

# Get Personal to Increase Donations with Text Messaging

Successful non-profit fundraising begins when you engage your donors in a compelling conversation. SMS-Magic text messaging empowers you to do just that.

Your donors already use text messaging every day. Which means it's a natural way to begin a conversation about your latest fund-raising drive, your plans for new projects and other news about your organization that matters to them.

One of the best ways to increase your success when it comes to fund raising is by using conversational text messaging to engage your donors with personalized conversations.

Here's how.

## How to Get Personal with Text Messaging

We all like it when others show that they care about our priorities, perceptions and personal interests. It's human nature.

When you use text messaging to have a conversation, you can learn about your individual donors; what matters to them, why they might support your organization and personal events, like anniversaries and birthdays. You can then personalize your news updates and requests to match their personal areas of interest.

For example, you might text the following:

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

### SENT MESSAGE ONE

Hi <firstname>. It's Jon from ROOM2READ. We want to thank you for your past support. Your donations help educate students around the globe.

### SENT MESSAGE TWO

We want to know about your interests. Please Reply #TEACHERS, #BOOKS, #SCHOOLS or #VOLUNTEER so we know what matters to you.

Thanks to the initial automated messages, you now know that Jane is interested in building schools. She's also interested in how you fund them. You also know she has a personal interest in South Africa.

Jon was alerted by SMS-Magic the minute her personal message was received, so he was able to respond with a 1:1 conversation. He can now continue that conversation to learn more about her interests and deepen the relationship.

RECEIVED

#SCHOOLS

SENT

Hi <firstname>. We'll send you information about our new schools being built across the globe. We're so excited! 25 new schools by June!

RECEIVED

Wow, could you send me some details of how you fund and build the schools?

SENT



Hi Jane, it's Jon. I'd love to send you more information. Here's a video to get you started.

RECEIVED

That's really super. Are you doing anything in South Africa? My family is from there...

SENT

We sure are Jane. We have 3 new projects in South Africa coming up later this year. I'd love to chat with you about them.

RECEIVED

Let's schedule a time to chat next week!

## Use Messaging to Continue to Develop a Relationship

Now that you know what interests them at a high level, you can tune your requests and the information you send to match each donor's interests.

Messaging is such a natural conversation that it makes it easy to continue to ask donors questions to learn even more about them, giving you the key insights to build a relationship.

Just remember, you won't build a relationship by only asking them for donations. It's just as important to give back to them with programs or opportunities that match their interests. You want to be a partner for life, not that pesky organization that always asks for money.