



STRATCOM

Text Messaging

AN IMPORTANT TOOL
TO INFORM, ENGAGE &
DRIVE ACTION

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Text messaging is fast becoming a key tool for union engagement. From updating members about important bargaining developments to mobilizing them for rallies, meetings, or votes, SMS can reach members you can't connect with as quickly or effectively through other channels. With read rates often reaching 98% within 2 minutes, text messages ensure your union's communications are seen and acted upon when it matters most.

TEXT MESSAGING IN ACTION

Labour Unions:

- ✓ Confirm and update members' contact information
- ✓ Voter ID & Get Out the Vote (GOTV)
- ✓ Recruit volunteers
- ✓ Engage with and mobilize your members

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Stratcom is proud to partner with Prompt.io, a next generation text messaging platform that allows you to create, automate, and personalize conversations that deepen relationships, collect data, and lead to action.

Prompt.io is a highly customizable, feature-rich platform that allows users to launch text campaigns that are automated (A2P), peer-to-peer (P2P), or a hybrid of the two. You can also easily set up autoreplies based on keywords to streamline the supporter journey. Prompt.io's other unique offerings include "Instant Apps", microsites easily built within the Prompt.io platform to push respondents from text to online, and integrations with a wide range of CRMs and applications, such as Nation-Builder, Blackbaud, Salesforce, and Google Maps, for seamless data management and other cutting-edge functionalities.

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OUR SERVICES:



Text broadcast

Just need to send a one-off text broadcast for rapid response or informational purposes? Prompt.io can fully support a simple text broadcast program.



Text banking

Don't have time or capacity to text your supporters? Our team of experienced texting agents are trained in both engagement and fundraising text campaigns to text on your behalf.



Prompt.io is the ideal merger between a text based platform and a data gathering/analytics platform. With Prompt.io we have an endless capacity to communicate longer or more complex updates, build data collection tools, and create actionable events. Prompt.io has all the tools we need."

Molly Kraft
Labour Relations Officer,
Provincial Organizing



**ONTARIO NURSES'
ASSOCIATION**