

Update the grade assignment or active status. The relevant staff group follows those recorded changes.

Keep one set of records true

Look over guardian links, grades, email addresses, phone numbers and contact preferences as part of the office's normal rhythm. Group membership follows those records; it cannot mend missing or outdated information on its own.

Campus alerts draw on the same contact records. SMS needs the school's SMS service configured and eligible phone numbers enabled for it. Its reach is school-wide, rather than one email group's chosen grade.

TWO CHANNELS, DIFFERENT JOBS

Choose the channel that fits

GROUP EMAIL**Room for detail and documents**

Use email for newsletters, grade updates, event details and anything a family may want to read again.

1. Open **Messaging → Compose** and choose one or more groups.
2. Add the subject, message and files. The work saves on its own as a private draft; check the save status before leaving.
3. Choose **Send now**, or set a time and choose **Schedule email**. Scheduled times follow your current time zone.
4. Use **Outbox** to see scheduled messages. Staff can open a sent email to look at its recipients and delivery status.

Staff with permission can also write to a configured Defero group address from their own email. The message still travels through Defero's group distribution and lands in the shared history.

FICTIONAL GRADE EMAIL**Grade 4 field trip: what to bring**

“Please bring a packed lunch, a water bottle and a raincoat. The trip information sheet has the day's schedule and return arrangements.”

Linked file: [Trip information.pdf](#)

CAMPUS ALERTS**A short, school-wide word**

Use Campus alerts for something time-sensitive that touches the whole community, like a delayed opening or a change to pickup.

1. Open **Messaging → Campus alerts → Send campus alert**.
2. Write the short message, up to **160 characters**. An optional longer email version can follow; otherwise the same words carry over to email.
3. Look it over and send. Defero queues it for SMS and email delivery and keeps it in the alert history.

Administrators and staff with the **Alerts** role can send Campus alerts. Delivery depends on current contact details, preferences and the school's SMS setup.

FICTIONAL CAMPUS ALERT**School opening delayed**

“School will open at 10:00 today because of weather. Please arrive from 9:45. Check your email for further details.”

Email gives room to explain. SMS reaches the phone with a short word.

USEFUL AFTER THE MESSAGE ARRIVES

Keep information within reach

Share documents without filling inboxes

Add files to a group email while writing the message. Defero keeps the files and puts links in the delivered email, rather than tucking a full copy into every recipient's mailbox.

That eases the mailbox storage school documents would otherwise use. Families open the link when they need the document, and anyone with access can find it again in Defero. The email itself still arrives normally; the document lives alongside it.

ONE DOCUMENT, TWO WAYS TO FIND IT

Trip information.pdf



From the email
Open the attachment link.

From Defero
Reopen the message
and select the file.

Fictional illustration, not an application screenshot.

A shared memory for school and families

Staff can look back through email history by group and school year. Families can revisit the messages that reached them, based on their linked children and the relevant grade or grade group. Campus alerts keep their own history, with the text and email wording side by side.

When someone asks, “Where was that letter?”, there is a place to look beyond one person's inbox. That eases the need to forward things again, and gives the office a clearer memory of what was said.

See where a message needs a follow-up

On a sent email, staff can choose **View recipients and delivery status** to see how each address fared, including a reported bounce or failure. That gives the office somewhere to start when correcting an address or checking in with a family.

“Sent” does not mean read. Where open detection is turned on, it is a rough signal, not a read receipt.

Make it a simple school habit

Keep contacts current. Write to the smallest group that fits. Save Campus alerts for the notices that truly need SMS. Let families know they can always find a message again in Defero.

Reach families today. Keep what you said within reach tomorrow.