

A group of four people (three men and one woman) are gathered around a table, looking at their smartphones and smiling. The background is slightly blurred, showing a modern office or library setting with bookshelves. The image has a warm, orange-toned overlay.

CREATIVE USES OF TEXT MESSAGING

USING GOTOWEBIN

Interact with us!

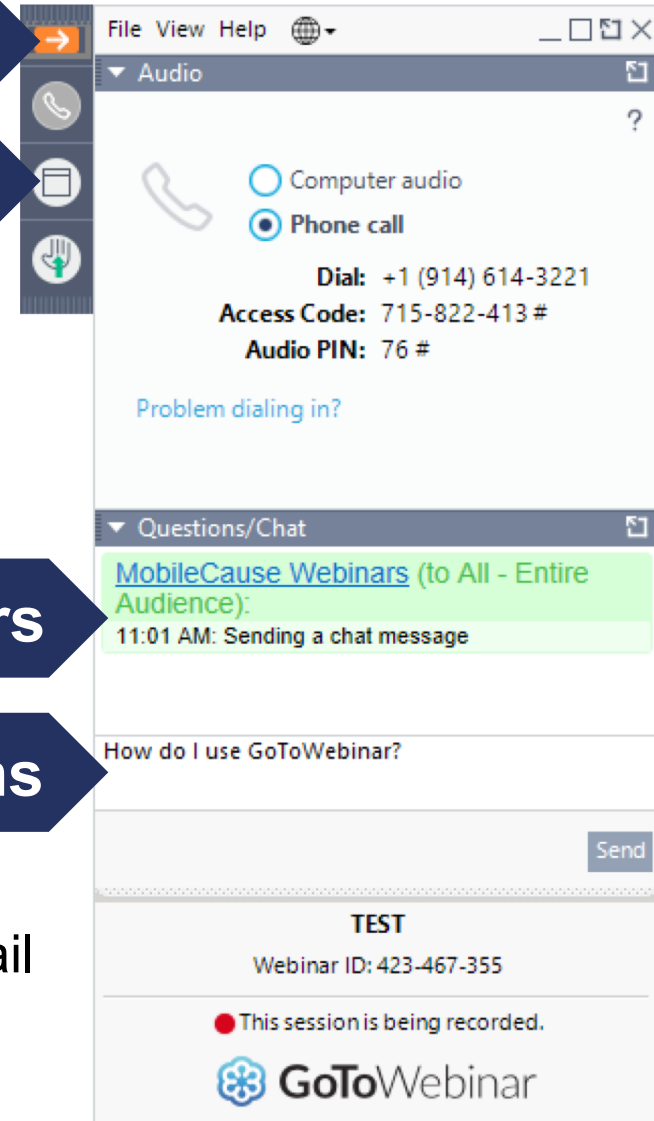
Show/Hide Controls

View Full Screen

View Responses from Speakers

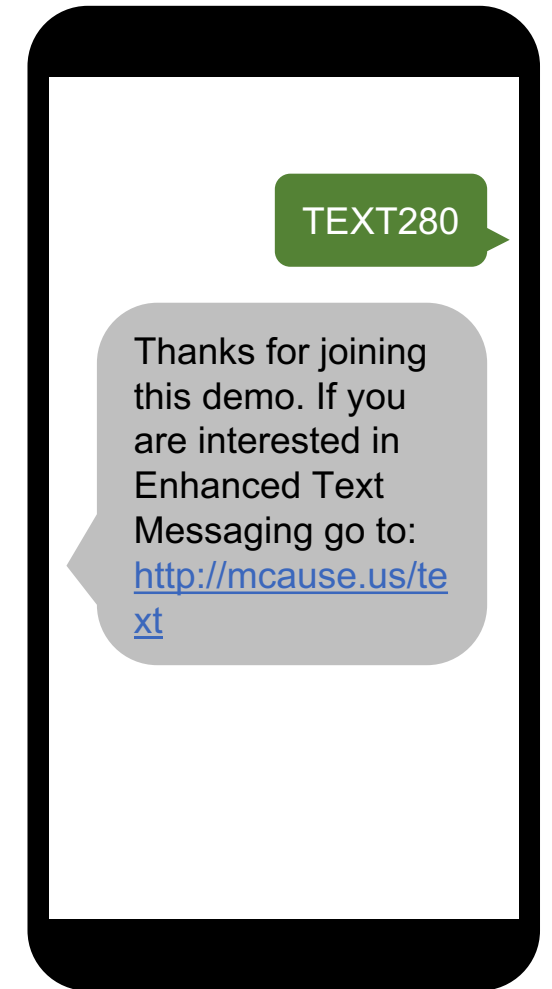
Ask Your Questions

- Questions not answered in session will be answered in follow up email
- This is being recorded and a link will be sent out after the session



HELP WITH DEMONSTRATION

Send TEXT280 to 51555



AGENDA

- Using Texting
- Getting Subscribers
- Text Message Marketing
- Sending Text Messages

SPEAKERS



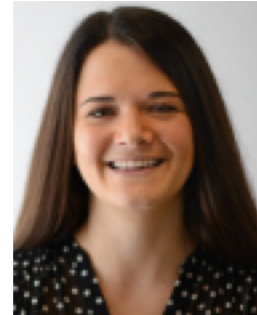
LEAH LIBOLT
Senior Digital Strategist



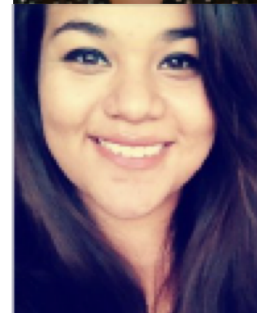
COREY BLAKE
Digital Strategist



XANIKA COVINGTON
Digital Strategist



SARAH BAKER
Digital Strategist



LINDSEY HIMPHILL
Digital Strategist

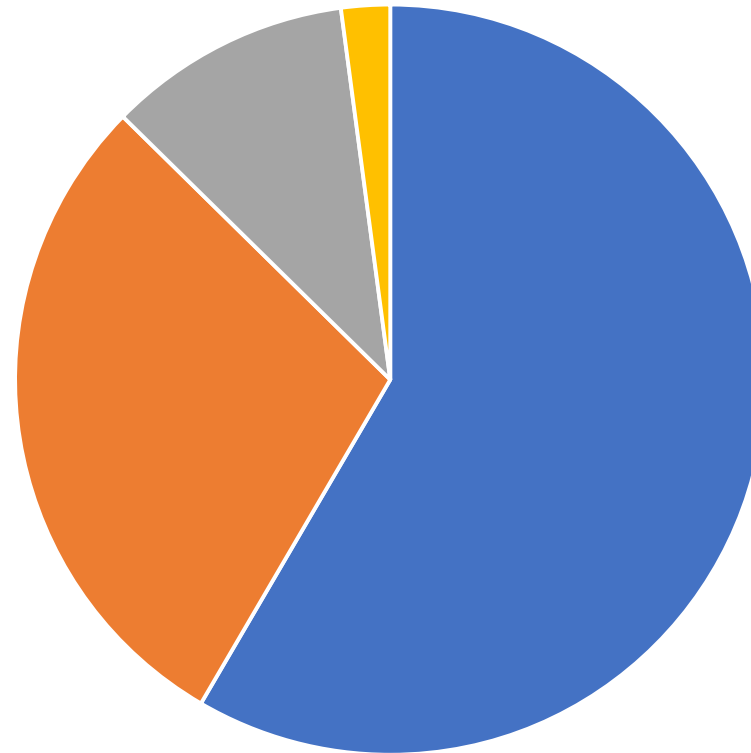


SCOTT COUCHMAN
Training Manager

Registration Poll Results

Are you actively sending text messages using MobileCause?

No	58%
Somewhat	29%
Yes, a few	11%
Yes, frequently	2%



Class Poll



What's keeping you from using text messaging more frequently?

USING TEXTING



Why?

Send Real time updates

Event Reminders

Increases participation at events

Engage with members

Direct Communication

Volunteer reminders

Announcements

Eases stress on staff

Great staff communication tool

Grows your database

Encourages year round participation

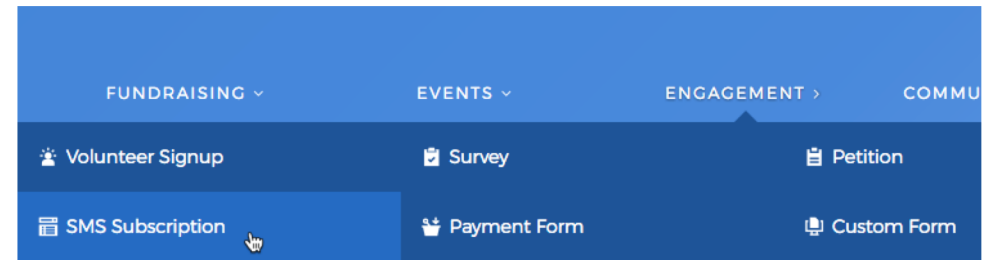
Increases engagement with emails and social media

COMMON OBJECTIONS OR CONCERNS

Objections		Reality
GENERATIONS	Only the younger generations use texting and our supporters are older.	“66% [of Baby Boomers] send text messages.” (Forbes) 73% of ages 50-64 own Smartphones (Pew Research)
LEGAL	I am concerned about the legal requirements and issues with text messaging.	MobileCause complies with TCPA Guidelines and MMA (Mobile Marketing Association) best practices.
INVASIVE	Won't my supporters consider us texting them invasive?	MobileCause , in compliance with the TCPA, initially sends an informative text and always has the option to Opt Out.
OPTING OUT	I am afraid people will opt out of receiving messages from our organization.	Texting is just one of many ways to reach your supporters. Keep people engaged and you will have a loyal following.
IS IT MOBILE	I don't have phone numbers or the ones I do have, I don't know they're mobile.	MobileCause verifies the numbers for you when you upload your lists of numbers.
SOURCE	How do they know it's coming from me?	Follow texting best practices! Start texts with your organization.

GETTING SUBSCRIBERS

Typical Use



First Name*

Last Name*

Mobile Number*

Email*

SUBMIT

GIVEAWAYS TO GET SUBSCRIBERS

Leah Libolt

CUDDLE

Sign up for the SF SPCA's Cuddle Club & chance to win a Cuddle Experience. Click here:

igfn.us/form/VMrCMg

EXPERIENCES

ANIMALS + HUMANS

150 YEARS

SAN FRANCISCO
SPCA

Sign up for the Cuddle Club and your chance to win your own private cuddle at the SF SPCA.

About You

As an inaugural member of the Cuddle Club, please answer the following:

How often do you want to receive Cuddle Club messages?

Enter Info

What content would you like to see?

Select Option

What format would you like to see content in?

Select Option

Your first name *

First Name

Your last name *

Last Name

Mobile number for confirmation *

Mobile xxx-xxx-xxxx

Email *

name@example.com

Contest Rules

Upon clicking "ENTER" you will be entered for the chance to win a Cuddle Experience at the San Francisco SPCA Mission Campus for five people. All entries must be received before 5/18/2018 at 9:00 pm. The winner will be selected at random and contacted by text message.

ENTER

The Raffle

Enter to win 2 tickets to Beach Blanket Babylon on Thursday, May 31!
(two winners)

About you

I have

Select Option

Receive the following

Select Option

How did you hear about the party?

Select Option

Contact Information

First Name *

First Name

Last Name *

Last Name

Mobile number for confirmation

Mobile xxx-xxx-xxxx

Email for notification *

name@example.com

Contest Rules

Upon clicking "Enter" you will be entered for the chance to win 2 tickets to Beach Blanket Babylon. You must be 21+ to attend the event. All entries must be received before 5/18/2018 at 8:30 pm. The winners will be selected at random and contacted by text message.

☐ I understand the rules as outlined above *

ENTER

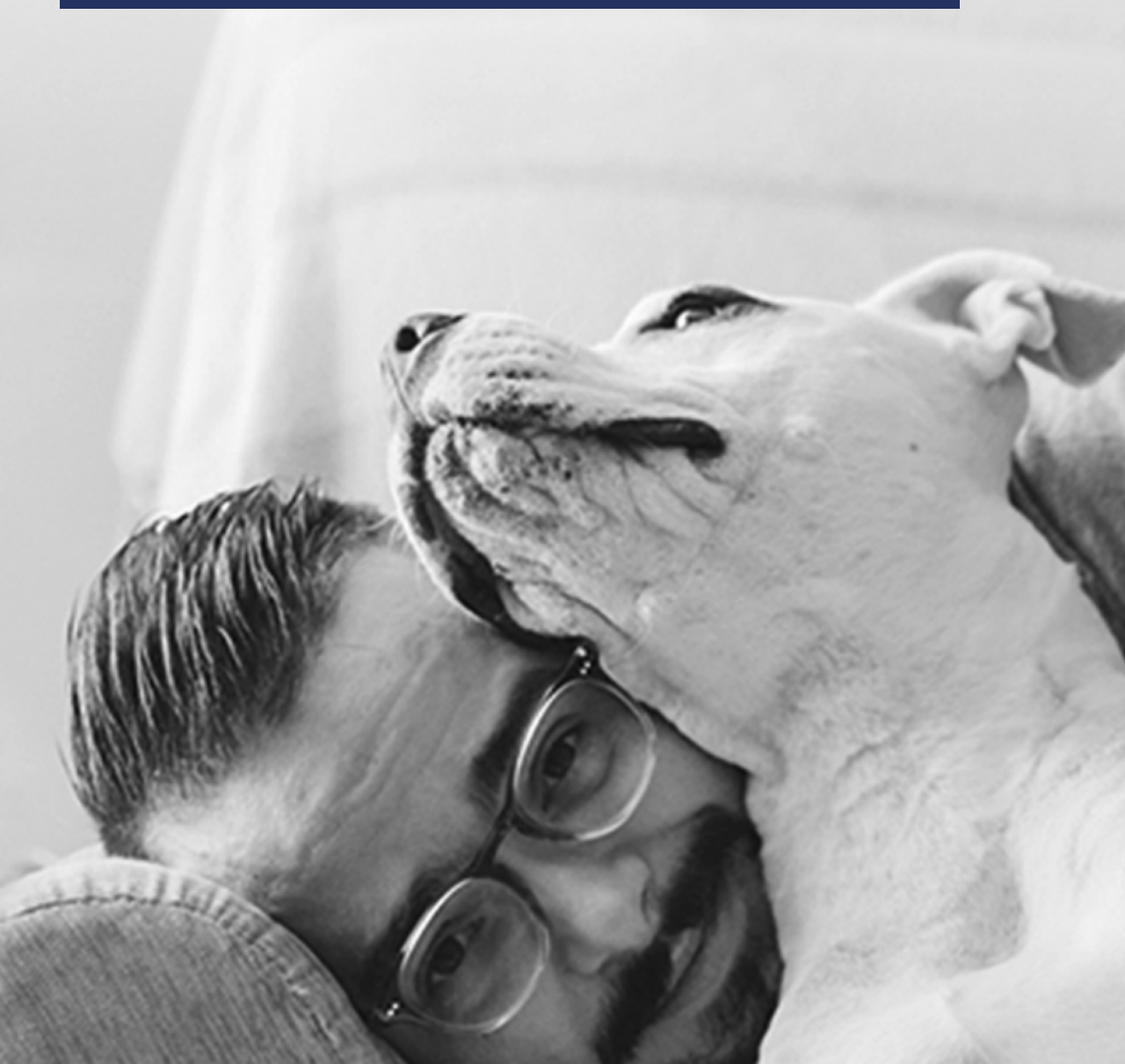
ENTER

You are one step closer to winning!
Complete your raffle entry by filling out this form:

igfn.us/form/q0nRWA

RAFFLES

EVENT EXTRAS



DRINK

Thank you for signing up! To receive your complimentary cocktail complete this form:
igfn.us/form/cQU-aQ



Please fill out the form below to sign-up for updates and receive your complimentary cocktail during the pawty!

First Name*

Last Name*

Mobile Number

Email*

SUBMIT

SUBSCRIBE ON YOUR WEBSITE

Sarah Baker

Mobile Sign Up



We will text you with upcoming events & opportunities. Enter your mobile phone number to receive text message updates 1 time a day from The Salvation Army Metropolitan Division.



By subscribing you agree to the [terms and conditions](#) for [messaging and mobile giving](#). Text help for **HELP** or **STOP** to cancel to 51555. Standard message and data rates may apply.



SIGN UP FOR INFORMATION

Sarah Baker



General Hours of Operation

Program areas and venues such as the ice arena, Playcare, the health and wellness center, pools, library, and climbing tower, have unique schedules that change throughout the year according to the public school calendar. [View the calendars below](#) for a more detailed look at what's happening at the Kroc, including real-time updates that include closures and more.

[Click here for SPECIAL HOLIDAY HOURS AND CLOSURES](#)



Wellness Center



Camp & Rec Pool



Rec Pool Family

Find out instantly about Program and Facility updates! Stay up to date by texting
SDKROC to 51555

TRIVIA “EASTER EGGS” DURING EVENT

Corey Blake

Trivia at Event

Ryan's House For Youth Trivia Question

How many youth have been housed through RHFY since Dec. 26, 2016?

Text **ROCK1** to 51555 for the answer

Ryan's House For Youth Trivia Question

How much does it cost per day to serve a RHFY youth?

Text **ROCK2** to 51555 for the answer

ROCK1

30. See the house at:
ryanshouseforyouth.org.

ROCK2

about \$26. A donation of \$182 will provide for a youth for an entire week.
<http://bit.ly/2v1UkfH>



HOME ABOUT US CONTACT US STORIES HELP FOR STUDENTS AND FAMILIES MORE... CART (0)

Ryan's House For Youth Drop-In Center



CHOOSE YOUR PATH STORIES

COREY BLAKE

CHOOSE YOUR PATH

Join an interactive story about Bullying.

Text SPOTIT to 51555 to start

SPOTIT

A bully grabs Jimmy's bag from him & dumps it out. Who do you talk to? Reply ADULT or BULLY or VICTIM.



ADULT

The teacher asks for names of the victim and bully. What do you do? Reply NAMETHEM or DONTTELL.

VICTIM

The victim doesn't want to cause any trouble. What do you do? Reply DROPIT or talk to an ADULT.

BULLY

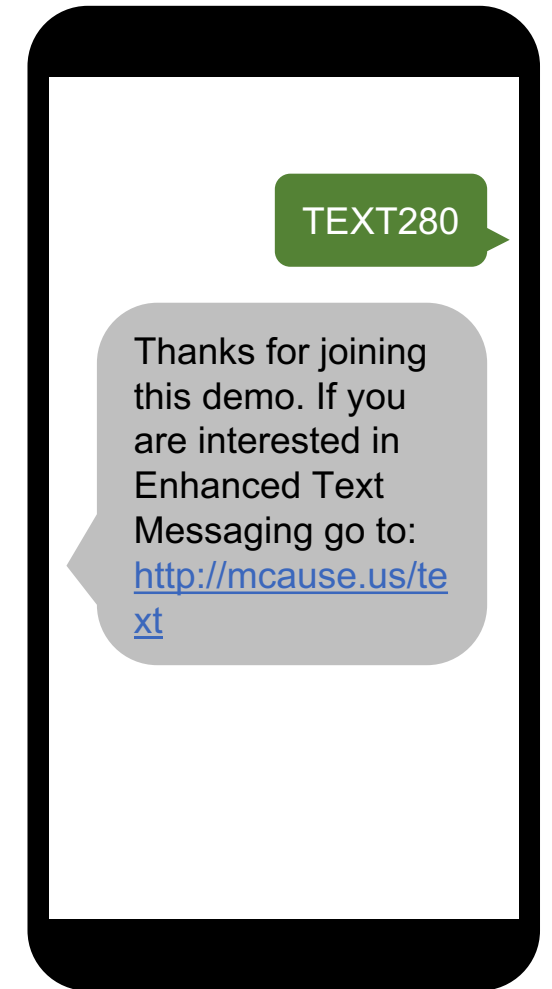
The bully says to drop it or you'll be next. What do you do? Reply DROPIT or talk to ADULT or VICTIM.

A photograph of three young adults (two men and one woman) sitting outdoors, looking at a smartphone together. They are all smiling and appear to be in a casual setting, possibly a rooftop or balcony. The image is overlaid with a dark, semi-transparent filter. The text 'TEXT MESSAGE MARKETING' is written in white, bold, uppercase letters across the lower portion of the image. A small green horizontal line is positioned below the text on the left side.

TEXT MESSAGE MARKETING

HELP WITH DEMONSTRATION

Send TEXT280 to 51555



A photograph of three young adults (two men and one woman) sitting on a rooftop, smiling and looking at a smartphone held by one of the men. The background shows a cityscape with buildings and a clear sky. The image is overlaid with a dark, semi-transparent filter.

CAMPUS INTERACTIONS

Lindsey Himphill

S.A.T. WORD A DAY



Ineffable
(Adjective):
cannot be
expressed in
words
Text STOP to
unsubscribe

Tangible (adj):
can be touched
Text STOP to
unsubscribe

CAMPUS ALERTS

Campus Security: We had received a threat to the school, but have worked through the night to determine there is no danger to your children. The local police have found no actionable concerns and school will continue as normal. Click to learn more: <http://bit.ly/> Text STOP to unsubscribe



CAMPUS ANNOUNCEMENTS

Hello to all, this is
the Staff
Communications
There is candy in
the HR Managers
office, come by
and enjoy some.

Text STOP to
unsubscribe



A photograph of three young adults (two men and one woman) sitting outdoors, smiling and looking at a smartphone held by one of the men. The image is overlaid with a dark, semi-transparent filter. The background shows a building with blue structural elements.

ORGANIZATION'S ACTIVITIES

Xanika Covington

ACTION MESSAGES AND STORYTELLING

OUR Rescue Alert: The jump team is en route to another big rescue! Please send your prayers. Details coming soon.

Text STOP to unsubscribe

OUR Rescue Alert: The operation is happening in 10 minutes! We are saving 20+ kids and arresting 5 traffickers. Please pray for them.

Text STOP to unsubscribe

OUR Rescue Alert: Mission success! 26 kids saved. All 12 and 13 year old boys and girls. 8 bad guys arrested. Thanks for your support.

Text STOP to unsubscribe



OPERATION UNDERGROUND RAILROAD

CALL TO ACTION

The House Tax vote could be this afternoon. Call UT House Members NOW and tell them to protect UT families ([202-224-3121](tel:202-224-3121)) <http://bit.ly/2AE07bs>

Text STOP to unsubscribe

help protect snap

The House is expected to vote on its Farm Bill (H.R.2) this week. Debate on the bill could begin as early as Wednesday evening, with a possible vote on Thursday or Friday. The time to act and demonstrate the overwhelming opposition to this bad bill is NOW.

Make sure Members of Congress get the message: don't pass a Farm Bill that takes food out of the refrigerators and off the kitchen tables of people in need.

Actions to Take:

- Call the U.S. Capitol Switchboard at (202) 224-3121 today to be connected to your House representative. Urge him or her to vote "No" on the Farm Bill (H.R.2).
- Or Call Feeding America's toll free number: 1-888-398-8702. After a short message, you will be connected to your Representative's office after entering your zip code. Urge him or her to vote "No" on the Farm Bill (H.R.2).
- Tell your representative that just voting "No" is not enough. Encourage him or her to speak out on the House floor about the harmful impacts that the proposed changes to SNAP in H.R. 2 would have on working families earning low wages, seniors, children, veterans, and people with disabilities.

SUPPORT UTAHNS AGAINST HUNGER

DONATE NOW

UPDATES AND ANNOUNCEMENTS

The date has changed but the cause remains the same! YW3CA's Race Against Racism is now Saturday, June 23rd! Register today!

Text STOP to unsubscribe

Click here to register. Join us to promote peace, justice, freedom & dignity for all! We hope to see you there!

<http://igfn.us/vf/YW3CA>

Text STOP to unsubscribe



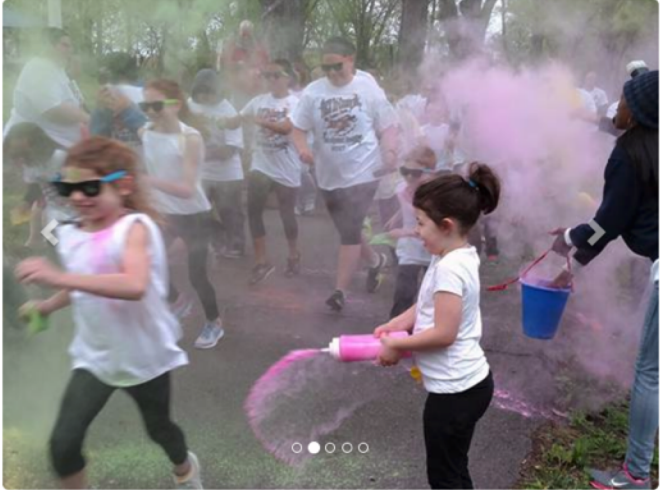
eliminating racism
empowering women
ywca
Tri-County Area

f

t

e

Race Against Racism



\$1,214.73 Total Raised

\$15,000 Goal

36 Donors

36 Fundraisers

Make a Donation

Registration

About

Teams

Fundraisers

Donors

Comments

Announcement: The race has been rescheduled for June 23, 2018.



ENHANCED TEXT MESSAGING

Scott Couchman

MobileCause Fundamentals

Texting and Communications

Thursdays 10am Pacific / 1pm Eastern

Learn how to leverage Texting to reach more of your supporters. We'll discuss strategies for messaging and lists of supporters and take you through the process of sending text messages.

<http://mcause.us/training>

Enhanced Text Messaging



Christy, we are off to a strong start to our 100 Freedom Rides campaign to save 100 dogs from a high kill shelter. We need 37 more donors to meet our goal. With your help, we'll soon be sending you more freedom ride pictures! igfn.us/form/66pqsg?vid=2u&uid=7nauh

Text STOP to unsubscribe

11:20 AM



Enter message



SEND

- Personalized Messages
- Long Text Messages (280 Characters)
- Form Links and Analytics

Sent

Campaign	Type	Title	Sent	Stats ⓘ	Date & Time	Status
MobileCause Fundamentals	Sms	Relief Support Ask	800	igfn.us/form/IMNE9g Click-through rate: 65.0% (520) Conversions rate: 46.1% (240) Collected: \$12,360	05/04/2018 10:05 am (Immediate)	Sent

This module is an **add-on to your existing service**. Please contact MobileCause for more information. <http://mcause.us/text>



CLOSING

RESOURCES

Knowledge Center Articles

[Compelling Storytelling To Engage Donors And Boost Gifts](#)

[How to Set Up SMS Subscription Keywords](#)

[How do I send a text message?](#)

[Telephone Consumer Protection Act \(TCPA\) Fact Sheet for Non-Profits](#)

Digital Marketing Services

Struggling to find the time, staff and resources to create and launch campaigns? Work with our Digital Marketing Services!

- <http://mcause.us/dmsinfo>

An isometric illustration of a crowd of diverse people standing on a blue rectangular platform that resembles a smartphone screen. The platform is set against a dark grey background. The people are dressed in various styles of clothing, including business suits, casual wear, and dresses. Some are holding briefcases or bags. The overall scene suggests a digital gathering or a virtual meeting.

QUESTIONS?

THANK YOU FOR JOINING OUR CLASS TODAY.



For information about the Enhanced Text Messaging add-on: <http://mcause.us/text>



training@mobilecause.com



Customer Support Team // support@mobilecause.com // 888-661-8804 ext. 2