

SMS *uses* for Nonprofits

- ❖ Increase support by way of donations, attendance at events and word-of-mouth sharing
- ❖ Fundraising
- ❖ Donations by sponsor
- ❖ Gain direct and immediate connections to supporters
- ❖ Make ads interactive
- ❖ Measure effectiveness of campaigns
- ❖ Text-to-win, trivia or scavenger hunts at events
- ❖ Gather data such as audience donation habits, etc.

Where should text calls to action be promoted?

- ❖ Radio
- ❖ TV
- ❖ Social media
- ❖ Website
- ❖ Traditional ads
- ❖ Signage at events/supporter businesses



Text **CHILD** to **30364**

Roundy's will donate
a book on your behalf.

You may receive up to 8 messages per month from an automated system.
Message and data rates may apply. Text STOP to end messages. Text HELP for info.
Consent is not required to buy goods and services.

*Visual example only. Text **ERCINFO** to **30364** for a demo.

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BENEFITS OF WORKING WITH ERC

■ COMPATIBLE
WITH MORE THAN
99% OF CARRIERS!

■ FULL SERVICE
IMPLEMENTATION

■ COMPLETE FCC
& FTC COMPLIANCE
PROTECTION

■ MEASURABILITY
OF CAMPAIGNS

■ ABILITY TO TRACK
REVENUE

■ ABILITY TO
MEASURE RESULTS
AND AD INTERACTION