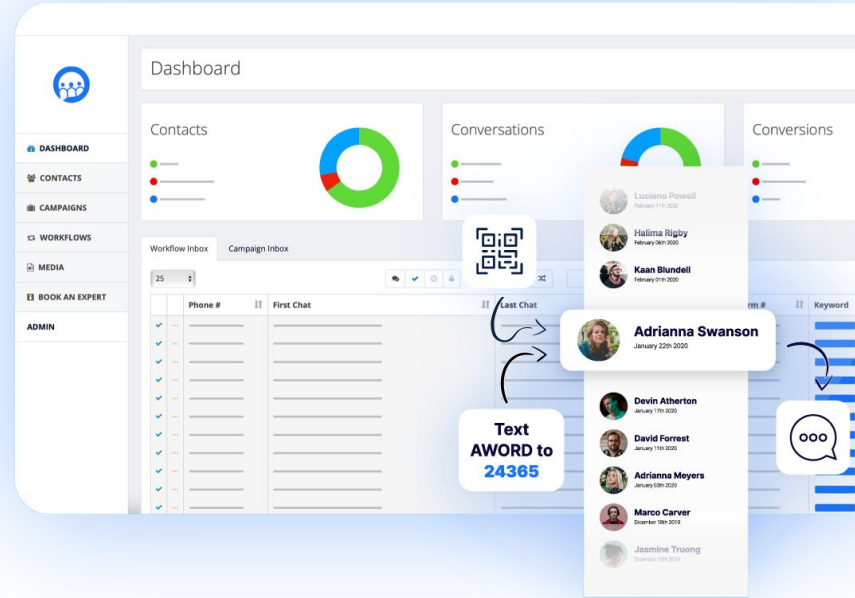


Mobilize People With Rally Corp

How nonprofits cut through the noise,
engage supporters, and drive real action



“

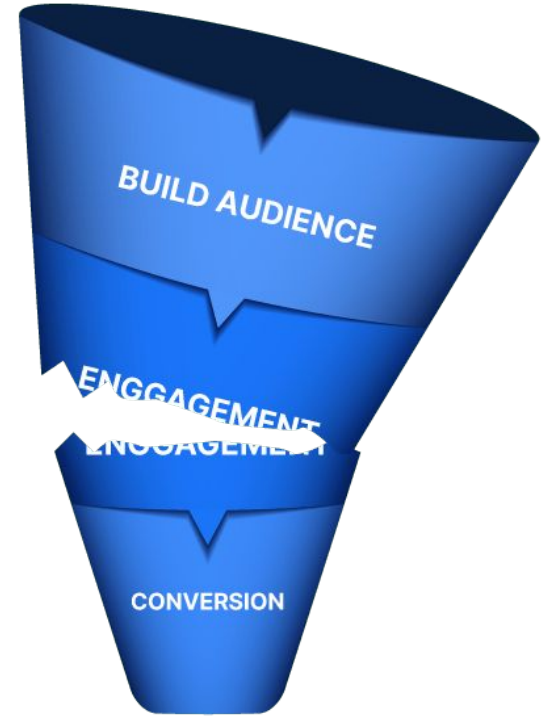
If you want to engage people, don't wait for them to come to you. Meet them where they are—right now, in a way that feels human.

**Messaging isn't for someday.
It's for the moment.**

— James Martin, Founder of Rally Corp

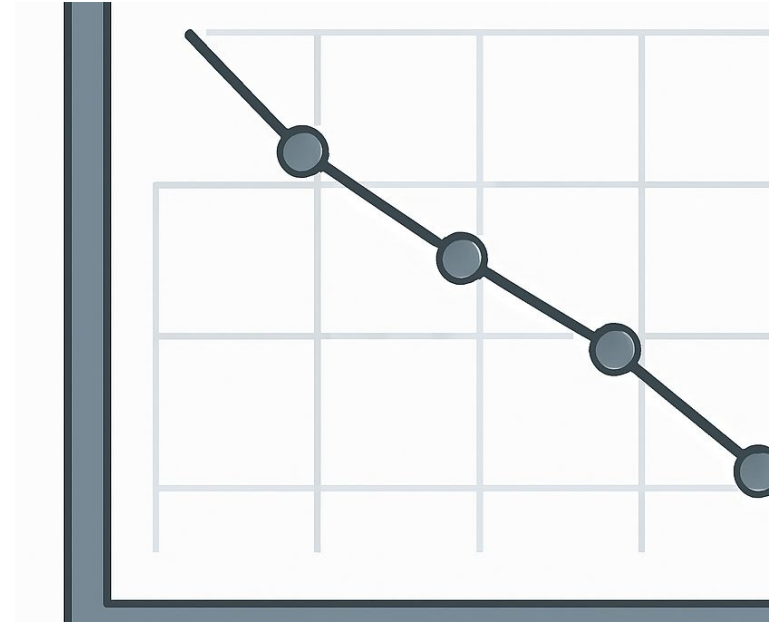
The Problem

- Supporter attention is at an all-time low
- Email open rates are dropping
- Orgs are spending more—but getting less
- Lots of eyes, not enough action



What's At Stake

- Missed funding goals
- Staff burnout or needing to hire out
- Dependency on major donors or grants
- Losing momentum and spinning wheels

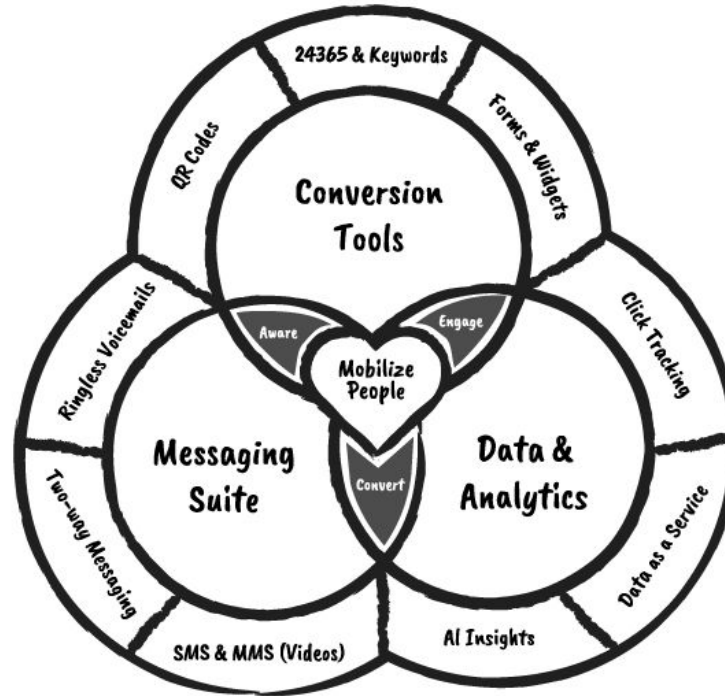


What Our Customers Say They Want

- Supporters who actually act
- Clear plans they can follow
- Results they can measure
- Tools that work without more staff



The Rally Corp Solution

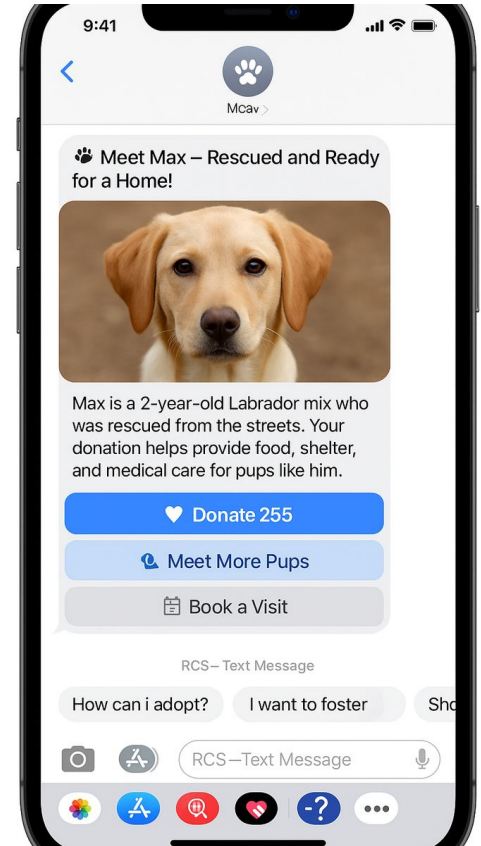


Messaging Suite

Solves: The "No one's paying attention" problem

Includes:

- Two-way texting with sequence automation
- Bulk SMS/MMS (RCS & email in beta)
- Text HD videos (e.g. <https://rally.so>)
- Ringless voicemail
- Templates & AI-enhanced playbooks



Conversion Tools

Solves: The "We're getting no action" problem

Includes:

- QR codes & ShortLinks (e.g. [Giv.Now/BREAD](#))
- SMS Keywords (e.g. Text **GIVE** to **24365**)
- Smart mobile-aware forms & thermometers
- Tap-to-Donate (NFC Tags)

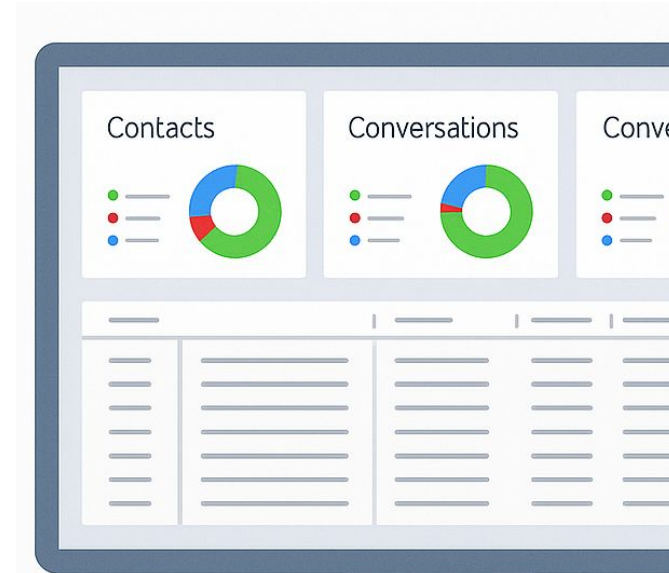


Data & Analytics

Solves: The "We don't know what's working" problem

Includes:

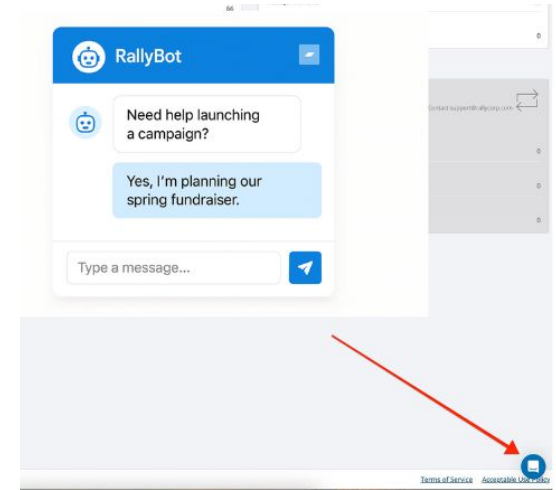
- Contact level click tracking (who clicked what)
- AI insights with advice to improve
- Mobile validation & data append (get name from number)
- Integration with HubSpot, Salesforce, Classy, etc.



Software + Implementation + Support = Results

It's not just the features. **It's the flow.**

- **Journey:** Aware → Convert → Engage
- **Data:** Built-in feedback loops and tips + suggestions
- **Help:** AI-powered playbooks and advisor-supported
- **Integrations:** Tools that actually work together



Dedicated Number to Send Messages and Make and Receive Calls

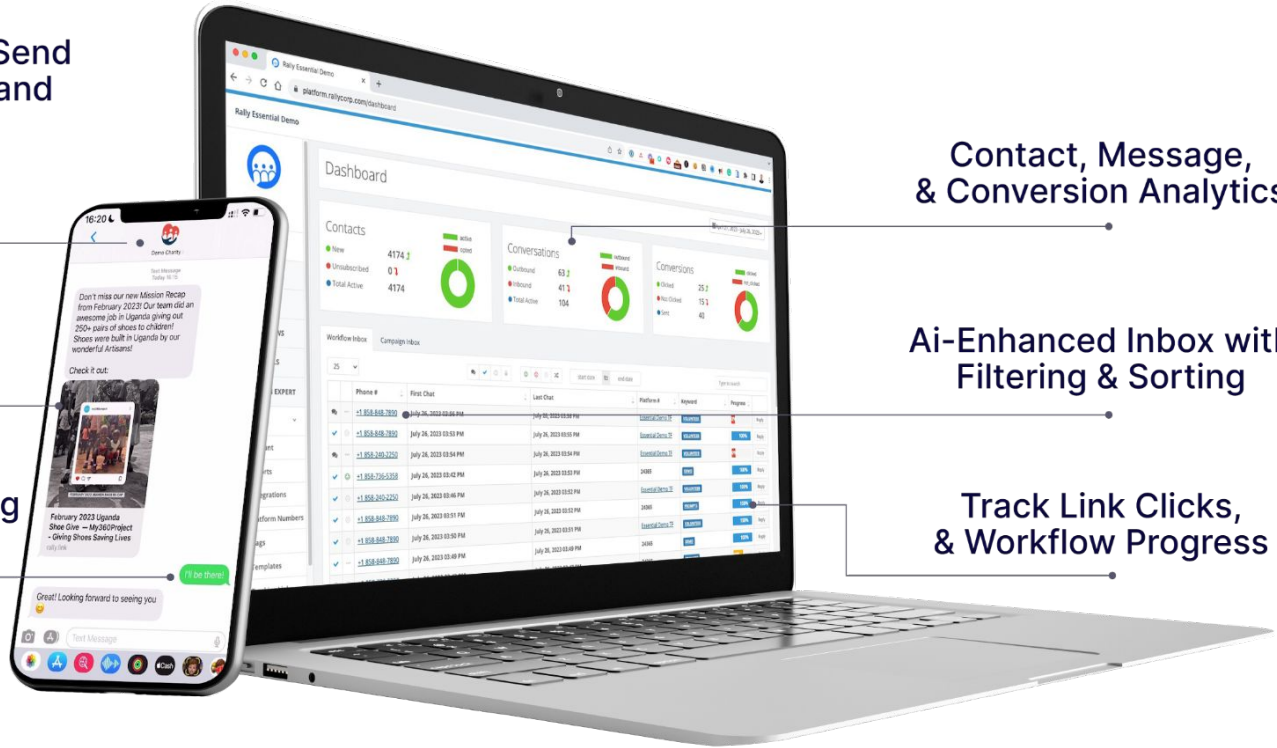
Send Images, Videos, & PDFs

Two-way Messaging with Templates

Contact, Message, & Conversion Analytics

Ai-Enhanced Inbox with Filtering & Sorting

Track Link Clicks, & Workflow Progress



Training, Playbooks, and Guides to Help You!

3-minute Tactics by Rally Corp

Welcome to "3-Minute Tactics," your quick resource on profit mobile strategy. These short, actionable videos, we'll **essential tips** to help you **engage your supporters; volunteers, and donors more** effectively through mobile. Click the links below to watch your how-to-guide, and start leveraging mobile as a powerful tool for your impact.

Click the links below to watch videos and access how-to-guide, and start leveraging mobile as a powerful tool your impact.

 [Start Here: Simple Text Messaging Strategies for Nonprofits](#)

 [Why should we text?](#)

 [How do we get permission to text people?](#)

 [Simple Text Messaging Strategies Fundraising Success](#)

 [Effective Text Messaging: Less is More](#)

 [Understanding Click-Through Rates n Text Messaging](#)

 [Create Forms that Convert!](#)

Additional Playbooks & Tactics


 [How Do I Get Existing Email Contacts to My Rally Corp](#)

 [Moving Passive Social Media Followers to Active Supporters](#)

Need Help With Strategy?

 [Introduction: The ACE Your Mobile Strategy' by Rally Corp](#)

 [A Free Guide to Implement a Mobile Strategy for Your Cause](#)

 **Bonus:** Here is some social media graphics to get started. If you a customer of Rally, email our support team and get a bundle for customize a chapter for you.

 [Social Media Graphics and Posts](#)

Available Playbooks & Guides (For customers with an active Rally Platform

Next Step:

Ready to **Not Be Ignored?**



rallycorp.com/start-today

Thank You & Next Steps

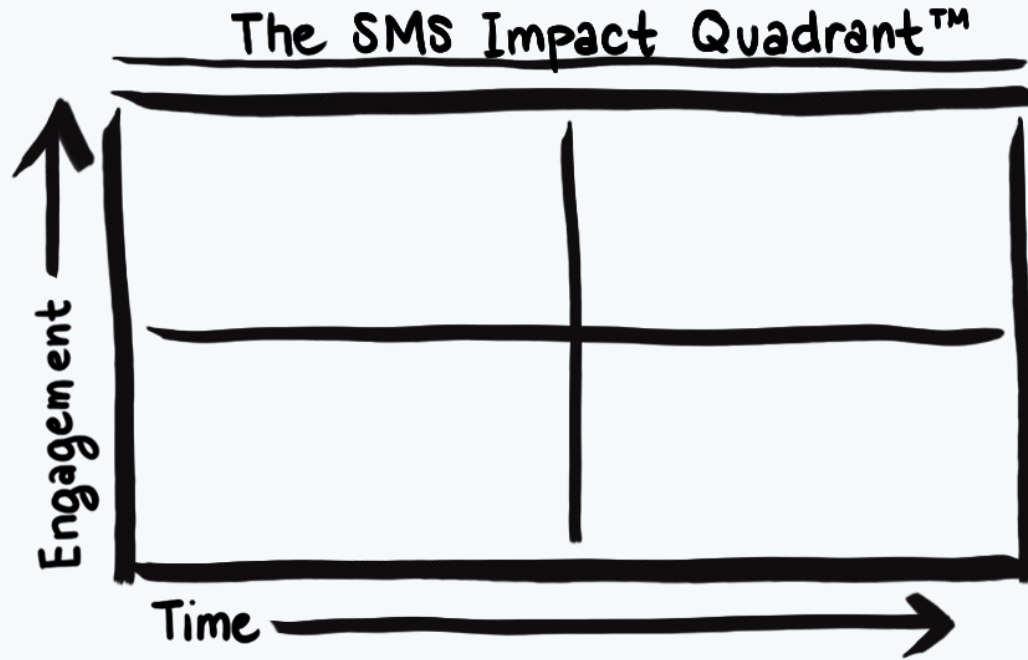
Questions?

james@rallycorp.com

Text **JAMES** to **24365** for my card

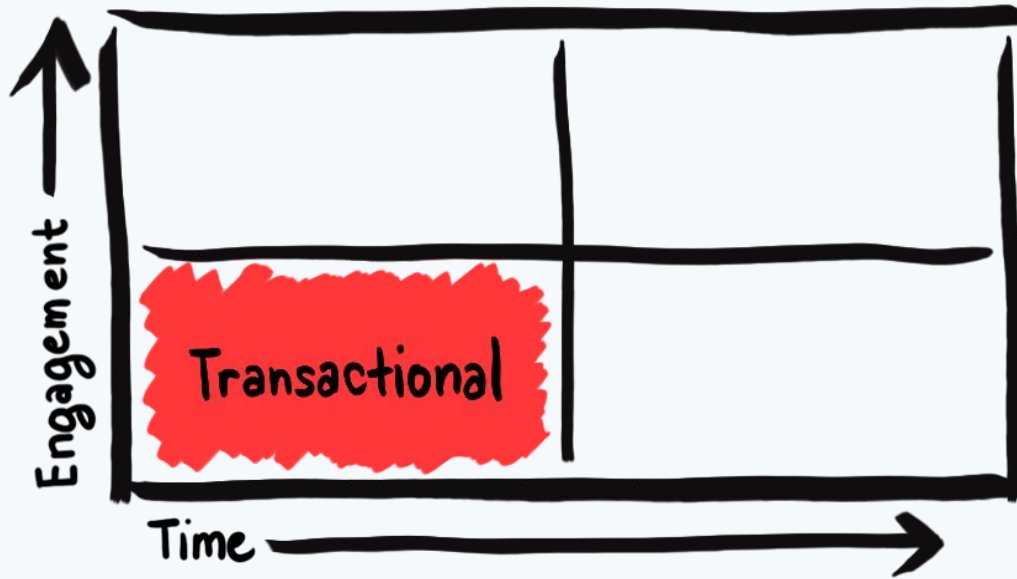
The 4 Types of Text Messages

Use the right one to support your goal



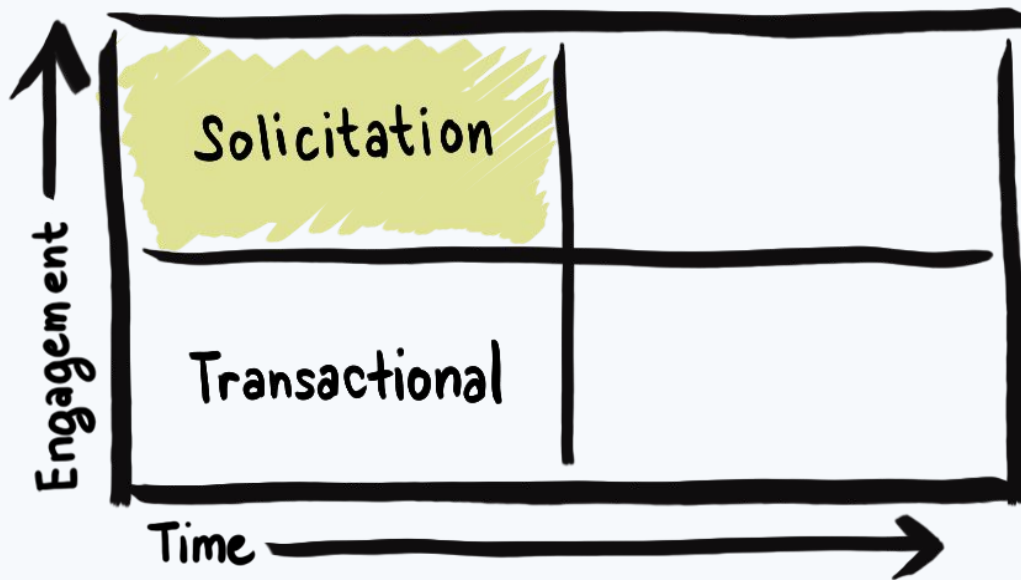
The 4 Different Types of Texts

Not all text messages are created equal. Know which one to use for your intended result.



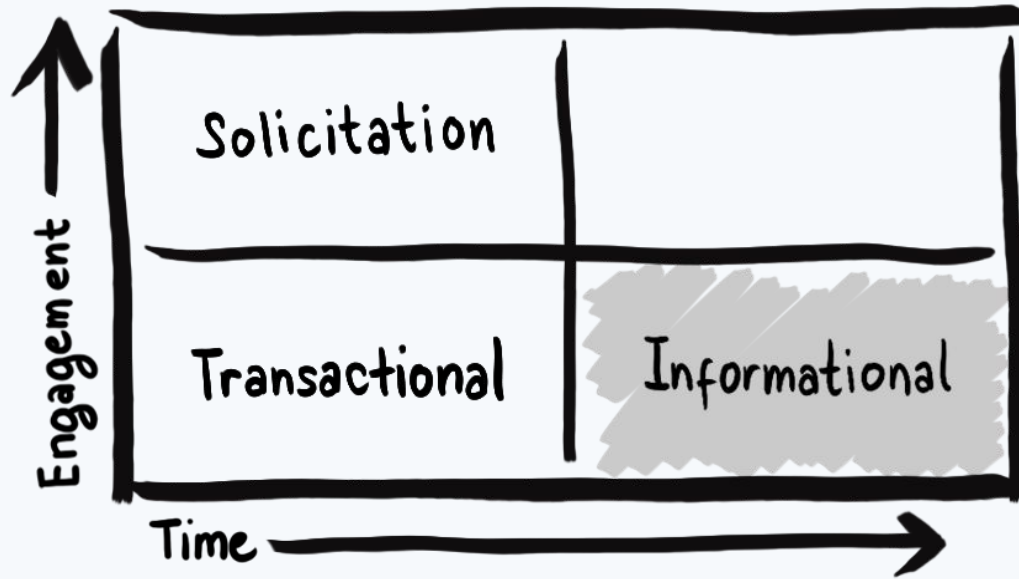
Transactional | Helpful Engagement, but Not Sustained

E.g., “Here is your receipt”, “Thank you for registering”, “We appreciate your donation ❤️”



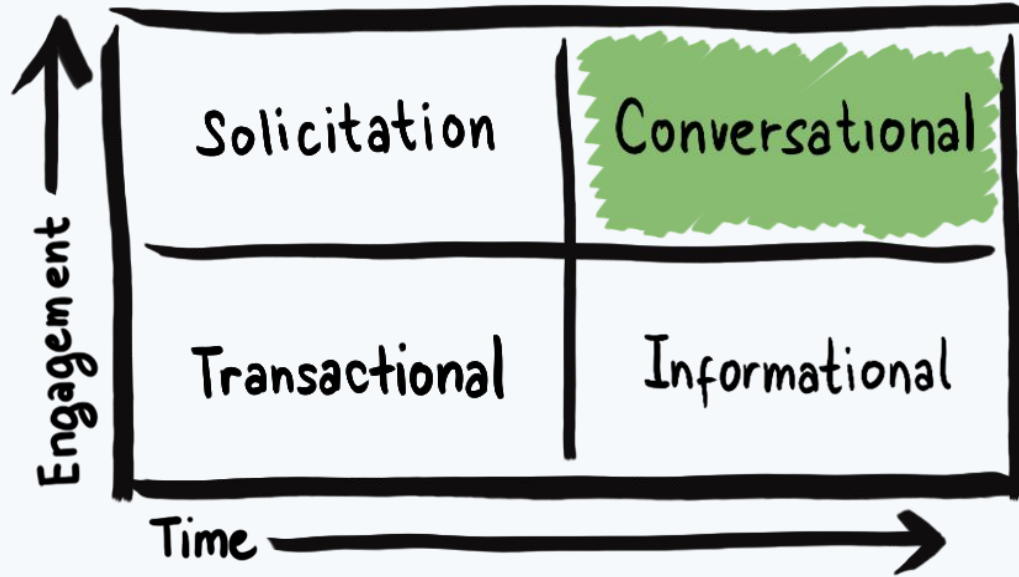
Solicitation | Higher Engagement and Immediate Results

E.g., “We are raising money to save the chubby unicorns. Donate here {link}!”



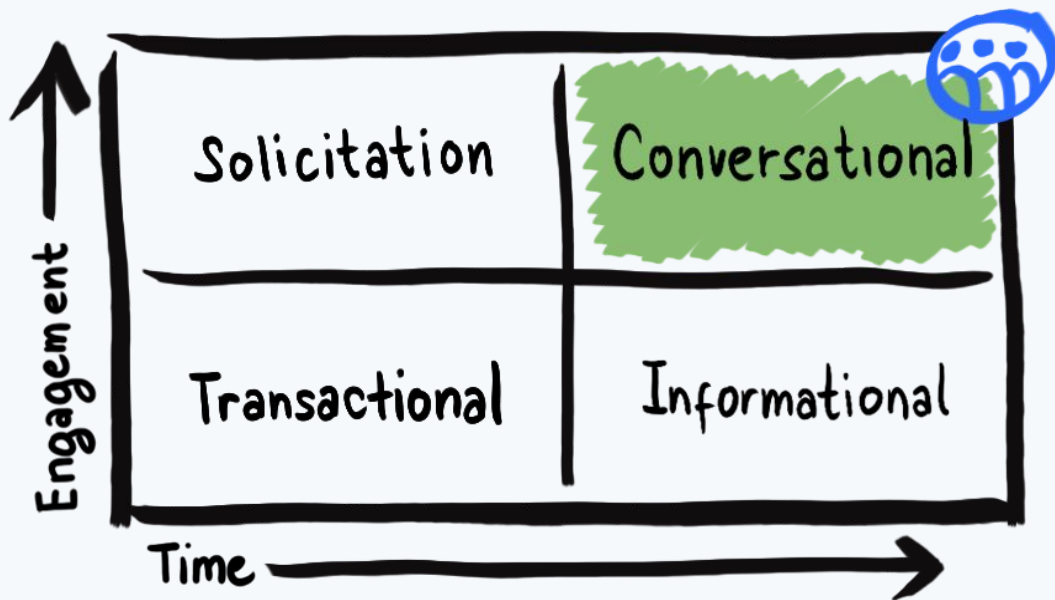
Informational | Lower Impact but More Sustained

E.g., “Our event starts tomorrow. Here are helpful parking tips for our venue...”



Conversational | Higher Impact and Results Over Time

E.g., “Hi, James. What did you and Tracy think...?” or “Do you have a minute for a call?”



Rally Corp is Human-centered Text Messaging™

We support all message types, and our Ai-enhanced templates help you get results.