

STRATCOM

Text Messaging

AN IMPORTANT TOOL
TO INFORM, ENGAGE &
DRIVE ACTION

 @stratcom.ca

 @Stratcom.Inc

stratcom.ca

 Local 5300

1.866.537.6199

sales@stratcom.ca

Text messaging has quickly become an important tool for informing, engaging, and driving action. It integrates well with traditional fundraising strategies and reaches audiences you can't reach as effectively with traditional methods. With read rates often hitting 98% in 2 minutes, text messages penetrate in a way no other channel can.

Texting is also inexpensive, costing pennies per outbound message. But unlike email blasts, charities can add an element of true engagement by having live agents standing by to answer some or all replies. This level of personal interaction between donors and charities results in deeper connections and allows donors to express the reasons why they provide support.

Stratcom is proud to partner with multiple texting platforms to best address our clients' needs—allowing them to create, automate, and personalize conversations that deepen relationships, collect data, and lead to action.

Features:

- ✓ SMS texts
- ✓ Text broadcasts and peer-to-peer texting
- ✓ Easily-built microsites to take conversations further
- ✓ Automated replies based on KEYWORDS
- ✓ CMS integrations with NationBuilder, Salesforce, and more to come
- ✓ Google Maps integration for targeting and segmentation
- ✓ Robust, real-time analytics

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.

“



I am always amazed by the deep connection a text message makes with the donors. Many of them shared their personal stories with The Children's and how grateful they are for the cares they received at the Hospital.”

Frédéric Brière, CFRE,
Director Direct & Integrated Marketing

la fondation
de l'hôpital
de montréal
pour enfants
the montreal
children's
hospital
foundation



TEXT MESSAGING IN ACTION

Cultivation

Texting is a powerful tool for building your relationship with supporters and donors and using it can enhance the effectiveness of your fundraising efforts.

Use for: Pre-telemarketing primer text, post-donation thank-you text

Engagement

Texting has proven itself to be a dynamic engagement tool for charities to maintain a connection with donors and supporters beyond their fundraising campaigns. Gain valuable insights into your donors' preferences and get valuable feedback you can use to tailor future fundraising efforts.

Use for: Surveys, quizzes, engaging videos

Fundraising

At key times in the fundraising year, or when disaster strikes, text is one the most effective tools you can use because of its convenience, immediate nature, and ability to reach massive audiences.

Use for: Giving Tuesday, Tax Time, emergency appeals

Informing

Using text messaging, charities can easily keep supporters and donors in the loop, knowing that these messages are reaching recipients like no other channel can. The applications are endless—you can even share your event's location info so it's easily accessible on mobile devices to help reduce any confusion day of!

Use for: Key milestone updates, volunteer recruitment, event reminders, virtual store & lottery promotion

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CONTACT US:

For more information or to obtain a quote.

E: sales@stratcom.ca

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