

Ask Your Donors to Help You Fund Raise with Text Messaging

Text messaging can help you organize your donors to enable you to raise more funds for individual projects and for general funding.

Your donors believe in you. That's why they contribute to your projects. Their enthusiasm can help you find more donors, raise more funds and get more people in your communities excited about your work. When you make it fun for them to help, it's even better.

Every project or activity can be engaging, and fun, when you turn it into a game or contest. Text messaging helps you create that fun environment for fund-raising. You can attract and engage with donors to get them involved in your fundraising goal. Running competitions for prizes and recognition is a fun and productive way to get donors involved.

For example, you can award prizes for donors who capture different levels of investment, create campaigns within their local networks, contribute new fundraising ideas and more. You can also offer some type of annual recognition for donors who reach the highest levels of referral fund-raising, as well as recognition on a project by project basis. The options are only as limited as your imagination!

Here are some examples on how you can use text messaging to engage donors in your fund-raising opportunities.

Gamify Your Fund Raising with Text Messaging

Text messaging makes it easy to gamify fund-raising. You can announce the program, send promotional texts to keep the game top of mind, feature donors and their fund-raising ideas, offer special prizes and share each donor's personal status with them.

Here's how it works.

First, you need to decide on your offer/game strategy. Let's say you're funding a project to build a new women's center for healthcare, counseling and support with childcare/family services.

Please note: In the conversations below, green represents an automated conversation, yellow represents a 1:1 conversation.

This is an example message flow to announce the project, attract and engage your donors and reward them for their support.

The messages are automatically sent as a conversation to all selected donors on your list. If you want to expand your list, it's simple to send the same message campaign at any point in time.

When donors reply to join the project, the messages are automatically triggered.

SENT

Hi <firstname>. It's Amy @ Women1st. We're thrilled to announce a project to build a women's center in Atlanta for healthcare, counseling and family services.

SENT



We need your help to raise the funds for this center. We're running a contest for donors who help us raise funds. This video shares the details.

SENT

We'd so appreciate your support. To join in this important work, and have fun along the way, reply #FUNDS to this email and we'll send you more info. Amy

RECEIVED

#FUNDS. I'm interested!

SENT MESSAGE ONE

Hi <firstname>. Thanks for helping us at Women1st! We're thrilled to have your support. This link shares more info on the program. <insert personal url>

SENT MESSAGE TWO

You'll find a contest form to complete. When we have it, we'll send ideas for fund-raising with your friends. Reply #HELP with questions. Amy

After a week, those donors who haven't sent in a contest form get the following message. You can automatically send as many reminders as you want, at whatever time schedule you prefer.

When a donor's contest form is received, this message flow is automatically sent.

SENT

Hi <firstname>. It's Amy @ Women1st here. We really want your support on our Women's Center project. We're having a contest too! Here's the scoop. <insert personal url>

SENT

 Hi <firstname>. It's Amy @ Women1st here. Thanks for your contest registration! Here's a video to use with your friends to get them excited about the project.

SENT

Also, here's a link to a flyer about the Women's Center project that you can share with friends and family. <insert personal url> Reply #HELP with questions. Amy

Help Your Donors Successfully Attract Funds

You can also run a set of introductory events, either online or in person, to help donors raise funds, and to help them better understand the projects.

First, you'd announce the event to your donors.

SENT

Hi <firstname>. Amy @ Women1st here. We're having an event on June 2nd at 7pm to share the exciting details on the Women's Center.

SENT

You can invite your friends to this event. We'll have refreshments, a presentation on the center and some cool giveaways.

When someone replies asking for help, Amy or one of her team members is immediately alerted by SMS-Magic so that they can start a 1:1 conversation.

SENT

Here's a link to the invite. <insert personal url>
You can send it via email or via text. Need ideas? Reply #HELP and we'll brainstorm with you! Amy

RECEIVED

#HELP

SENT

Hi Rachel, it's Amy. What can I do to help you?

RECEIVED

I really want to help with your Women's Center. Can you help me with some email ideas?

SENT

Sure! Would you like to talk or would you prefer I send some email samples?

RECEIVED

Could we chat on the phone?

SENT

Super. Here's a link to schedule a call. I'm open all day tomorrow or Thursday. <insert calendar link>. Looking forward to it. Amy

Amy just sent a [scheduling message](#). When Rachel schedules a call, she'll be sent a confirmation message, as well as a reminder for the call.

The Bottom Line

Text messaging gives you the chance to have important conversations with your donors, for fundraising and more.

Getting your donors involved in supporting your fund-raising efforts is a great way to deepen your relationship with them, even as you raise more funds. That's just one option to use text messaging to increase the efficiency and volume of your fund-raising initiatives.