

Here are some tips on building a vibrant opt-in donor text messaging list:

- Use a simple call-to-action on mailers and in printed letters to include ways to learn about your charity or a specific cause. Have donors text a simple word to an easy-to-remember number when adding a signup link is not an option.
- Consider adding a text overlay on social media images and at the end of your videos. Fans and followers will most likely see this even if they don't read the post.
- Use an API to embed opt-in forms on your website. Be sure to explain how you plan to use their information and how they can unsubscribe.
- When speaking to audiences or one to one with people at conferences, give them a simple means to access your digital business card, watch a short video, or download a resource to their phone. Use every opportunity to capture a number and as an added bonus, if they add your information to their contacts, your future emails will avoid their SPAM folder!

Example text message scripts:

- Thank you for supporting Charity XYZ, to complete your donation click [{{link}}](#). Follow up in a day with a thank you and invite to signup for a newsletter or follow your journey on Facebook or Instagram.
- Hi [{{first_name}}](#), this is Jan from Charity XYZ. I wanted to personally thank you for attending last night's event. As we work together to [{{campaign_name}}](#), what are some of the other ways you'd like to stay involved?
- Good afternoon, [{{first_name}}](#). Do you have a few minutes to register for next year's charity run to benefit [{{campaign_name}}](#)?
- Hello! As promised, here is a link to our story. John and I are very proud of what we have accomplished with your help at Charity XYZ [{{link}}](#) Can we count on you this year?

When selecting a text-2-donate solution, consider these five things:

- What happens if you change donation platforms? Can you keep the same phone number and keyword? Do your donors have to opt-back in or update the contact information for your non-profit?
- How flexible is the service? For example, can you use the same short number for event registration, video sharing, and downloadable resources?
- How easy is the number to memorize or remember during events?
- Do you have access to all your donor phone numbers and data? Can they be exported?
- What does support look like? How hard is it to get a live person on the phone in an emergency?

This is a free resource and meant to help you start thinking about ways to use text messaging.

Contact us at contact@rallycorp.com or 858.240.2250 to discuss your specific needs.

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