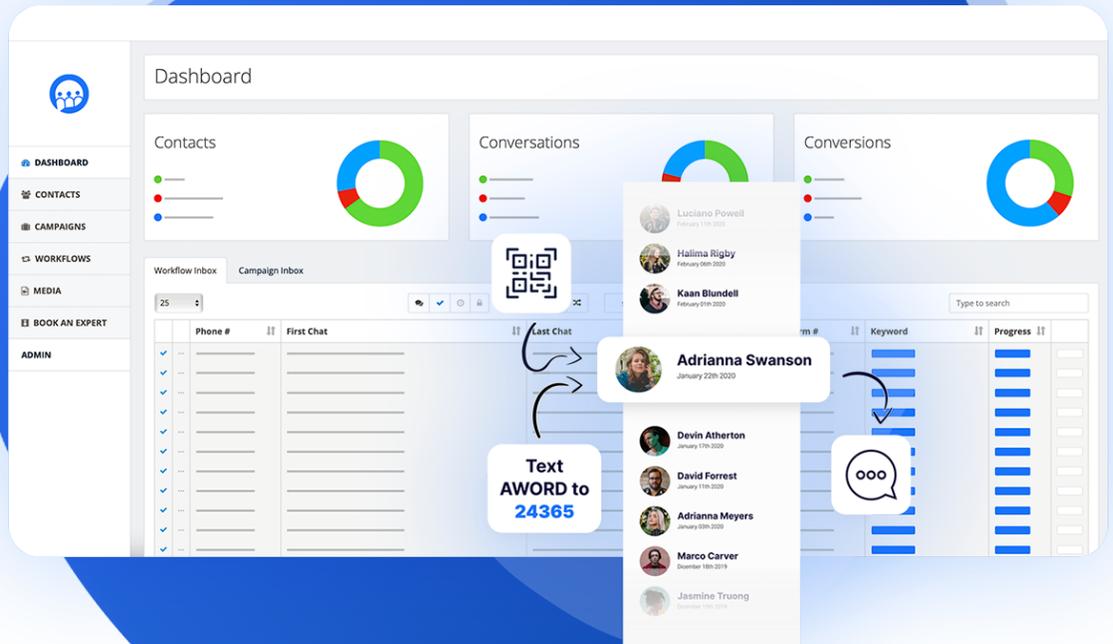


Rally Support. Build a Movement.

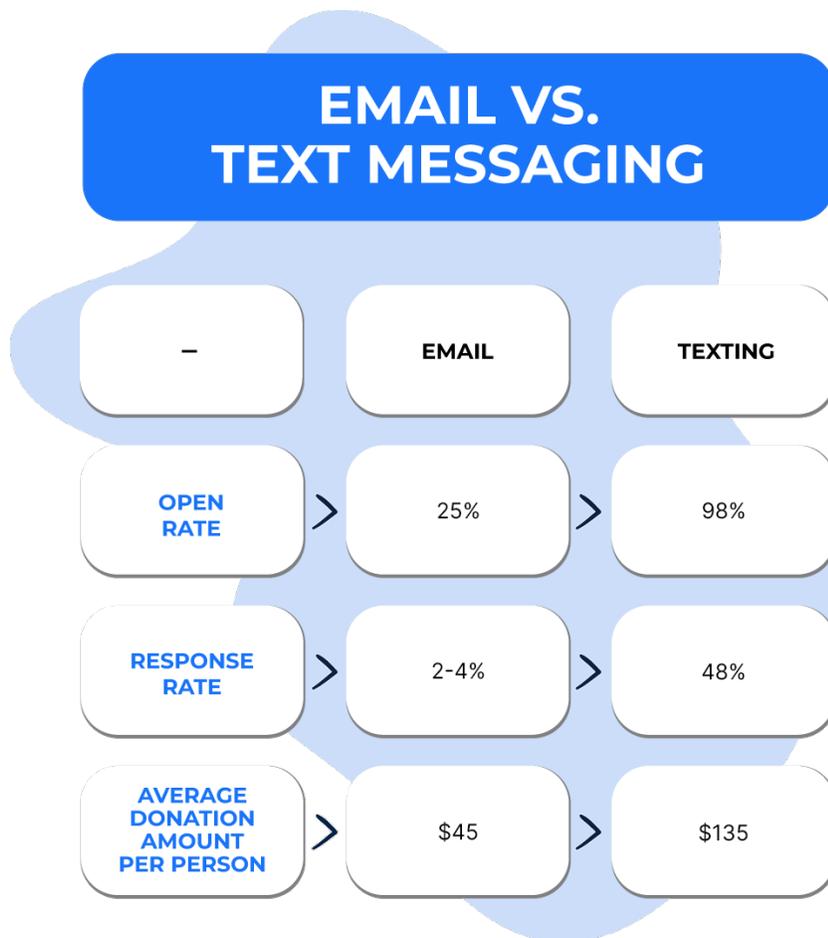
Human-centered mobile messaging™ for charities & communities so you can rally people and change the world.



Raising support shouldn't be so hard

As a purpose-driven leader, you know it's getting harder to capture and keep people's attention. It's demoralizing to send emails, and post to social media with little or no response.

That's why we help the world's top charities use mobile to get results – it works:



300% Increase in Engagement with the Rally Platform*

Use 40+ workflows, like Text-2-Donate, Text-2-RSVP, & Smart Texting Campaigns (P2P & A2P) to build lasting relationships with your community, supporters, and volunteers.

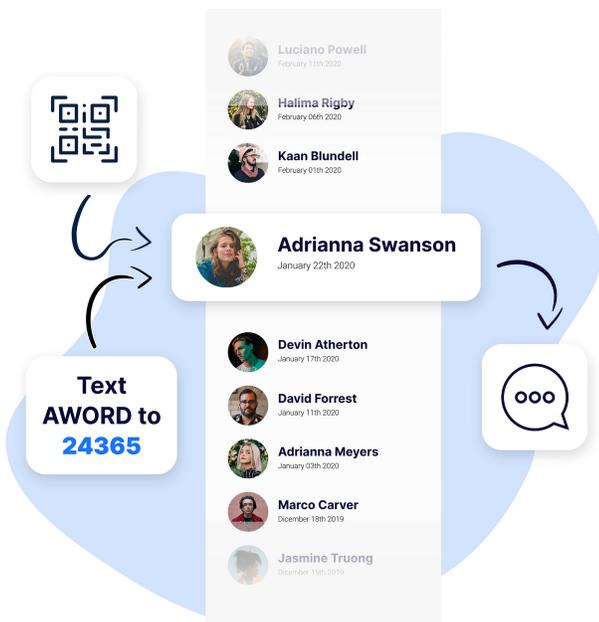
*Ask about our Get Results Guarantee.

Engage & Mobilize Your Supporters Now

Texting makes it easy to connect with your supporters and mobilize a response, whether that's a donation, volunteer opportunity, event update, or more.

Hey James! We would love to have you at our fundraiser gala on July 16!

Thanks for the reminder! I'll be there!

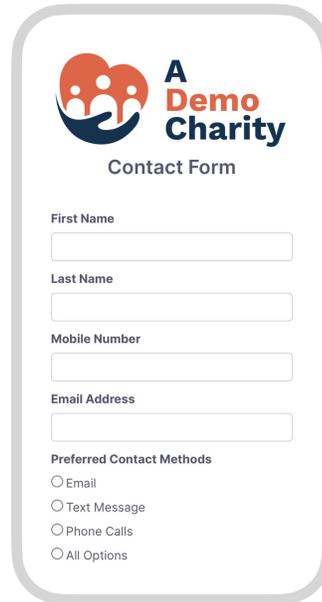


Grow Your List 3x Faster

With an easy to remember short code – anyone can use our 24365 short code – and point-and-click QR codes, it's simple to connect with people at events and inspire action – make a donation, sign up for a newsletter, register for a volunteer opportunity.

Simple Signup Forms

Embed pre-built forms on your website (or we'll host them for you) to capture consent or send a link to your contacts to update their details and preferences. Once they signup, it is easy to kick off a series of welcome messages to share how they can get involved.



A Demo Charity
Contact Form

First Name

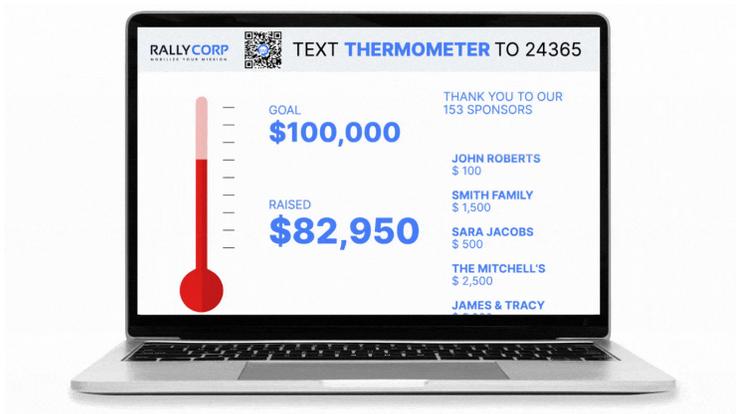
Last Name

Mobile Number

Email Address

Preferred Contact Methods

- Email
- Text Message
- Phone Calls
- All Options



Templates & Widgets That Save You Time

Easy to use: Plug in any fundraising platform and CRM and chart incoming donations.

Boost donations: Seeing how close you are to a goal can inspire donors to give – and give more.

Close the loop: Follow up with pre-written thank you text messages the next day and build long-term connections.

AI Enhanced Platform

The Rally Platform uses AI to score messages to evaluate how your supporters respond to your messages. This includes automatically measuring the sentiment in the words and emojis they use, and the actions they take — like clicking on a link or completing a donation.



Here's How It Works

Features

Mass Texting

Text your whole list with one click. Send text, images, GIFs, polls, emojis, and more. Include individuals names, set up texts in advanced, or make them recurring.

Hey {{first_name}}! We're so excited to announce this summer's first Resident Oncology Camp coming July 3-8.

Register here: rly.co/123

CONTACT

Hey there! Thanks for reaching out to ACME Charity. How can we help you? Respond with a number.

1. Programs
2. Donate
3. Events
4. About

Text a Keyword

Set up keywords that trigger an automated response into a workflow or menu.

You can also create custom QR codes to help trigger a keyword.

Thanks for the text!

Is there an option to pay for extra scholarships?

Absolutely! Thank you so much for asking.

You can do so here: acmecharity.com/scholarships

One-on-One

Jump in for an even more personal touch and send or respond to messages on individual basis.

CONTACT

Hey there! Thanks for reaching out to ACME Charity. How can we help you? Respond with a number.

1. Programs
2. Donate
3. Events
4. About

2

Thanks for partnering with us!

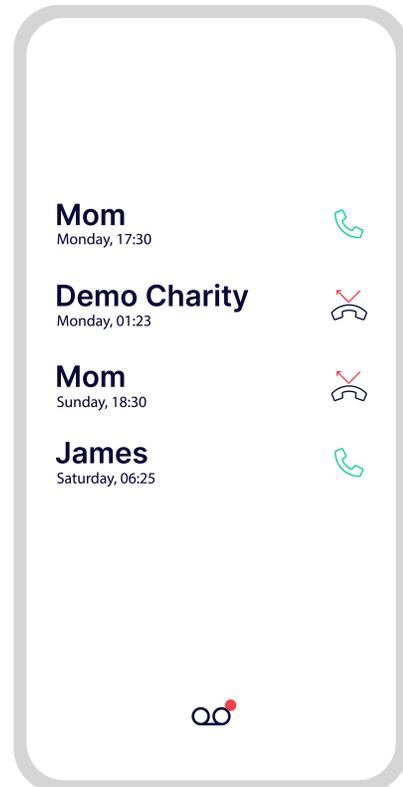
You can set up a one-time gift or recurring donations here: rly.co/123

Voicemail Drops

Your nonprofit supporters want to hear your voice. That's why they sign up for updates and subscribe to your lists. We have a new way for them to hear your voice: ringless voicemail.

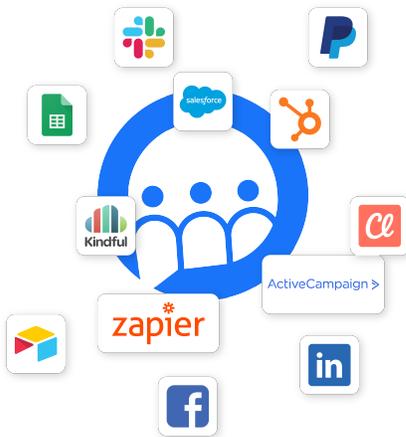
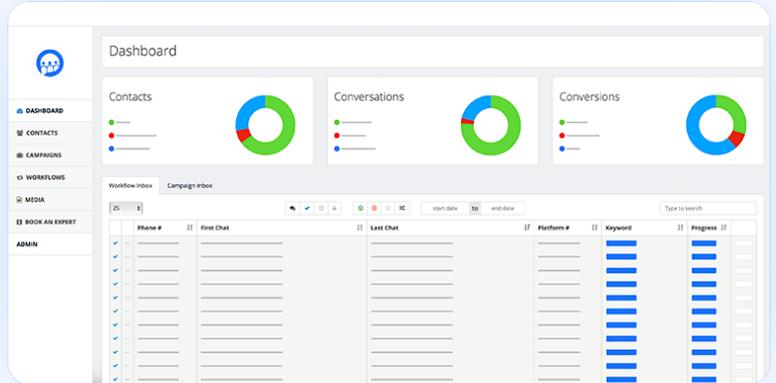
Automated Workflows

Schedule one or multiple texts in advanced. Trigger in a keyword, menu, form, or list to automate announcements, updates, follow-ups, and just about anything else you can imagine.



Platform

Our platform keeps all your contacts and conversations under one roof while connecting to all the tools you already use.



Integrations

Rally works with your CRM and other tools you already use.

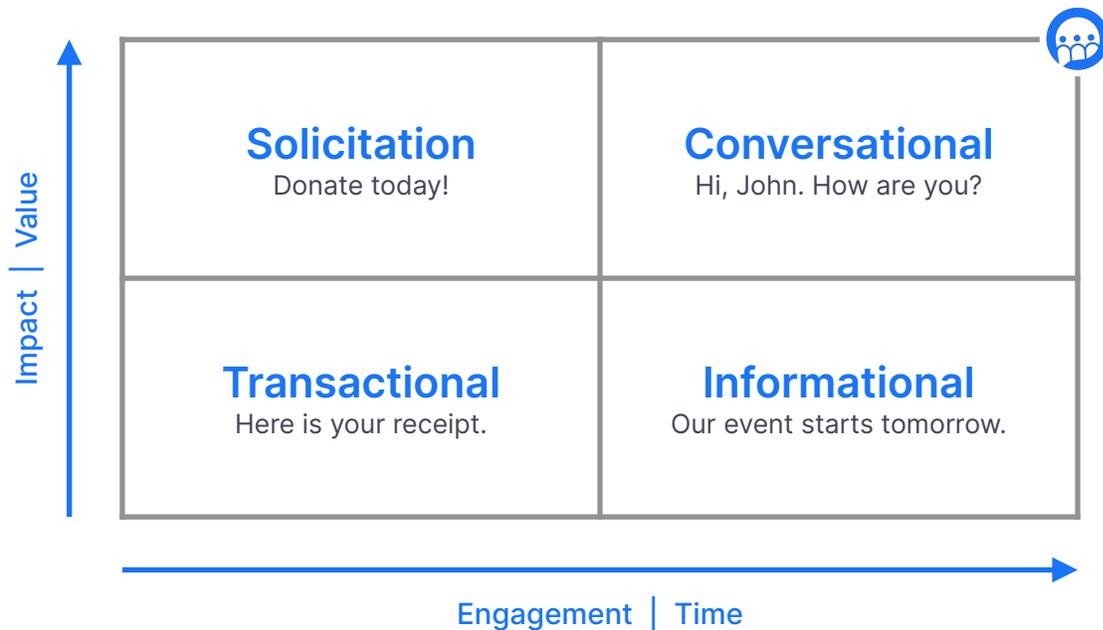
+5000 more options!

See Rally in Action

Text **RALLY** to **24365**

The SMS Impact Quadrant™

Find the right message for your goal



Think of a message's impact over time. The more personal and conversational a message is, the better.

Not all messages need to “start a conversation,” so if your goal is to share an update or registration confirmation, select one of the other templates.

The key is to understand when and how to use this framework to get the results you want. Our goal is to help you tailor your messages to get your desired results.

Four Types of Messages

Find the right message for your goal

Transactional

Prepare messages for when somebody registers for an event or donates money.

Thanks for registering for our Save Our Streets event. Here is the information we promised [{{link}}](#). We'll see you there!

Donate today! Click [{{link}}](#) to help us raise \$100,000 to save the Chubby Unicorns. They'd thank you if they could! | Reply STOP to Unsubscribe

Solicitation/Marketing

Reach out to your contacts to invite them into new ways of participating with your organization.

Our Keep SD Sunny Walk is just two days away! We've updated our route and parking suggestions here [{{link}}](#).

See you there!

Informational

Keep your network posted on upcoming events, reminders, or even changes.

Hi [{{first_name}}](#), This is Jane with ACME Foundation. Thank you for your recent gift. Do you have a minute to jump on a call? I'd love to chat with you.

Conversational

Offer a personal touch with your network when new or recurring partners donate or register for events.

Ready-Made Templates

To help you get started

Thank You for Donation

There are people who don't donate because they assume everyone else is, and those who take up the torch and run with it. Thank you for being the latter and for your kind and heartwarming donation.
– {{name of sender, charity}}

Specific Donation Purpose

Help a student today, secure their future tomorrow. {{charity_name}} seeks to educate all children, regardless of circumstance. Learn how you can help a child live a happy, productive life. For more information, reply "INFO".

Match a Challenge

Hi {{first_name}}, Doubled donations for 24 hours! {{X}} turns into {{X2}}, {{X}} into {{X2}}, {{X}} into {{X2}}. Grab matching dollars NOW to fund {{purpose of gift}}: {{destination_url}}

Annual Appeal Renewal

Hi {{first_name}}, your {{amount}} gift last year helped build a stronger community. Thank you! This year the needs are greater than ever. Would you be able to continue your support with a similar gift this year? GIVE HERE {{destination_url}}. Opt-out reply STOP.

Year-End Fundraising

Fundraising goals for the year are almost met! Your support pushes to the finish line, so [Reason you're fundraising, e.g., "no kid goes hungry;" "no veteran loses their healthcare"]. Make the year brighter here: {{destination_url}}. Thanks!

Convert Volunteer to Donor

Hi! Thanks so much for coming to help out with {{volunteer activity}} today. Your support means a lot, and a cash donation helps continue your good work. All gifts matter! Donate here: {{destination_url}} Cheers!

Reply STOP to opt-out.

Volunteer Recruitment

Looking to make a meaningful difference? Here's your chance!

Text IN to [your_number] to let us know you're interested, and we'll tell you how you can become a volunteer for {{charity_name}}!

Fundraising Event Tickets Early

Hi {{first_name}}, the {{charity_name}}'s {{event/benefit}} is on once again. Secure your early bird ticket and save. Reply back with how many tickets you'd like to reserve, or find out more at {{destination_url}}.

Share Stories of Impact

Your support means so much to people like {{name of client}}. Learn their story, and discover more stories of hope and healing here.

Start Reading: [website landing page {{destination_url}}].

Complete Survey

Thanks for all your support. It truly means a lot! If you have 2 minutes to complete this survey, you'll help even more.

Get Started at {{destination_url}}

Want more? [Click here!](#)

[Get access to 125+ Proven Templates!](#)

More Resources

Featured Articles

- [Rally Corp Product Demos](#)
- [The Board Letter](#)

- [5 Texts You Can Use to Ask for Year-End Donations](#)
- [7 Examples of Using Text Messages for Nonprofit Donations](#)
- [Be Human: How Your Nonprofit Can Connect](#)
- [How to Boost Year-End Fundraising With Texting So Your Nonprofit Wins](#)
- [How to Send Texts Without Running Afoul of Legal/Compliance Issues](#)
- [Ringless Voicemail: A New Way Supporters Can Hear Your Voice](#)
- [Text Messaging Basics for Nonprofits: How to Engage Your Donors](#)
- [Text-to-Give vs. Text-to-Donate: What's the Difference for Your Nonprofit?](#)
- [The Two Kinds of QR Codes to Use for Fundraising](#)

- [Case Study: Salvation Army Quincy](#)
- [Case Study: Headstrong Foundation](#)

Ready to get started? 😊

Head to rallycorp.com to learn more. Get started today!

Get Started Today

Frequently Asked Questions

Do you take fees from the donations we receive?

No, Rally does not charge transaction or processing fees on any of the donations you collect. Since we link out or integrate with every fundraising platform, we give you full control to maximize the funds you receive.

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How long does it take to get set up and start using the platform?

Generally, set up takes just a few days, but we can get it done in a few hours if necessary. If you have a campaign or event coming up, be sure to let us know the date, and we will coordinate with our onboarding team to make sure you are up and running in time.

We are not sure if the phone numbers in our database are mobile, landline, blocked, etc. What should we do?

Not a problem. Just let our support team know, and we will assist you by running an analysis on your first campaign. The Rally platform validates phone numbers on import, but we can go a step further and provide a detailed report showing carrier status codes at any time.

What are credits?

A credit is an outbound message of 300 characters and may include media (MMS) such as emojis or GIFs.

Note: Most other companies only offer 160 characters per credit and charge more for media usage as well as inbound messages. We want you to use media in your messages so we won't charge you for it!

Next Steps

Here's how it works

1

Book a demo

In a 30-minute demo we'll answer your questions and show you how Rally can work for you.

2

Activate your account

Pick a plan, onboard your team, connect CRM fundraising pages.

3

We'll help you get results

With training, office hours, templates, and more, you're never alone.



Click or scan
to book a demo

Pricing Plans Designed Just for You

US-based support and team with 20+ years working in churches & nonprofits.

<p>For organizations new to texting who want to improve results</p> <p> Starter</p> <p>Use SMS/MMS broadcasts and workflows like Text to Donate to drive engagement.</p> <p>\$99/mo Discount with annual payment here</p> <p>FREE TRIAL</p>	<p>What's included</p> <ul style="list-style-type: none">✓ All Templates✓ Unlimited Contacts✓ Unlimited Keywords✓ Verified Toll-Free Number✓ Zapier Integrations✓ 2500 Monthly Credits* <p><small>(Add credits for \$50 per 1000)</small></p>	<p>For those who want to cultivate and grow multi-channel</p> <p> Unlimited</p> <p>Add Ringless Voicemail and AI-insights to improve your reach and results.</p> <p>\$199/mo Discount with annual payment here</p> <p>FREE TRIAL</p>	<p>What's included</p> <ul style="list-style-type: none">✓ All Starter Features +✓ Ringless Voicemails✓ Demographics & Insights✓ Peer-to-Peer (P2P) Texting✓ Advanced Integrations✓ 5000 Monthly Credits* <p><small>(Add credits for \$50 per 1000)</small></p>
<p>For larger teams with unique needs and service requirements</p> <p> Enterprise</p> <p>Scale up your mobile strategy and drive targeted results with a custom implementation.</p> <p>CUSTOM Flexible Terms</p> <p>REQUEST QUOTE</p>		<p>What's included</p> <ul style="list-style-type: none">✓ All Features✓ VIP Onboarding✓ Account Manager✓ Bulk Credit Discounts✓ Scalable Service Options✓ 10000+ Monthly Credits*	

Compare Features & Plans [Side by Side](#).

*A credit is an outbound call, voicemail, or message. **Inbound messages are free.** Add credits that **roll over indefinitely** for only \$50 per 1000 or \$450 per 10000.

All plans include unlimited keywords on your dedicated phone number. **Add a keyword on 24365** for an additional fee.

Still need help convincing your board? 

We've already written you a letter!

[Download Your Board Letter](#)