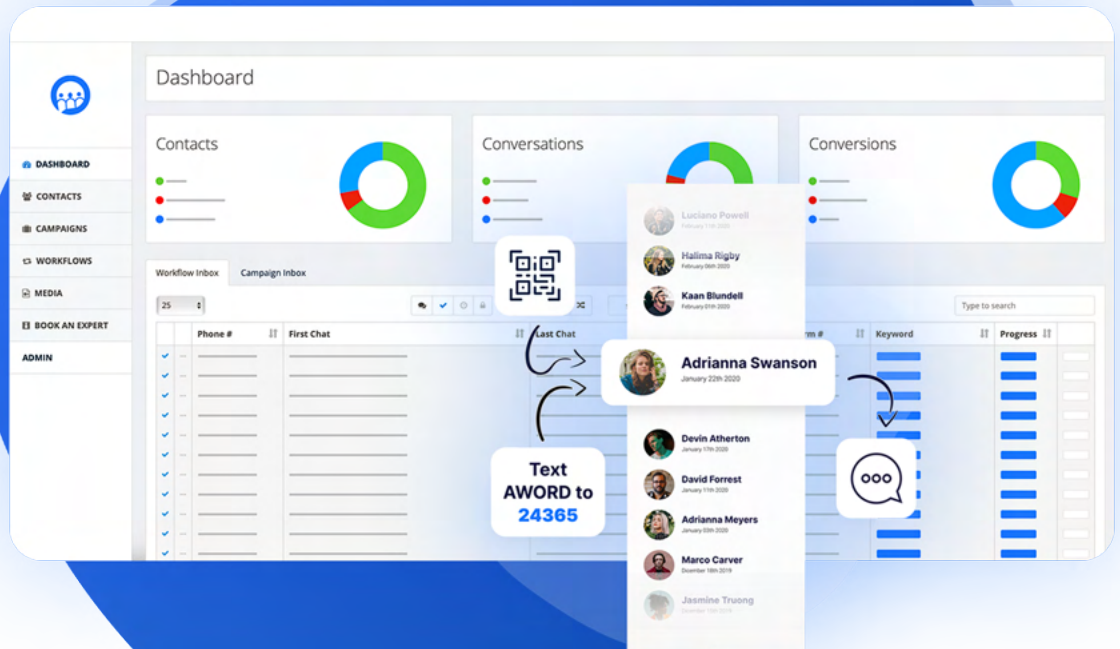


The World's #1 Texting Platform for Nonprofits

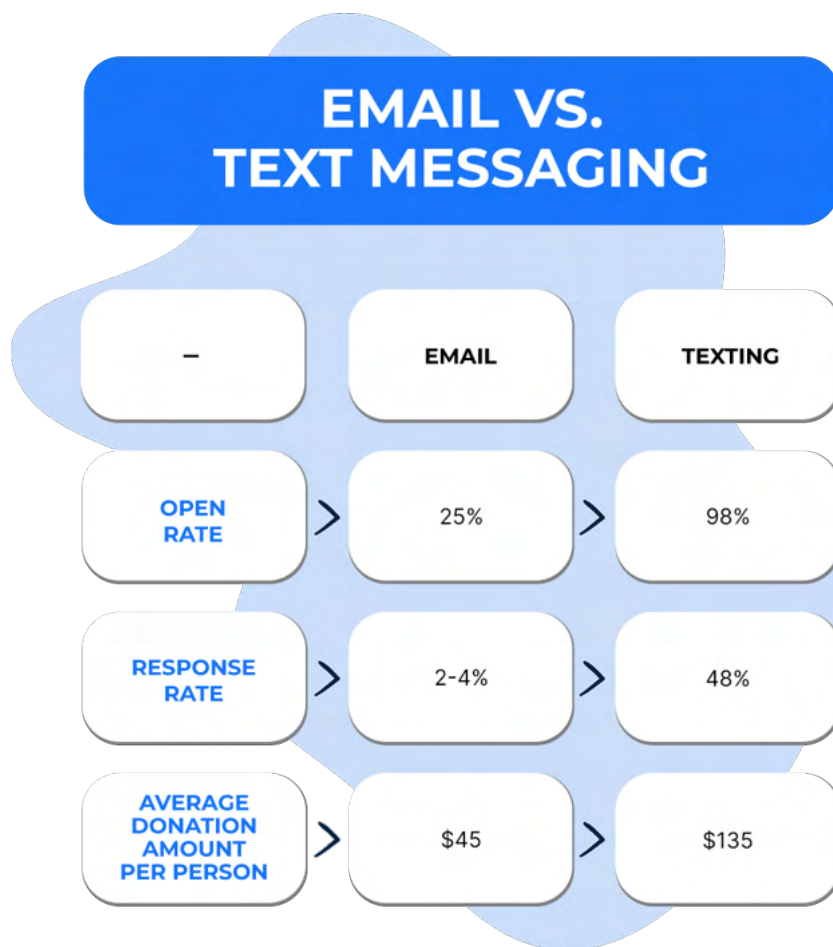
Human-centered text
messaging™ so you can rally
people and mobilize support.



Engaging people 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, leave voicemails, 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.

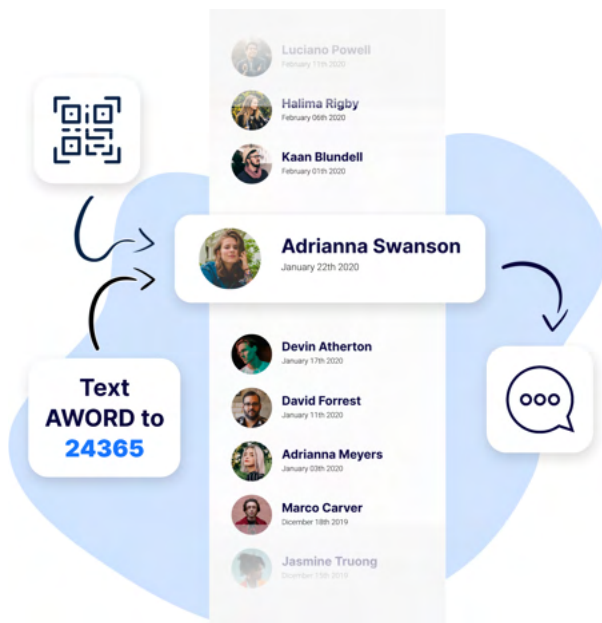
*Ask about our Get Results Guarantee.

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!

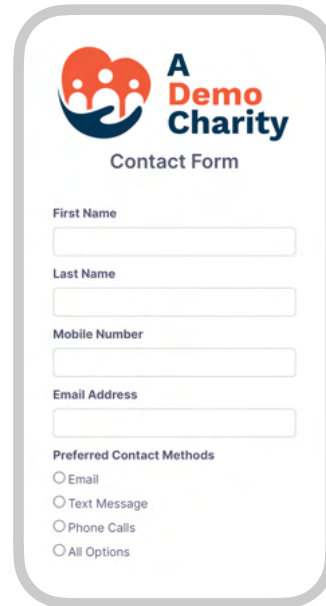


Grow Your List 3x Faster

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

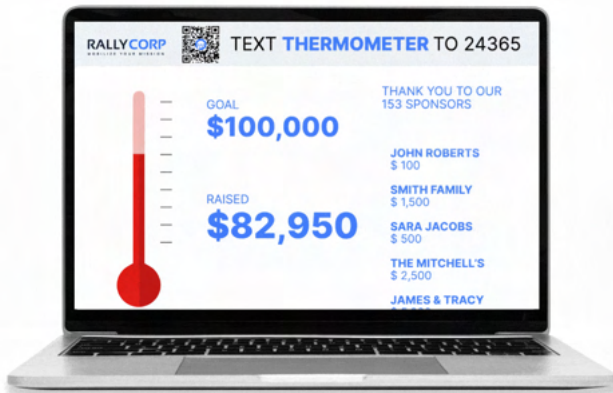
Last Name

Mobile Number

Email Address

Preferred Contact Methods

- Email
- Text Message
- Phone Calls
- All Options



Templates & Widgets That Save You Time

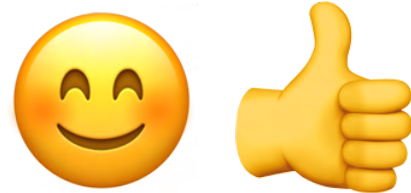
Easy to use: Plug in any fundraising platform and CRM and chart incoming donations.

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 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!

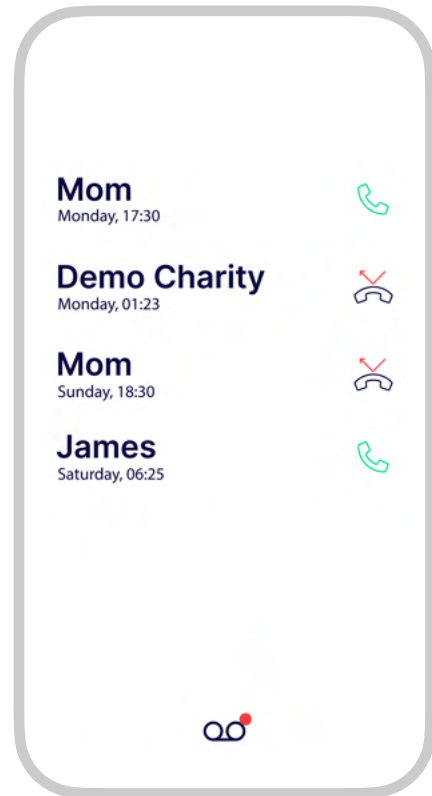
You can set up a one-time gift or recurring donations here: rly.co/123

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.

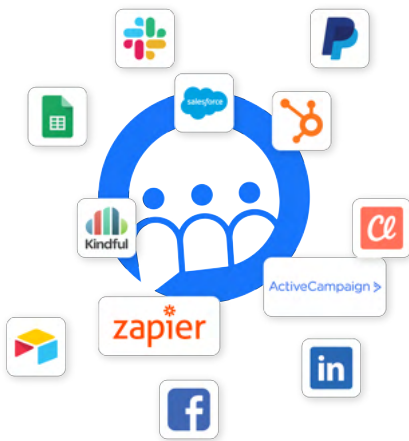
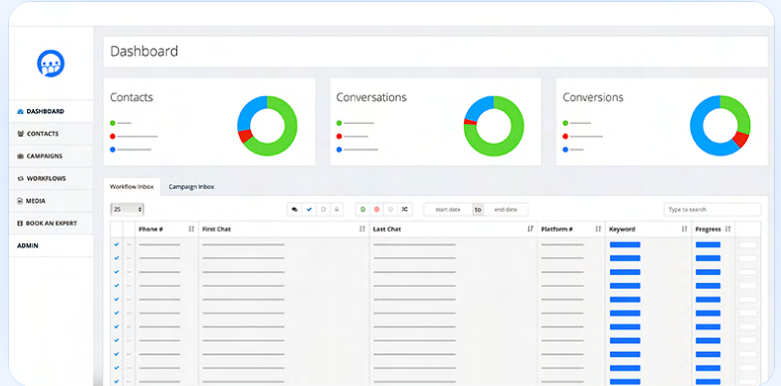
Automated Workflows

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.

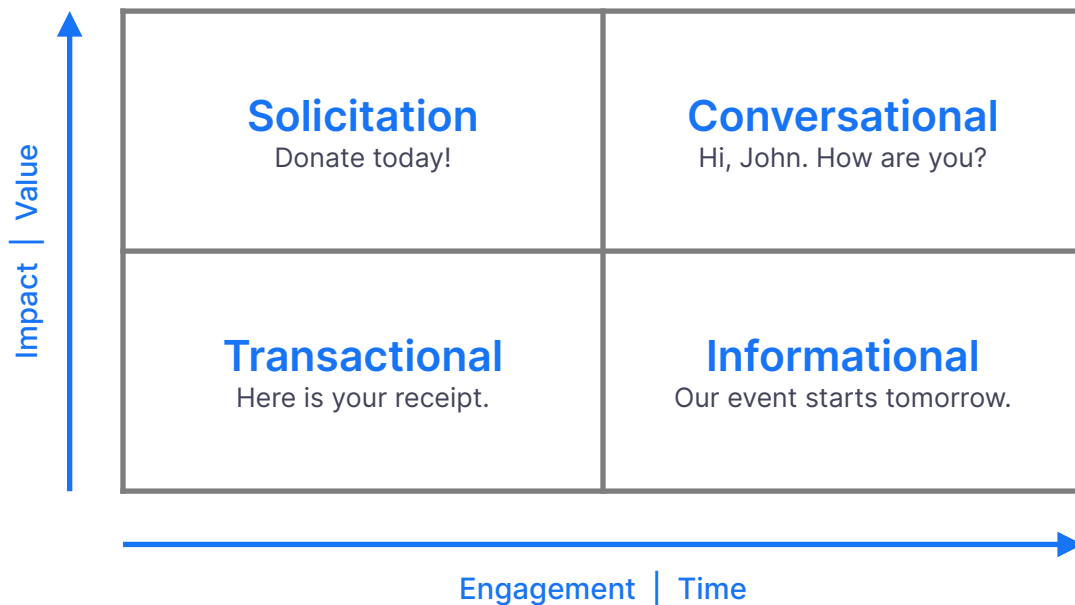
+3000 more options!

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. That’s why we teach this in our monthly customer workshops. 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

Helping you get started well

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?

Get access to 125+ Proven Templates!

Opt-Out & Help Instructions

Best Practices to Comply with TCPA

Opt-Out

Depending on your use case, you may need to include instructions on how a recipient can opt-out of your messages.

Adding “Reply STOP to cancel” at the end of your messages and identifying your organization are both best practices.

Help

Depending on the texting platform, you may also include “**HELP**” commands and monitor replies for other words and overall message sentiment, which can help you identify if someone wants to be removed without them having to reply with the robotic “**STOP.**”

More Resources

Featured Articles

- [7 Steps to Launch an Effective Text Messaging Campaign](#)
- [How to Use Text Messaging to Engage & Retain Donors](#)
- [How Rally Creates Sustained Impact for Charities & Causes](#)
- [What is Text-to-Donate and How Does It Work?](#)
- [Text to Donate vs. Text to Give: Which is Right for You?](#)
- [4 Ways to Increase Recurring Donations with Texting](#)
- [Case Study: Salvation Army Quincy](#)

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.

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.

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

We've Got You Covered

As a nonprofit leader, you know it is **getting harder and harder to capture and keep people's attention**. We built a human-centered text messaging platform to help you rally support, raise funds, and change the world.

As a customer, you can join our free training workshops held each month, where we share strategies and tactics to help you get the most out of mobile in your fundraising efforts.

Need help implementing text messaging to increase donor engagement?

Have a specific fundraising campaign or event in mind?

We've got you covered:

- Get answers to your questions.
- We'll show you how our platform features will accomplish your specific goals.
- Together, we'll craft a plan you can take back to your team or board for discussion and approval.

Pick a date on the calendar or contact us for more options.



Next Steps Book a Demo

We'll Help You Get Results

