

# 10 PROVEN SMS TEMPLATES TO IMPROVE DONOR RETENTION

With a special offer to get access to 125+ more.



Brought to you by [RallyCorp.com](https://www.RallyCorp.com)

# ABOUT RALLY CORP

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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.

## RAISING SUPPORT SHOULDN'T BE SO HARD

People see on average 5,000 ads a day and have 200+ emails in their inbox -- most of which they ignore. With the rising cost of donor acquisition, you want to make it simple to connect and keep existing contacts engaged.

We know how it feels to send emails and leave voicemails with little to no response. That's why we help the world's top charities use human-centered text messages to get the results they want.



**90%**

Open Rate



**300%**

Increase in Engagement



**\$135**

Average Text Donation

**RALLYCORP**  
MOBILIZE YOUR MISSION

rallycorp.com



# AI-ENHANCED = PERSONALIZED OUTCOMES

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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.

Our goal is to drive over 1 million donors to take action every month. That's a lot of conversations!

**THE MORE MESSAGES YOU SEND, THE SMARTER YOU GET.**

**Get Access to 125+ Proven Templates.**

We are continually learning, adapting, and sharing with our customers, when you signup to use the Rally Platform, we'll get 125+ templates and a framework to help you get results. The goal, of course, is to improve your communications and tailor your messages to match your specific needs and audience.



# 4 TYPES OF TEXT MESSAGES

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## MESSAGES CAN BE CLASSIFIED BY THEIR SPECIFIC GOAL

### 1. Transactional

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

### 2. Solicitation/Marketing

**Example:** 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

### 3. Informational

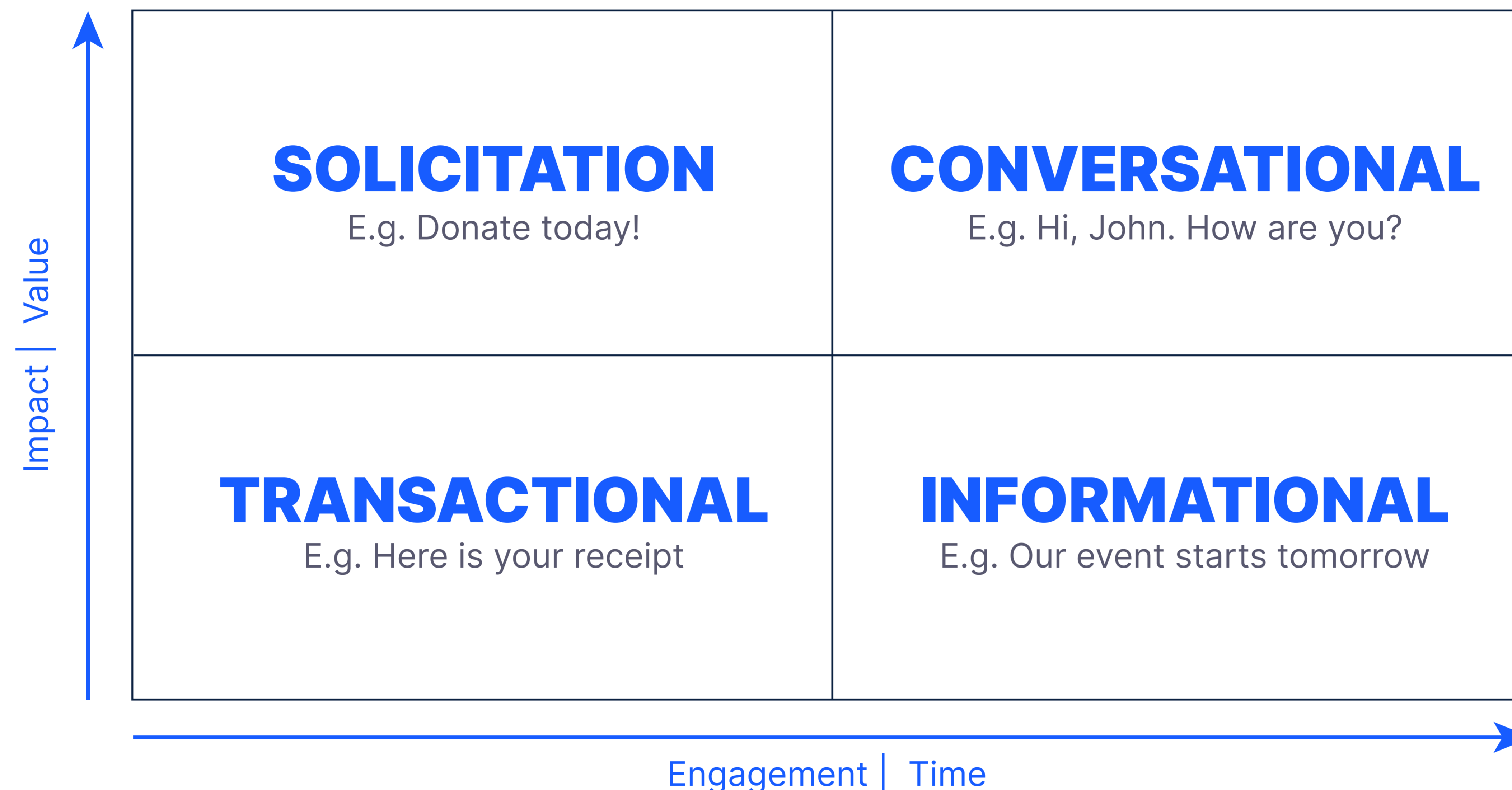
**Example:** Our Keep SD Sunny Walk is just two days away! We've updated our route and parking suggestions here [{{link}}](#). See you there!

### 4. Conversational

**Example:** 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.



# THE SMS IMPACT QUADRANT™



To understand this better, think of a message's impact over time. As you can see, the more personal and conversational a message is, the better.

But 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, which is why we teach this in our monthly customer workshops. Our goal is to help you tailor your messages to get your desired results.



# MESSAGE TEMPLATES



# TEMPLATES

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## 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"



# TEMPLATES

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## 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? Thank you! GIVE HERE {{destination\_url}} Opt-out reply STOP



# TEMPLATES

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## Volunteer Recruitment

Looking to make a meaningful difference? Here's your chance! Text IN to [your\_number] to indicate interest, and we'll tell you how you can become a volunteer for {{charity\_name}}!

## 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.



# TEMPLATES

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## Year-End

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}}](https://example.com). Thanks!

## 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}}](https://example.com).



# TEMPLATES

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## Share Client/Beneficiary 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 here: {{destination\_url}}



# OPT-OUT AND HELP INSTRUCTIONS

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## BEST PRACTICES TO COMPLY TCPA

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.**

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.”



# WANT MORE?

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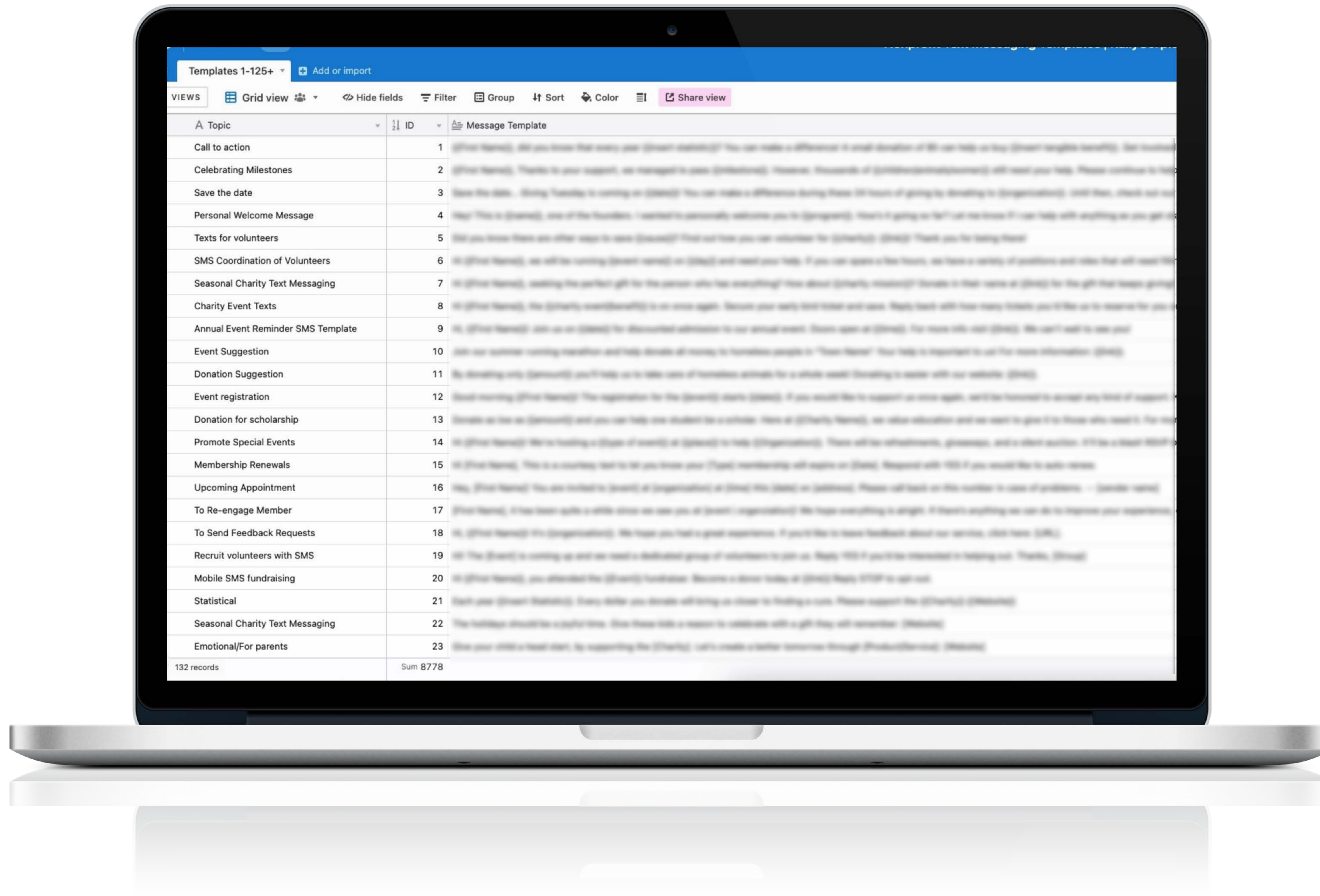
[Click Here](#) to sign-up for the Rally Platform and get a link to a database with over 125 message templates.

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.

**START TODAY**



# 125+ PROVEN SMS TEMPLATES TO IMPROVE DONOR RETENTION



# NEXT STEPS

## 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.



<https://rllly.cc/consult>  
or Send **RALLY** to **24-365** and  
select option #2





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