



Heart to heart...corner to corner.

Texting Tips

Texting is the next-best method of contacting a potential donor outside of making a phone call. Call those with whom you feel comfortable speaking; text the rest. The most important rule in fundraising is that people give to people they know. Your sponsorship-texting process below is all about fundraising through engaging relationships.

TIP 1

Text people **ONE AT A TIME**. Never send group texts – these are impersonal and feel like “junk mail” to your recipients.

TIP 2

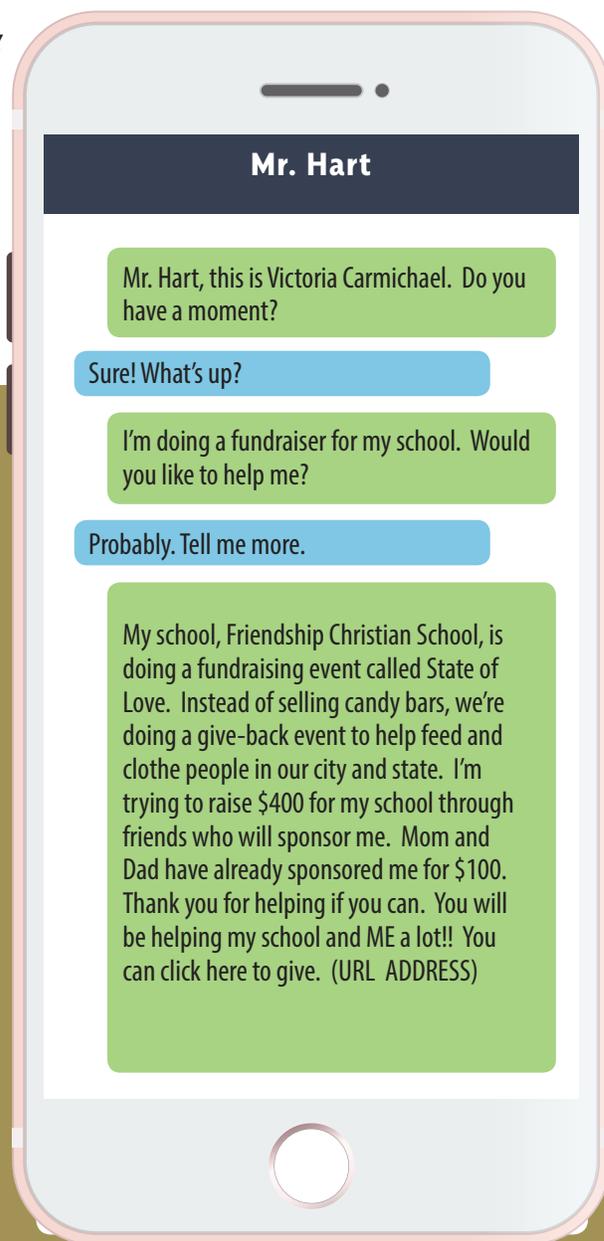
ENGAGE your friends in conversation **FIRST** before asking them to sponsor you. Make your texts personal and individual to them.

TIP 3

Once you’ve personally engaged your friend, you can “Copy and Paste” your longer “ask message” that includes your personal web page link & appreciation for their consideration. (See example above.)

TIP 4

If you’re fundraising with your child, have all your texts come from your child’s name (see example above).



TIP 5

Send **TWO FOLLOW UP TEXTS** to all unresponsive recipients. The greatest donation response rate is on the second follow up text. Most people are willing to give and intend to respond but may get distracted and forget.

TIP 6

If your first text isn’t answered, send a follow up text one day later with the same intro text message (see first line in example above). If that text goes unanswered, send one final follow up text the next day.