

# The Rules of (Text) Engagement

## What is Text Engagement?

Text Engagement (also known as text-to-give or text-to-donate) lets you send SMS (Short Message Service) messages directly from Funraise's donor CRM so you can communicate with your constituents in a very personal way. It's as reliable as email and more effective when it comes to donation asks.

### WHY TEXT ENGAGEMENT?

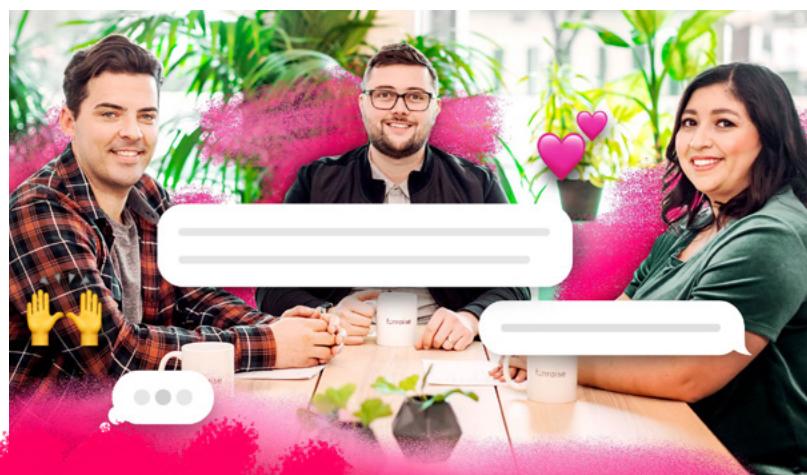
Almost everyone with a phone, smart or otherwise, sends and receives text messages on the daily. According to Twilio, SMS messages have a **95% open rate**. Compare that to a 18% open rate for emails, and there's no question that Text Engagement is the heavyweight champion of digital fundraising.



### MORE BLOW-YOUR-MIND TEXT

#### ENGAGEMENT STATS:

- Over 90% of all text messages are read within 3 seconds
- The 160-character limit forces brevity and **captures attention**
- One in 10 Americans has texted a charitable contribution from their phone
- In the United States alone, **277 million** people text



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## WHEN DO I USE TEXT ENGAGEMENT?

Text Engagement is just as versatile as any other fundraising tactic, if not more! Due to its immediate and personal nature, Text Engagement is perfect for:

- Donation Asks
- Events Communications
- Peer-to-peer Campaign Alerts
- Expired Payment Information
- Impact/Success Stories
- Urgent & Emergency Response Alerts
- Solidarity/Rally Attendance
- Market Research

Text Engagement is  
more effective than  
email when it comes  
to donation asks.



## WHAT ARE TEXT ENGAGEMENT

### BEST PRACTICES?

#### Get permission

Before you start sending texts asking supporters to champion your newest fundraising effort, make sure they've opted in.

#### Strike a balance

Variety is the spice of life! Make sure to balance urgent donation asks with other relationship-building content so supporters feel appreciated.

#### Set the tone

As you compose texts, keep your audience in mind and direct your appeal to them. Don't forget to be clever, engaging, and concise.

#### Short and sweet

Speaking of being concise... keep your texts short and sweet. Standard text messages contain 160 characters, max.

#### Timing is everything

Respecting timezones and sleep patterns reigns as the most obvious timing consideration; also think of rush hours, holidays, and whether the text is urgent enough to need an immediate response.

#### Measure success

User-friendly analytics tools let you create tracking links that keep you abreast of your campaign's success. Key performance indicators to watch for include open rate and click-through-rate.



Need some real-world SMS examples? Take these sample texts and use them as inspo to jumpstart your next Text Engagement campaign.

#### TEXTS THAT'LL MAKE 'EM DONATE

- The good news: we found the cutest puppy in the world! The bad news: He needs surgery. Donate \$10 to make these sad eyes happy again. <https://your.tiny.url.here>
- What's better than treating yo' self? Treating someone else unexpectedly. \$10 will fill a belly & put a smile on a child's face. <https://your.tiny.url.here>
- You don't need a reason to make someone's day. Donate \$10 to a just cause... just because. {nonprofit} waves & laughs nervously <https://your.tiny.url.here>
- Imagine being 50 mi away from freedom and needing \$10 to get there. Kim is so close to a new life: Donate \$10 toward her escape. <https://your.tiny.url.here>
- Did you cut off another driver during your commute this AM? If you need to rebalance your karma, {nonprofit} is accepting donations. <https://your.tiny.url.here>
- Ready for your 2PM latte? That \$5 goes farther than you'd imagine in {nonprofit}'s hands. Donate now and head home early for a nap. <https://your.tiny.url.here>
- Did you know that joy is contagious? Donate now & feel {nonprofit}'s immediate gratitude for your own instant gratification. <https://your.tiny.url.here>
- If you add things to your to-do list just so you can cross 'em off, here's something you can do right now: Donate \$10 to {nonprofit}. <https://your.tiny.url.here>
- Would you rather loan your car to a stranger or donate \$10 to {nonprofit}? That donation's sounding pretty good about now, isn't it? <https://your.tiny.url.here>





## KEEP IT CONSENSUAL

Getting permission is the number one thing you need to do before you start any text-to-give campaign.

While nonprofits are generally exempt from most of the rules under the Telephone Consumer Protection Act (TCPA), consent should still be the gold standard for anyone receiving your communications and donation solicitations.

[Text Power](#) promotes an excellent best practice that nonprofits should follow: "Get all cell phone numbers legitimately, use them judiciously, and allow users to opt-out easily." If you've got a simple opt-in signup form on your website, then you're already there. Kudos to you!



## GREAT POWER = GREAT RESPONSIBILITY

Texting your supporters is one of the most personal forms of communication next to face-to-face interaction, so maintaining their trust should be your top priority. Not taking the time to create processes to responsibly collect personal data can come back to haunt you in the future, and no

one likes a pesky ghost! It's also equally important not to abuse the information you've collected by sending excessive or non-relevant communications. Failure to do either of these can result in:

- Loss of supporters
- Decreased brand trust
- Potential fines & penalties
- Harmful public perception

Yikes! With risks like these, taking the proper precautions seems like a no-brainer.

Last, but certainly not least, it's important to note that if you collect personal data for supporters outside of the United States, rules and regulations for communication can drastically change. Make sure to familiarize yourself with international laws, such as CAN-SPAM and GDPR in those instances.

\*The information provided should not be taken as legal advice. For more information, please review TCPA, CAN-SPAM, and GDPR rules and regulations.

Want to know more about Text Engagement?

Contact a [Funraise Product Specialist](#) for a walk-through of the feature today. Also, check out the [Funraise blog](#) for more nonprofit resources at your fingertips.



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