

INDUSTRY BRIEF

Nonprofits

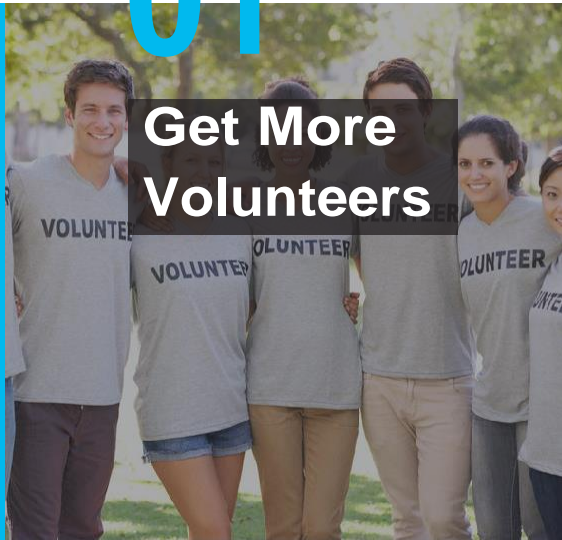


Imagine how much more your nonprofit could accomplish if 98% percent of your audience actually read your fundraising and volunteer messages. SMS Marketing Services' powerful targeting and automation tools go further than common mass texting solutions, helping nonprofits to increase their donations, get more volunteers, and engage their members in powerful new ways.

USE CASES

01

Get More Volunteers



Texting lets you communicate with potential volunteers in a fast and convenient way. Better yet, SMS Marketing Services can do this all automatically without you lifting a finger.

- Obtain electronic signatures quickly by sending the link via text. Then automatically send reminders to those who haven't signed a week before the deadline.
- Turn passive supporters into active volunteers by segmenting them into groups based on the topics they're interested in, and sending targeted drip campaigns.
- Easily communicate with volunteers during events to coordinate where to go or what to do. With landline texting you can answer any questions they have quickly.

02

Engage Your Members



SMS Marketing Services makes it easy to make sure volunteers and donors are engaged and feel appreciated.

- Solicit feedback quickly and easily from your members with branching SMS surveys that get you better responses.
- Text-enable your landline to allow your members to text in their questions and carry out conversations with your staff about your cause.
- Invite members to events that they would be interested in. Then, send reminders the day before when the event comes up in the scheduling software you already use.

USE CASES

03

Increase Donations



Texting has a response rate 750% higher than email, making it the most effective way to promote your cause and solicit donations quickly. SMS's automation does even better.

- Boost membership using mobile keywords, and increase donations with text-to-donate campaigns. You can then send these donors updates and periodic reminders to contribute more.
- Our Smart Targeting can help you target your members based off of their interests, so they stay happy with your messaging and don't opt-out.
- Automatically send reminders about upcoming fundraising and volunteer events when the date comes up in the scheduling application you already use.

LIFECYCLE ENGAGEMENT

SMS Marketing Services' texting solution goes beyond simple mass blasting services. It can automate your communications with volunteers and donors in order to boost your cause.



1

Get more volunteer and donor sign-ups by advertising your **mobile keyword** in print and online.



2

Automatically capture information about your contacts like their interests and availability.



3

Send **targeted** opportunities to prospective volunteers based on data, preferences, or behavioral history, so you don't have to manually sort your contacts.



4

Trigger **follow-up texts** to new volunteers with an overview of how they can help as well as details of upcoming events.



5

Answer questions from volunteers by engaging in **two-way** landline texting from your organization's existing number.



6

Automatically remind volunteers of their scheduled shifts to reduce no-shows.



7

Automatically send **reminders** to members and volunteers of upcoming events and donation drives based on their interests or behavioral history.



8

Solicit feedback quickly and easily from volunteers using **SMS surveys**.



9

Automatically answer common donor and volunteer questions with our **intelligent Text Bot**.

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.



365-day
Technical Support



1 hour
Initial Response Time



9.5/10
Customer Service Rating

