



DEER VALLEY
Unified School District

District Office

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July 30, 2025

Dear DVUSD Families,

To improve how we communicate with you, we're updating the phone number we use to send text messages from the district and our schools.

Starting July 31, 2025, our outreach text messages will be sent using the new local 10-digit phone number **623-401-2065**. For now, any emergency notifications will continue to be sent via the existing 5-digit code (**54968**). We will inform you of any changes to the existing 5-digit code. It is recommended you save the new 10-digit number in your contacts so you always recognize messages from us.

Our mass communications vendor, Finalsity, is moving away from short codes in favor of local phone numbers as this is in line with industry best practices. Local numbers are more familiar and trusted by recipients, improving message delivery and recognition. *This change applies only to mass text messages.* Recorded voice messages (such as attendance calls) will continue to come from the main school phone number. While it might seem logical to use the same number for mass text and voice messages, federal regulations require separate numbers for each type of communication.

Thank you for staying connected with us — we're committed to making sure you receive timely and clear communication from DVUSD schools. You can learn more about our mass notification system, as well as how to opt back in to messages you may be missing, at <https://www.DVUSD.org/notify>.




Communications &
Community Engagement

Graduating lifelong learners who will successfully lead, compete, and positively impact the world.