BRANDED WEATHER ALERT SERVICE

Your brand on every severe weather alert.

A short guide for businesses and organizations that want to offer National Weather Service alerts to their own network, under their organization's brand. iAlert hosts and sends the alerts; you manage your service and your customers.

Scan to get started
ialert.com/branded-weather-alert-service.php



01 The service
What you offer, who it is for, how billing works.

02 Getting set up
From approval code to a working account, step by step.

03 Adding customers
Add people yourself, or let them sign up.

04 Direct Signup
Share one link. Your customers sign themselves up.

support@ialert.com

01 · THE SERVICE

Weather alerts, sold under your brand

iAlert monitors National Weather Service alerts around the clock and sends watches, warnings and advisories to each subscriber's location by email, text message or voice call. As a reseller, your name leads every alert, and your logo appears on alert emails and your signup page. iAlert runs the technology in the background.

Meteorologists and media

Mention one link on air, online or in your forecasts, and grow a direct alert list for your audience.

Businesses and organizations

Keep staff, members or clients informed about the weather where they live and work.

Service providers

Add a branded alert product to what you already sell, with your own prices.

What is included

Your brand up front

Your logo on alert emails and the signup page, your company name in texts, and your own wording at the start and end of voice calls.

Email, text and voice

Offer any mix of the three. iAlert assigns your text and voice phone numbers.

Alerts for where people are

Warnings matched to each subscriber's location, from tornado and severe thunderstorm warnings to winter, flood, fire and more.

Your own online dashboard

Add and manage users, see account status and history, and set up your brand and prices from one sign-in.

Direct Signup (optional)

A branded signup page you share as a link or embed on your website. People sign themselves up; no data entry for you.

Free or paid, your choice

Give alerts away, or charge your customers through your own Stripe account at the price you set.

How the money works

Your customers
Customers sign up directly. Free, or pay you in Paid mode.

Paid mode only → your price, via Stripe

You
Your own Stripe account. The money and refunds are yours.

Monthly → base fee + per method

iAlert
Emails a charge summary, then charges your card on file, on the 1st of each month.

iAlert's charge is a monthly base fee plus a rate for each active email, text and voice method, counted on the 1st of each month. It applies to every active user, including free signups. iAlert's rates for your account are shared with you during approval and shown on your Service Dashboard.

02 · GETTING SET UP

From first call to a working account

Reseller accounts are by invitation. After a short conversation, iAlert sends you a one-time approval code and you create the account yourself in about ten minutes.

1

IALERT + YOU

Talk to us

Use the Get Started Today form on the Branded Weather Alert Service page. We talk through your audience and plans.

2

IALERT

Approval code

We email a one-time code with a link to the Approved signup tab.

3

YOU

Apply and confirm

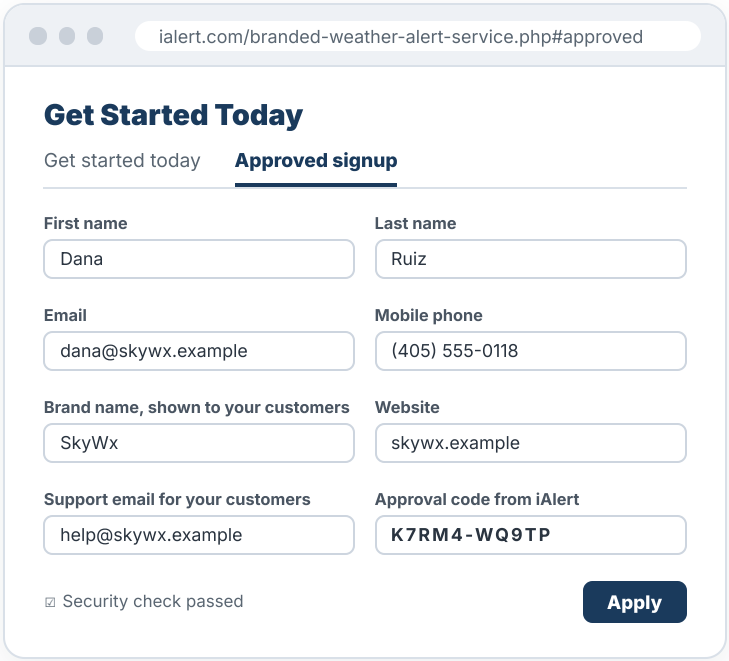
Enter the code and your details, then open the confirm link we email you.

4

YOU

Terms, card, password

Accept the reseller terms, save a card on Stripe's secure page, choose your password. Finish within 14 days of confirming.



What you need

1. **Your approval code.** Single use, tied to your business. If it expires, ask us for a new one.
2. **A business email you can open now.** Everything else waits until you confirm it.
3. **A support email for your customers.** It appears on your signup page and in every email they get.
4. **A credit card** for iAlert's monthly charge. Nothing is charged at signup, and the card is entered on Stripe's page, never on ours.
5. **Ten minutes** to read the reseller terms.

After you finish

- You get a welcome email with a Sign in button and a receipt for the terms you accepted.
- Sign in at iAlert.com with your email and password. Your reseller dashboard is in your account menu. The whole process is pictured on **page 8**.
- **Start here:** open **Service Dashboard > Overview**. Its **Setup checklist** is your to-do list: what is done, what is waiting on iAlert, and a link to each of your steps.

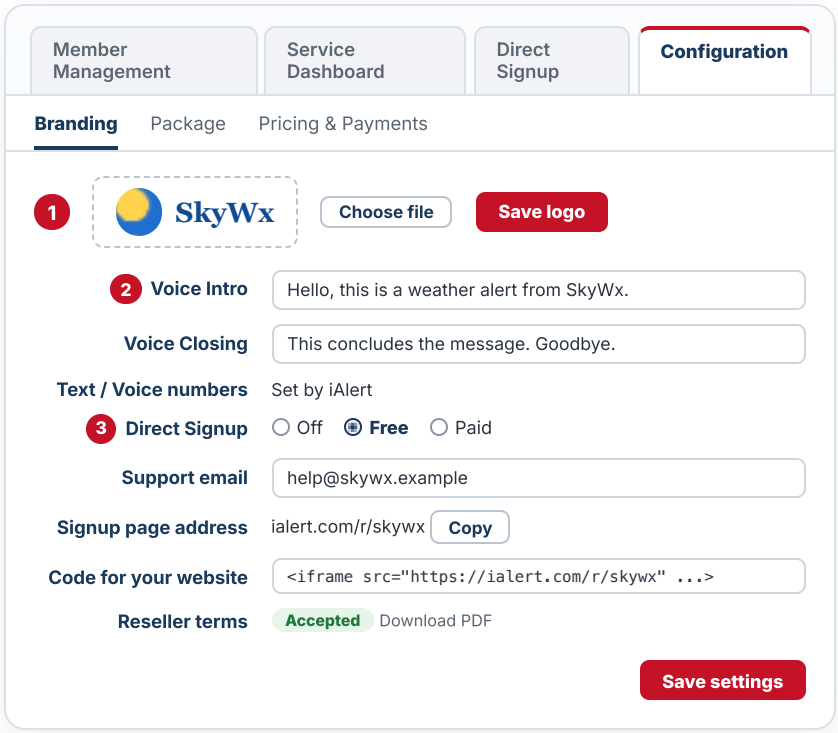
What iAlert does next

- Assigns your text and voice phone numbers.
- Sets your signup page address, for example **ialert.com/r/skywx**, and the code to embed the signup form on your website.
- Emails you when that is done. Until then your Service Dashboard checklist shows these under **Set up by iAlert** as **Waiting on iAlert**.

02 · SET UP YOUR BRAND

Configuration: brand, package and prices

Everything you enter lives on the **Configuration** tab of your dashboard, in three sub-tabs. **Package** and **Pricing & Payments** appear once iAlert has set your signup page address. Each has one Save button. Changes to your package and prices apply to new signups only; existing customers keep what they signed up for.

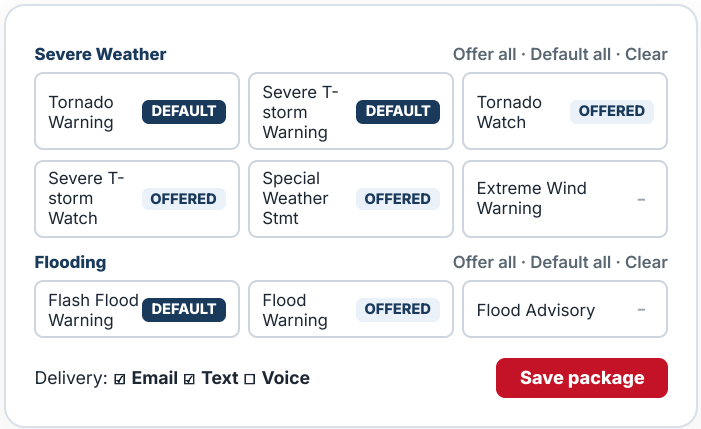


Branding

1. **Logo.** Shown on every alert email and on your signup page. Any PNG, JPG or GIF; iAlert resizes it and shows a preview. A wide logo with a transparent background looks best. Required before signups can open.
2. **Voice wording.** The words read at the start and end of every voice-call alert.
3. **Signup page.** Turn Direct Signup Off, Free or Paid, set your support email, copy your link or the code for your website, and list the websites allowed to show the form.

Package: the alerts you offer

Each alert has one button that steps through **not offered**, **Offered** (customers can pick it) and **Default** (already selected on the form). Turn on **Let customers customize** to let people add or remove alerts, or leave it off so everyone gets your Default list.



Pricing & Payments (Paid mode)

Set your price per delivery method, monthly or annual. The table shows what iAlert charges you, Stripe's fee and what you keep. **Fill prices** sets them all from a markup. Connect Stripe with one button; Stripe creates your account and walks you through the setup. If your email already has a Stripe login, sign in with it: your reseller account is added as a separate account with its own bank and payouts.

Payments with Stripe — Ready to take payments

Method	Your price	iAlert cost	Stripe fee	You keep
Email	$ ·· / mo	$ ··	$ ··	$ ··
Text message	$ ·· / mo	$ ··	$ ··	$ ··
Voice call	$ ·· / mo	$ ··	$ ··	$ ··

Illustration only. iAlert's rates for your account are on your Service Dashboard.

03 · ADDING CUSTOMERS

Two ways to add customers

Add people yourself on the **Member Management** tab, let them sign up on your **Direct Signup** page, or use both. Either way each person gets alerts under your brand, and iAlert's monthly charge works the same.

	You add them (Member Management)	They sign up (Direct Signup)
Who enters the details	You	The customer, on your signup page
Email and mobile checked	No: used as you enter them, so check them first	Yes: email link and text code
Permission to text or call	Yours to get, and keep a record of	Given on the form, with the wording saved
Payment from the customer	You bill them yourself, outside iAlert	Free, or Paid through your Stripe account
Welcome email	None: yours to communicate	Yes, in your brand
Changing or stopping alerts	You do it for them	They use Manage my alerts, or you do it
Signup page address needed	No: works from day one (text and voice once iAlert assigns your numbers)	Yes
iAlert's monthly charge	The same for both: your base fee plus each active email, text and voice method	

Adding a user yourself

- On **Member Management**, press **+ Add New User Profile**.
- Enter the name, email and mobile number, then the alert location and the alerts they want.
- Open any user later to change their alerts or locations, or to pause them.
- **Search** and **filter** by email, text or voice, and by status: active, no alerts, paused, or flagged accounts.
- **Monitor** and manage your service from your online dashboard.

Before you add anyone

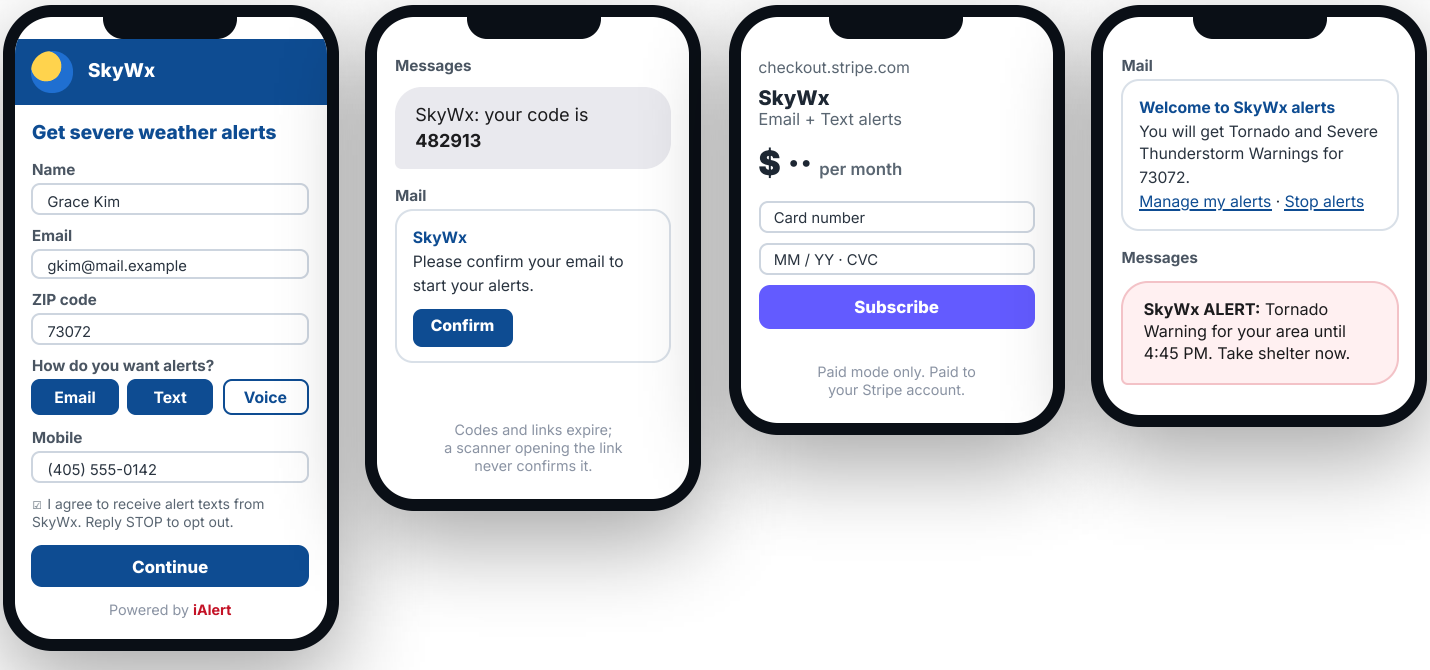
- Only add people who agreed to get weather alerts from you, by the methods you choose for them.
- Keep a record of that agreement. Your reseller agreement with iAlert requires it, and iAlert may ask to see it.
- Double-check emails and mobile numbers: they are not verified, and a wrong number texts a stranger.
- Removing a user stops their alerts; the removal stays in your Account History.

You can use both at once: Direct Signup for the public, Member Management for staff or clients you add yourself. Everyone appears on Member Management, and your Service Dashboard counts them all.

04 · DIRECT SIGNUP

Share one link. Customers do the rest.

Your signup page is hosted by iAlert and carries your name and logo. Post the link, mention it on air, or paste the website code so the form appears on your own site. Nobody gets alerts until every check has passed.



1 Sign up

Name, email, ZIP and how they want alerts. About a minute, on a phone or computer. In Paid mode the price shows before they continue.

2 Verify

Email is always confirmed by link. Mobile is confirmed by text code when users choose text alerts.

3 Pay you

Paid mode only: Stripe's checkout on your account. Free mode skips this step.

4 Alerts start

A welcome email in your brand, with links to change alerts or stop any time. No password needed.

FREE MODE Customers go live as soon as they verify. They pay nothing; your iAlert charge still applies for each active method.

PAID MODE Customers go live when Stripe confirms the first payment. Cancelling stops alerts and the Stripe subscription together. Customers update their card from Manage my alerts, which opens a secure Stripe page in your brand name.

Where to share your link

On air

Read a short address like ialert.com/r/skywx during weather coverage, or send viewers to the signup form on your website.

Social posts

Pin the link on your pages and add it to storm-day posts.

Your website

Paste the website code and the form sits on your own page.

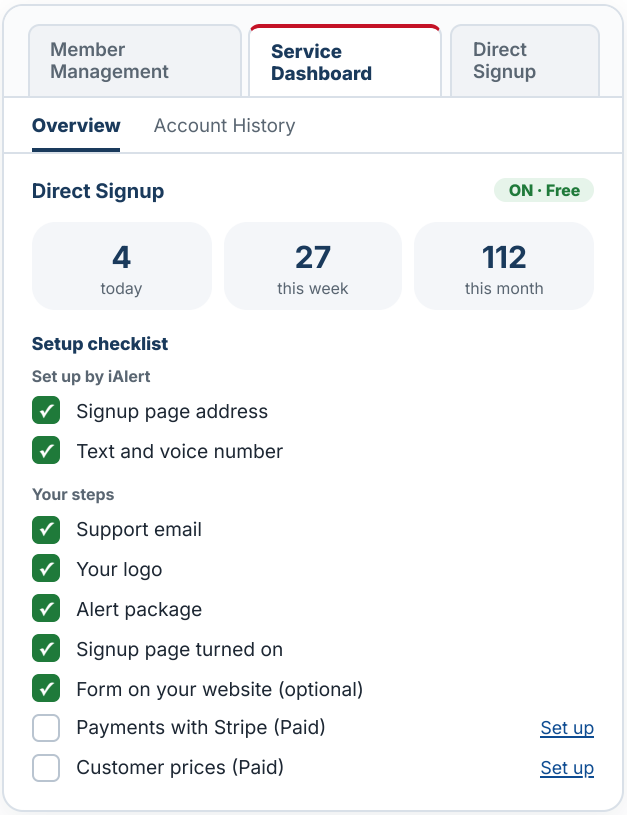
Email and print

Newsletters, invoices, flyers and signage. Anywhere a link fits.

04 · RUNNING YOUR SERVICE

Go live, then monitor your service

Before your signup page opens, iAlert checks that your setup is complete and lists anything still missing. Once you are live, your dashboard shows who signed up, who is active, and every change on your account.



Before signups can open

- **Signup page address** and **phone numbers**: set by iAlert.
- **Logo** uploaded on Branding.
- **Alert package** chosen on Package.
- **Support email** your customers can write to.
- **Reseller terms** accepted (done at signup; again only if iAlert publishes a new version).
- **Paid mode only:** Stripe ready to take payments and a price for every method you offer.

Your Service Dashboard checklist tracks every item on this list. Steps that iAlert handles show **Waiting on iAlert** until they are done, and each step left for you links to the page where you complete it. You can switch between Off, Free and Paid at any time; existing customers keep the alerts and price they signed up with.

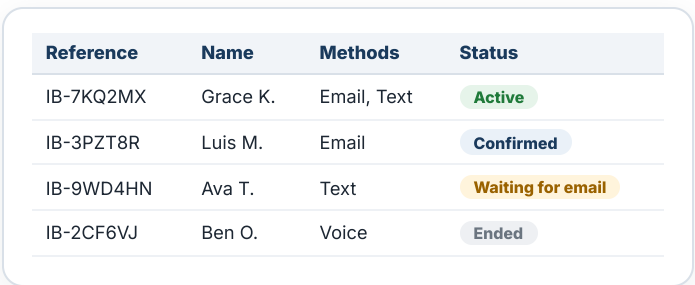
Your dashboard tabs

Member Management
Every user on your account. Search, add a user yourself, or open one to change or pause user alerts.

Service Dashboard
Account status, signup metrics, setup checklist, your service summary, a profit calculator and your iAlert rates.

Direct Signup
Every signup with its reference number and status, with filters and search. Available once iAlert sets your signup page address.

Configuration
Branding, Package, and Pricing & Payments, as shown on page 4.



Reference	Name	Methods	Status
IB-7KQ2MX	Grace K.	Email, Text	Active
IB-3PZT8R	Luis M.	Email	Confirmed
IB-9WD4HN	Ava T.	Text	Waiting for email
IB-2CF6VJ	Ben O.	Voice	Ended

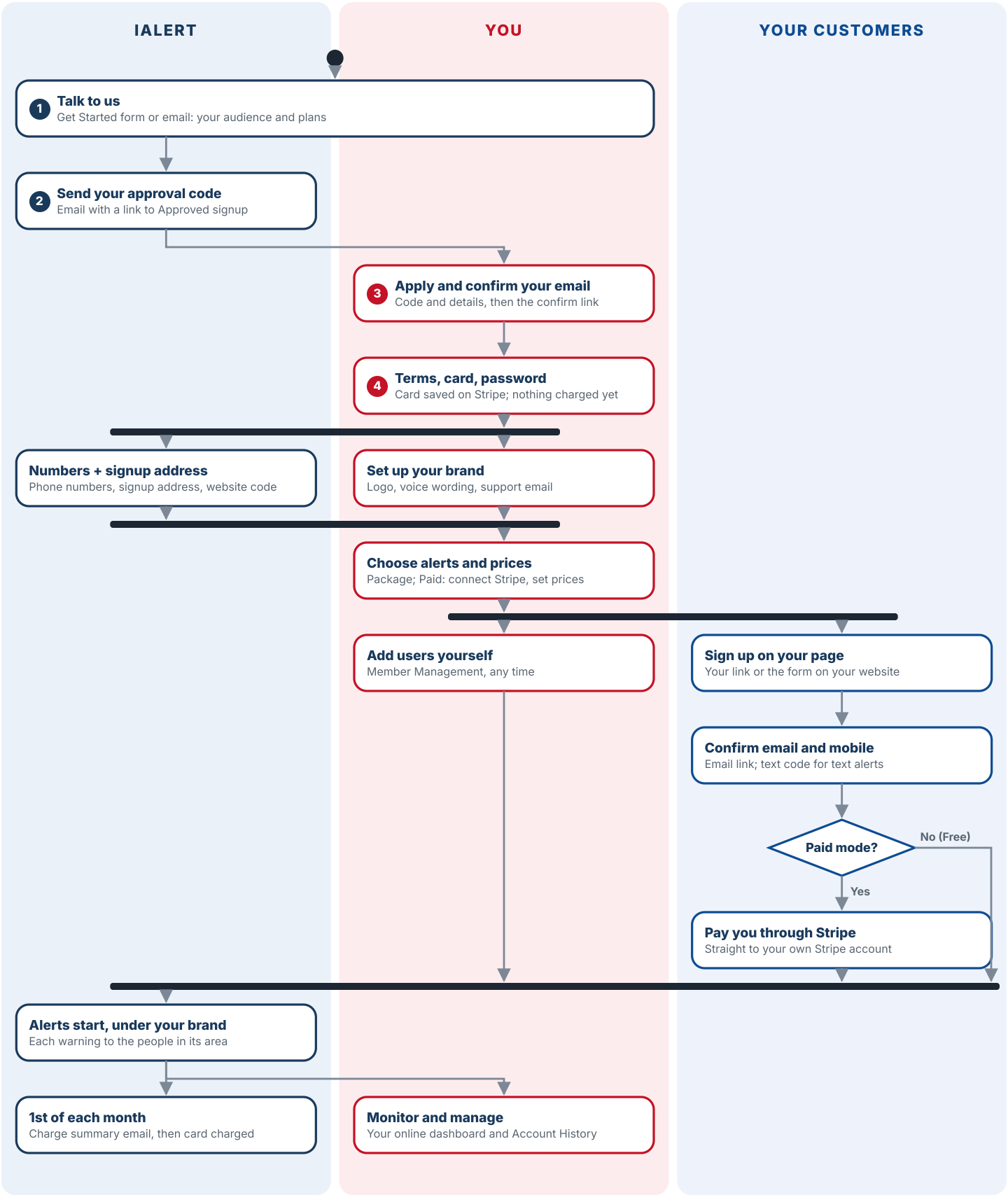
Staying informed

- **Account History** logs users added and removed, signups, settings and price changes, Stripe actions, and who did each one.
- **Email me a summary** sends short Direct Signup counts daily or weekly (off by default).
- **Guided tour:** the small **?** under your tabs walks you through any page, or the whole set.

AT A GLANCE

How it all fits together

Every step in this guide on one page. Read top to bottom: each column shows who does the step. Numbers match the steps on page 3. A black bar means the steps below it happen side by side.



COMMON QUESTIONS

Good to know

Do I need any technical skills?
No. You upload a logo, choose your alerts and share a link. iAlert hosts the signup page, sends every alert and runs the servers.

Can I add users myself?
Yes. Member Management lets you add users by hand, with or without Direct Signup turned on.

Does iAlert store card numbers?
No. Your card and your customers' cards are entered only on Stripe's secure pages. iAlert keeps only the Stripe references needed to bill.

How do customers stop alerts?
One link in the welcome email, or the Manage my alerts tab on your signup page. No password is needed: users get a one-time link by email.

Can the form sit on my own website?
Yes. Copy the website code from Branding and list the sites allowed to show it. The link works everywhere else.

What number do my alerts come from?
Your own text and voice numbers, assigned by iAlert during setup and shown on your dashboard under Configuration. Texts start with your brand, like "(SkyWx Alert)", and calls use your own Voice Intro and Closing.

What happens when a customer replies STOP?
Texts to that number stop at once, from every iAlert account it is linked to. Their account stays open, and their email and voice alerts continue.

Will iAlert advertise to my customers?
No. Your customers get only alerts and service messages under your brand, never iAlert promotions, newsletters or donation requests.

Where do the alerts come from?
The National Weather Service. iAlert matches each warning to the subscriber's location and sends it by the methods they chose.

Who owns the customer payments?
You do. In Paid mode your customers pay your own Stripe account. Refunds, disputes and taxes are yours. Any terms you give your customers cover billing and refunds only; iAlert's Terms of Service and Privacy Policy cover the alert service and control if the two conflict. iAlert never sees card details.

Can I change my prices or package later?
Any time. Changes apply to new signups; existing customers keep the alerts and price they signed up with.

What if the reseller terms change?
You see the new version, with what changed, the next time you open your reseller dashboard. Your customers' alerts are never interrupted while you review it.

Is my approval code reusable?
No. Each code is for one business, works once, and expires after 14 days. Ask iAlert for a new one if it lapses.

Do free signups count toward my iAlert charge?
Yes. Every active email, text and voice method counts, whether or not the customer pays you. The count is taken on the 1st of each month.

Where can my customers get alerts?
Anywhere in the 50 states and the District of Columbia. Puerto Rico and the U.S. territories are not included.

Is this an official government warning service?
No. iAlert delivers National Weather Service alerts but is not the NWS, and delivery cannot be guaranteed. Customers should keep other ways to get warnings, such as NOAA Weather Radio and local media.

Ready to offer branded alerts?

Start with the Get Started Today form at ialert.com/branded-weather-alert-service.php, or email support@ialert.com.

Get started

Screens in this guide are illustrations with a sample brand ("SkyWx") and may differ slightly from the live pages. Prices are not shown; iAlert's rates for your account are shared with you during approval and shown on your Service Dashboard.