Not-for-profit Edition

SMS Playbook

Learn how to use SMS to build relationships, motivate supporters, and inspire generosity.

Presented by:

Burst SMS

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01 Introduction

SMS Playbook - Not-for-profit Edition

Getting people to open an email is hard, and getting them to answer a phone call is even harder. As a Not-for-profit (NFP), building relationships with your audience is more important than ever before. According to a Accenture global study in 2017, **44% of people would be willing to donate 10% or more for a more personalised experience.**

NFPs face many common challenges connecting with and motivating people to take action. Plus, limited resources makes it difficult for NFPs to try new tools and strategies. But the good news is—SMS is affordable, fast, and personal. And with resources like this, you can use it and find success for when you reactivate accounts, show gratitude, get last minute donations, and much more.

Dive into this playbook and learn how simple and easy it can be. Plus, we asked a couple of industry experts from GiveEasy and Conversr to chime in with their years of experience working with NFPs.

Who are we?

Burst SMS is a global online messaging platform, delivering messages since 2008. We specialise in helping businesses communicate with their customers via SMS with simple yet highly intuitive messaging tools. Innovation is what we strive for, by building new features with our clients in mind. **Our products are designed by us, but refined by our customers.**
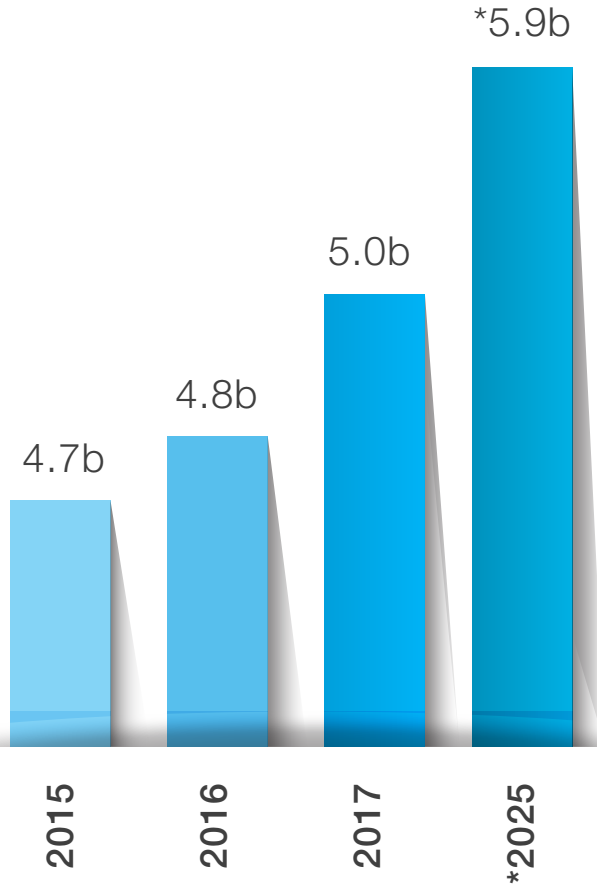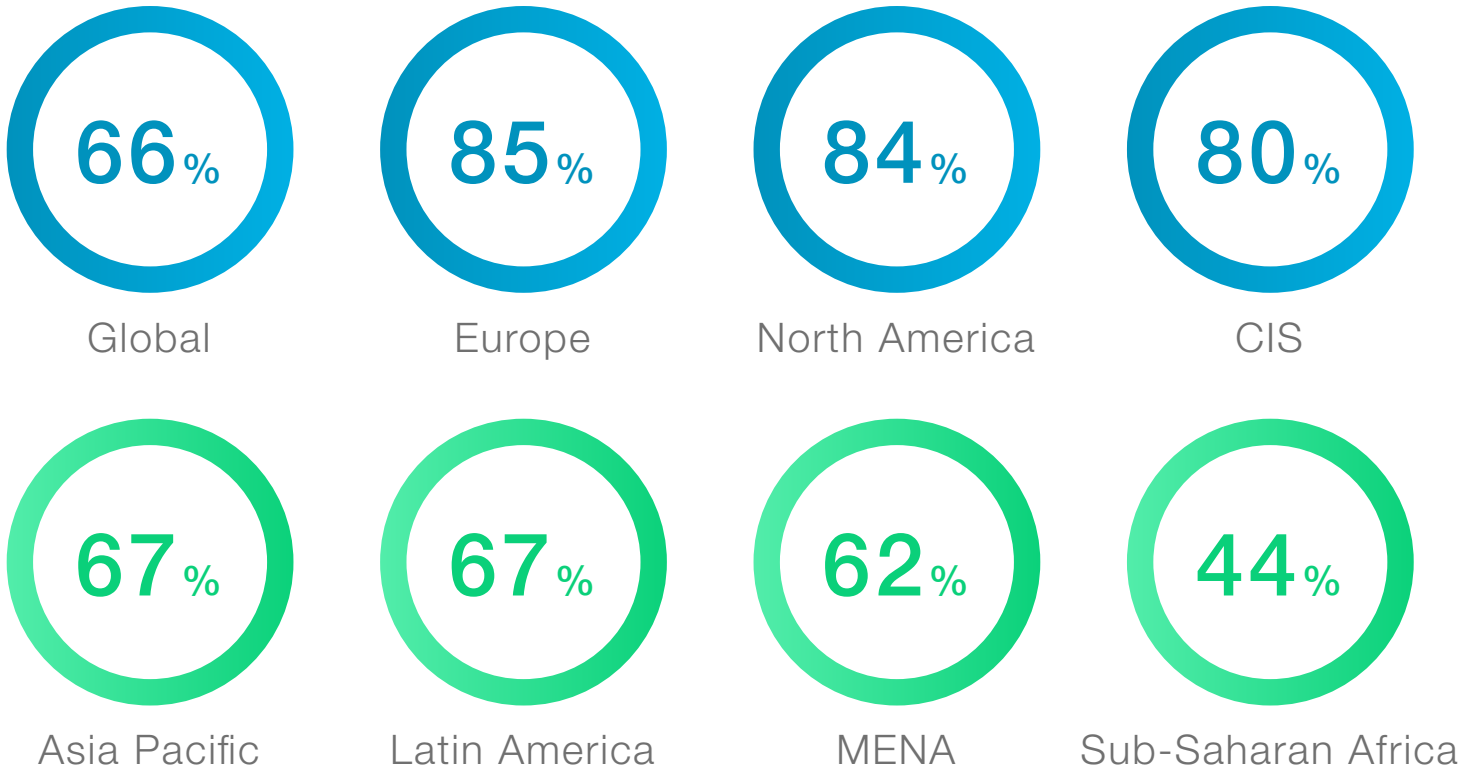
Burst SMS

> All mobile phones can send and receive SMS as long as it has a cellular reception. That includes keypad phones too. Unlike popular chat apps like Facebook Messenger and WhatsApp, SMS doesn't require a Wi-Fi or mobile data connection. Plus, there are over 5 billion unique mobile subscribers in the world today according to the GSMA. It may reach 5.9 billion by 2025, which is almost triple the number of Facebook users today.

Unique Mobile Subscribers

Year	Subscribers
2015	4.7b
2016	4.8b
2017	5.0b
*2025	*5.9b

Mobile Penetration

Unique mobile subscriber penetration rates by region (2017)

Region	Rate
Global	66%
Europe	85%
North America	84%
CIS	80%
Asia Pacific	67%
Latin America	67%
MENA	62%
Sub-Saharan Africa	44%

*Ref: GSMA, Statista

> SMS has a staggering 98% open rate, and 90% of recipients open them within 3 minutes.

When someone receives an SMS they get a direct notification which is hard to ignore. And typically, recipients see a preview of the message before they can delete it.

Compared to email, the stats are phenomenal. In MailChimp's latest benchmark report, they found email open rates for NFPs hover around 24%.

SMS vs Email

CPS = Cost per send | CTR = Click-through rate

	CTR	Open %	Reach Time	Opt-outs	Complaints	Response %	CPS
SMS	9.97%	98%	3mins	2.21%	0.21%	≤ 45%*	1.6¢-7.9¢*
Email	2.43%	20.81%	47mins	0.28%	0.37%	≤ 6%*	1¢-3¢*

Elements of Control:

In order to accurately compare email and SMS pricing, the above CPS price is based off a prepaid pricing model.

1) SMS CPS - Pricing varies dependant on country (Eg: US: 1.6¢-4.9¢, AU: 4.9¢-7.9¢, UK: 1.9p-2.5p, SG: 4.9¢)

2) Email CPS - Pricing based off MailChimp's publicly listed pay-per-use pricing structure

*Ref: Transmit SMS, Mailchimp Email Marketing Benchmarks, Gartner

Why SMS: Quick and Simple

> In a recent client survey, our respondents felt that Google Adwords and Facebook Ad campaigns took longer to set up than SMS campaigns. Over half of the respondents said that it takes them under 10 minutes to create an SMS campaign. It's no surprise since most campaigns are less than 160 characters long.

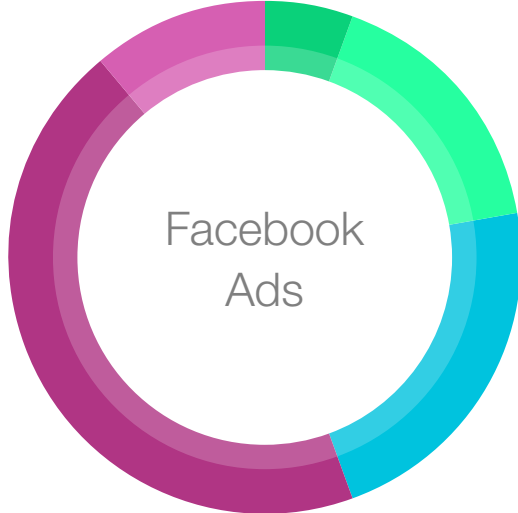## On average, how long does it take to set up the following?

Legend:
- Under 10mins
- 10mins-20mins
- 20mins-30mins
- 30mins-1hr
- Over 1hr
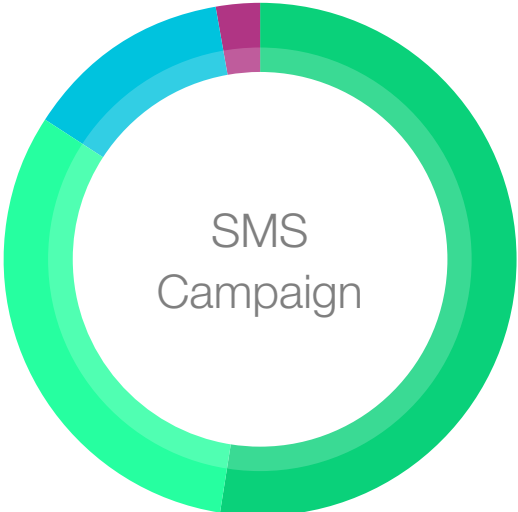
SMS Campaign
52.6% — Under 10mins
31.6% — 10-20mins
13.2% — 20-30mins
2.60% — 30mins-1hr
0.00% — Over 1hr
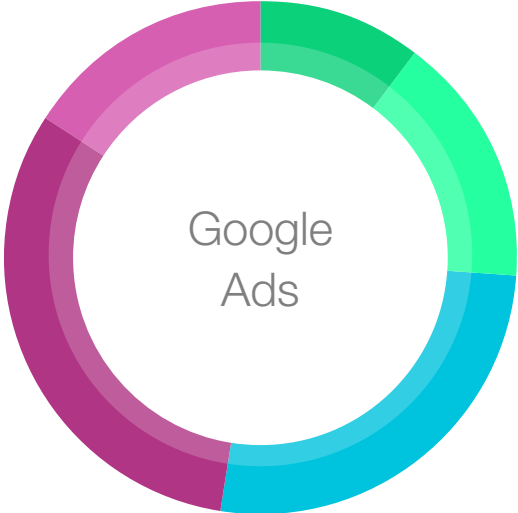
Google Ads
10.5% — Under 10mins
15.8% — 10-20mins
26.3% — 20-30mins
31.6% — 30mins-1hr
15.8% — Over 1hr

Facebook Ads
5.60% — Under 10mins
16.7% — 10-20mins
22.2% — 20-30mins
44.4% — 30mins-1hr
11.1% — Over 1hr

*Ref: Burst SMS

Why SMS: Affordable

> "

Businesses always look for the best bang for their buck. That's how SMS has stood the test of time. It's the most efficient marketing tool you can use from a performance, flexibility, convenience, and cost perspective.

Performance is usually measured by comparing **CPS** or **CPC** vs **CTR**. Although email as a marketing tool is the most comparable to SMS, let's have a look at how some of the most popular CPC tools compare with the humble text message.

	Average CPS/CPC	Average CTR	Average cost per 10,000 CPS/CPC
SMS (CPS)	**$0.069**	**9.97%**	**$690**
Facebook (CPC)	$0.42	1.54%	$4,200
Twitter (CPC)	$0.51	1.22%	$5,100
Facebook Messenger (CPC)	$0.88	0.61%	$8,800
Instagram (CPC)	$1.07	0.18%	$10,700
YouTube (CPC)	$3.46	0.32%	$34,600
LinkedIn (CPC)	$4.28	0.18%	$42,800

CPS = Cost per send (SMS) · **CPC** = Cost per Click
CTR = Click-through rate

*Ref: Adobe, Adstage, Business Insider, CNBC, Amazon, HubSpot, Digital Commerce 360

Kollel Menachem Lubavitch Case Study

What is KML?

Kollel Menachem serves as the division of Adult Education of the Yeshivah centre in Melbourne. They aim to provide high-quality Torah learning opportunities to the full spectrum of the Melbourne Jewish Community.
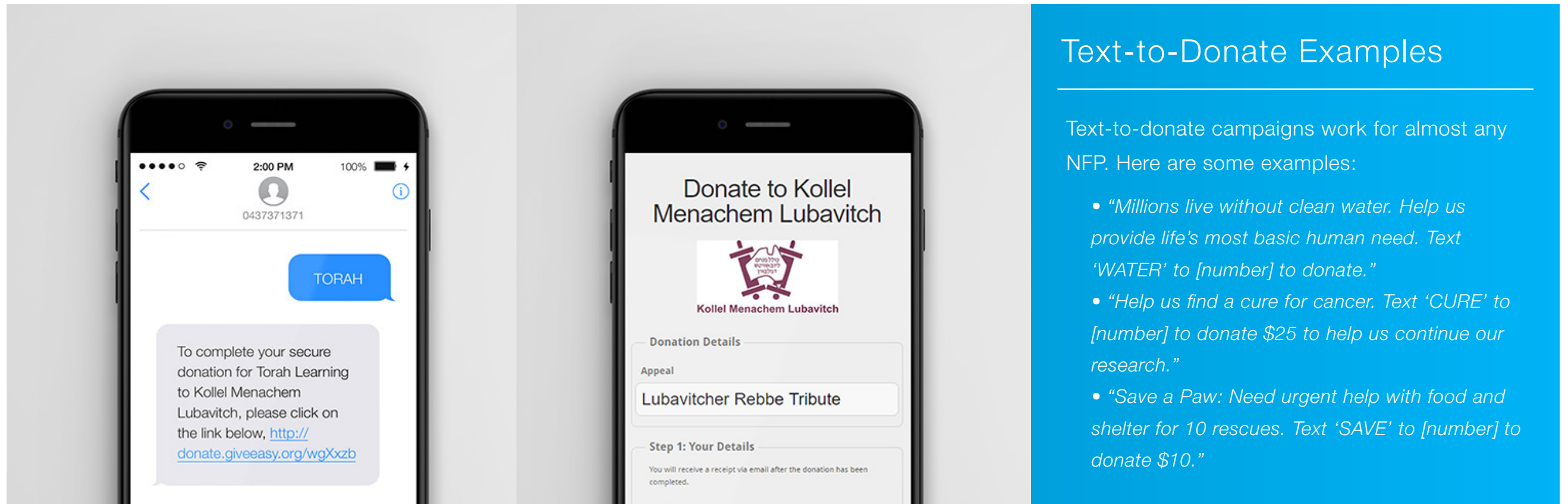
Introduction

Aside from the general benefits of SMS, what makes SMS such a powerful tool for NFPs? The answer is text-to-donate. A great example is what KML accomplished during one of their events in 2017.

They raised $30,000 in 30 minutes by asking attendees to text in 'Torah' to their dedicated virtual number, which were displayed on large screens.

Text-to-Donate Examples

Text-to-donate campaigns work for almost any NFP. Here are some examples:

- *"Millions live without clean water. Help us provide life's most basic human need. Text 'WATER' to [number] to donate."*
- *"Help us find a cure for cancer. Text 'CURE' to [number] to donate $25 to help us continue our research."*
- *"Save a Paw: Need urgent help with food and shelter for 10 rescues. Text 'SAVE' to [number] to donate $10."*

When attendees texted in, they received an SMS auto-response with a unique donation link that led to a mobile-optimised landing page.

Attendees signed up with their personal and credit card information on the spot and donated.

KML implemented this strategy using GiveEasy, an all-in-one donation platform that helps NFPs manage their landing pages, collect one-time and recurring donations, manage paperwork,

and send SMS campaigns via Burst SMS. Their platform makes the whole process almost frictionless for you and your supporters.

Here's another benefit of GiveEasy: they make outbound SMS campaigns very simple. For each recipient in your mobile database, they get a unique link with their personal information pre-filled on the landing page including unique ask amounts for each supporter. Your donors have less time to think or get distracted, making

the whole donation process simple, quick, and easy. Even better, if your donor donated via GiveEasy before, it's just one click to donate.

Outbound SMS campaigns are perfect for emergency disaster relief, Christmas season, tax season, Giving Days, showing gratitude, contact updates, and much more. Learn more about GiveEasy by clicking below:

Visit Website

Outbound SMS Templates

Sending an outbound SMS campaign is very straightforward. Here are some tips that our experts at GiveEasy suggested:

• **Utilise prefilled links.** Make it simple for donors to donate and maximize the giving amounts for each donor by prefilling the landing page with their first name, last name, email, and a unique dollar amount.

• **Identify yourself.** Build trust and recognition by clearly stating who you are.

• **Send messages at the right time.** Send campaigns at 10 am or 7 pm when people can take action.

• **Send messages on the right day.** Send campaigns near a deadline or on the giving day itself. Thursdays and Fridays are the best performing days outside of the actual day itself.

• **Add urgency.** Use words like "Urgent", "Last Chance", "We're Still Short", "Emergency", "Help", and "Please" whenever possible to get donors to act immediately.

• **Offer PayPal.** Use PayPal as an alternative to credit/debit cards especially for mobile devices. Approximately 30% of all SMS donations are from PayPal.

Appeals, Disaster Relief, Tax Season, and Holiday Season

URGENT: This is Jane from Save a Pup. We had an influx of dogs that need shelter immediately. Please donate $10: TapTh.is/link

Opt out reply STOP

Harvey, this is your last chance to donate before the EOFY. A $25 donation can impact many lives. Give now: TapTh.is/link

Opt out reply STOP

The holidays should be a joyful time for kids. A donation as low as of $15 can make their holiday season an amazing one: TapTh.is/link

Opt out reply STOP

Giving Days

Jordan, please help us raise $500,000 to provide healthcare and food for battered women. [Company] is doubling donations from NOW until 12 pm today. Donate: TapTh.is/link

Opt out reply STOP

Gratitude

> Jamie, we reached our $100,000 target thanks to you! This means more people will not be homeless and get the food and care they need! Details: TapTh.is/link
>
> Opt out reply STOP

Goals

> We're still short! Help us provide education to young kids in Indonesia. Donate $25 by midnight: TapTh.is/link
>
> Opt out reply STOP

> Did you know that Australia has the highest skin cancer rate? Every dollar makes a difference. Please donate: TapTh.is/link
>
> Opt out reply STOP

> We need your help! There are families fleeing violence in Syria. Help us reach our goal of $50,000. Donate: TapTh.is/link
>
> Opt out reply STOP

Results and Updates

> Hi Ben, your donation of $100 a few months ago helped supply 50 students with books. Together we can make a difference, let's keep it up! TapTh.is/link
>
> Opt out reply STOP

Special / World Days

> Hi Jordan, today is World Autism Awareness Day! Please help us raise funds to support those in need. Donate now: TapTh.is/link
>
> Opt out reply STOP

10 Journeys via SMS

> Any time you meet someone new, you first have to get acquainted with them. And if they're awesome, you start to find ways to invest more time and energy in your new friendship. NFPs need to do the same for their supporters—how can you go about building many relationships in an efficient way? Check out these SMS use cases.

Email to SMS

You compose an email, and it'll get sent as an SMS. And when you receive an SMS reply, you'll receive it as an email. They can work together to make each other more efficient, helping you build relationships.

Plus, you reap the benefits of both worlds. You get to keep a copy of the conversation on the email platform you use, and you get the immediacy and high open rate of SMS.

SMS Automation

With limited time and resources, SMS automation can make things easier for you. Create a sequence of messages to inspire and motivate your supporters during their journeys, remind them about upcoming events, and create further automated actions based on the replies.

SMS Keywords

Keywords act as a prompt for replies, which drives engagement. Once a reply is made to your virtual number, the keyword acts as a trigger which can activate different functions. Popular trigger functions include entering a competition, forwarding to an email, group chat, setting an auto response, and text-to-donate campaigns.
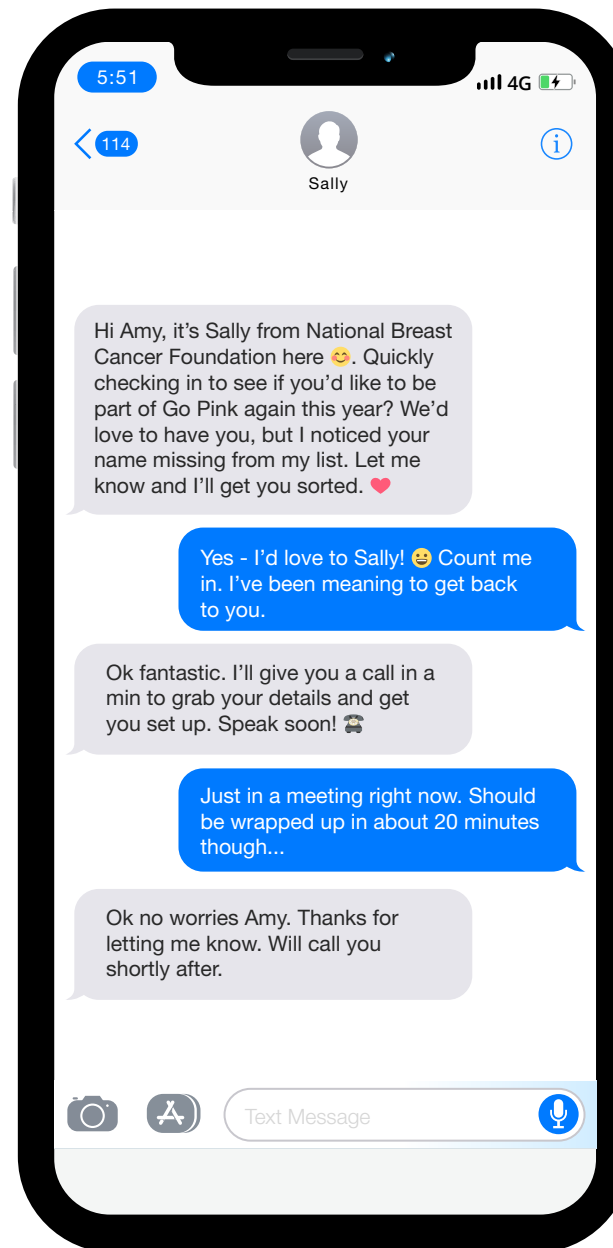
11 AI-Powered SMS Journeys

> "

Conversr is our award-winning, AI-powered SMS CX platform for enterprise.
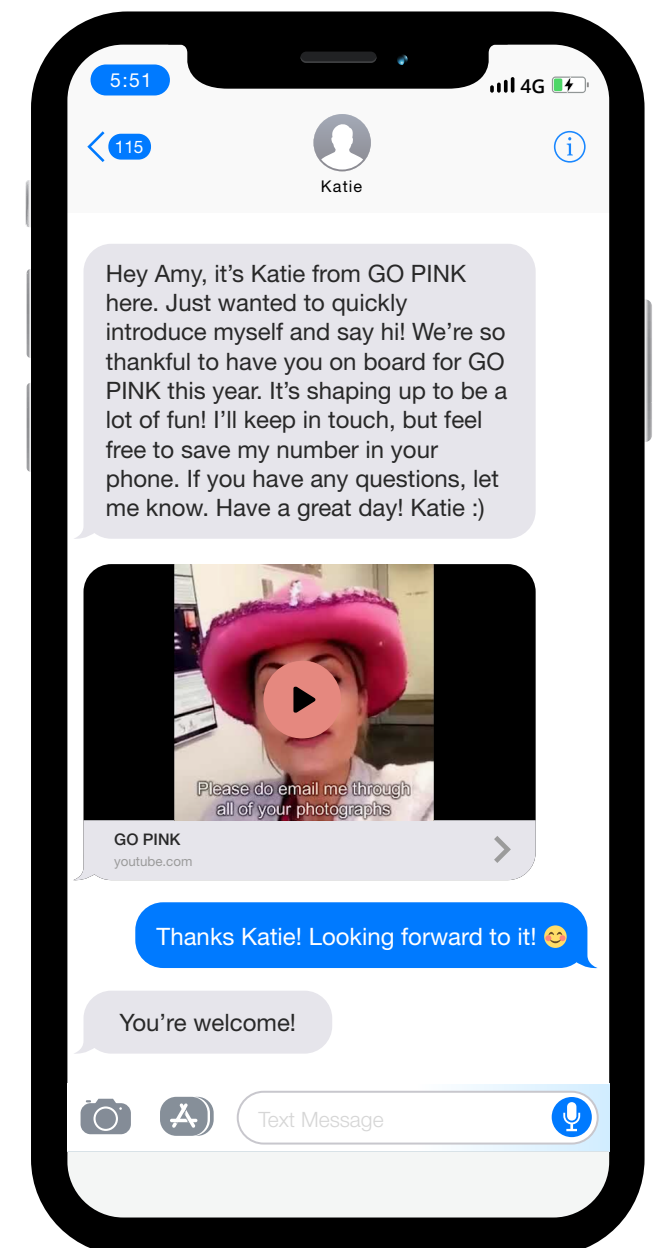
It has one big advantage—it can create conversations on a large scale using minimal resources. With AI, it predicts the type of interactions that your donors or fundraisers need. For example, it can answer frequently asked questions, provide tools and resources, and motivate your supporters to take action. And with SMS, these conversations are brief, immediate, and personal.

If Conversr can't answer a question or if the conversation requires human input, it notifies an agent to take action. To the right, you'll find two sample journeys that Conversr provided. These are the type of conversations that it can have all on its own, automatically.

*Ref: GSMA, Statista

Reactivation Journey Sample

5:51   114   Sally

Hi Amy, it's Sally from National Breast Cancer Foundation here 😊. Quickly checking in to see if you'd like to be part of Go Pink again this year? We'd love to have you, but I noticed your name missing from my list. Let me know and I'll get you sorted. ❤️

Yes - I'd love to Sally! 😊 Count me in. I've been meaning to get back to you.

Ok fantastic. I'll give you a call in a min to grab your details and get you set up. Speak soon! ☎️

Just in a meeting right now. Should be wrapped up in about 20 minutes though...

Ok no worries Amy. Thanks for letting me know. Will call you shortly after.

Fundraising Journey Sample

5:51   115   Katie

Hey Amy, it's Katie from GO PINK here. Just wanted to quickly introduce myself and say hi! We're so thankful to have you on board for GO PINK this year. It's shaping up to be a lot of fun! I'll keep in touch, but feel free to save my number in your phone. If you have any questions, let me know. Have a great day! Katie :)

GO PINK
youtube.com

Thanks Katie! Looking forward to it! 😊

You're welcome!

12 Journey SMS Templates

Go Paperless

"

Hi John, this is Mike from Save A Pup. Just a quick one—would you be happy with going paperless for your tax statement? It'll help the environment and make your donations go further! Thanks!

Reactivation Journeys

"

Hey Sidney, this is Matt from Walk for Life. I was checking our list and noticed you didn't sign up to participate. We're kicking off the event in 2 weeks, so thought I'd reach out and see if you'd like to be part of it again? We can waive the rego fee for you!

Account Updates

"

Hi Alex, this is Sarah from the Alzheimer Society of AU. Wondering if I can call you today to update your credit card details? We're having trouble processing your monthly donation.

Abandoned Donations

"

Hi Kat, we noticed that you didn't finish your donation on our website. If you have any questions or need help, please let us know. TapTh.is/link

Popular SMS Integrations

In the past year, message volumes for businesses sending via an SMS integration has **increased 172.4%**.

Many messaging platforms like Burst SMS offer the flexibility for your business to integrate apps with SMS. Typical integrations usually fall under 7 categories: CRM, eCommerce, social, productivity, business, development, and email. Here are some popular SMS integrations examples.

CRM's

salesforce

HubSpot

ZOHO

Email

mailchimp

Campaign Monitor

Social

facebook

Hootsuite

Current SMS Integrations	**1,000+** via Zapier	**8** via Direct	View Full Integration List	Zapier: zapier.com/apps/burst-sms/integrations
				Direct: burstsms.com/sms-integrations

*Ref: Burst SMS, Zapier, Workato

14 Final Notes

> " **Don't forget to listen to your supporters.** Send relevant messages that you would be genuinely interested in receiving. Make it easy for them to give you feedback, and action their ideas as soon as you can. Happy sending!

Special thanks to our experts

About GiveEasy

Their mission is to provide world-leading fundraising and social innovation solutions for a digital and mobile future. They connect charities, causes and not-for-profits to their supporters and communities through simple, smart and social digital giving solutions.

→ Visit Website

About Conversr

powered by Burst SMS

Conversr is our take on what the next generation of customer engagement should be. It's a conversation control hub that enables you to manage the conversations you have with your audience by combining the powers of human logic and artificial intelligence.

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Burst SMS

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