

Text Message Templates for Nonprofits

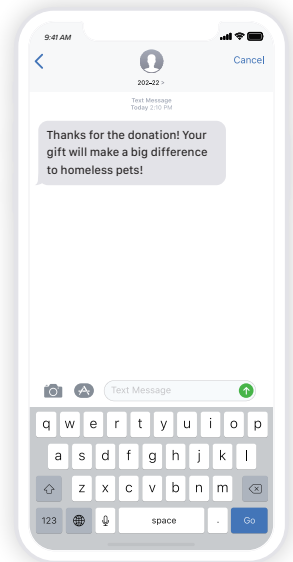
Are you using outbound text messages to reach more donors? In our Generational Giving Report, we found that almost 30% of Gen Z donors, 20% of Millennial donors, and a whopping 38% of Gen X donors we surveyed preferred to learn about their favorite nonprofits' news, impact, and needs via text message.

Time to text! Here are some helpful templates to get you started.

Thank-You Texts

Be sure to follow up immediately after a donation is made with these thank-you templates. It's a good idea to use "you" language that makes the donor the hero of the story. You should also include who or what they're helping by making a gift to you. Text messages are short, but they can still be impactful!

1. Thanks so much for your donation to **[nonprofit name]**. Your support is changing lives!
2. Thanks for the donation! Your gift will make a big difference to **[those you serve]**.
 - a. **Example:** Thanks for the donation! Your gift will make a big difference to **[homeless pets!]**
3. You're the best! Thanks so much for supporting **[name of those you help]**.
 - a. **Example:** You're the best! Thanks so much for supporting **[hungry families in our community!]**
4. You just made our day! Thanks for your donation to **[Nonprofit Name]**.



Impact Texts

Donors are more likely to continue supporting you if they receive updates on how their donations were used. You can send links to impact updates using the following templates:

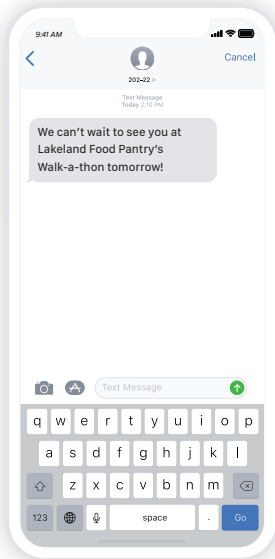
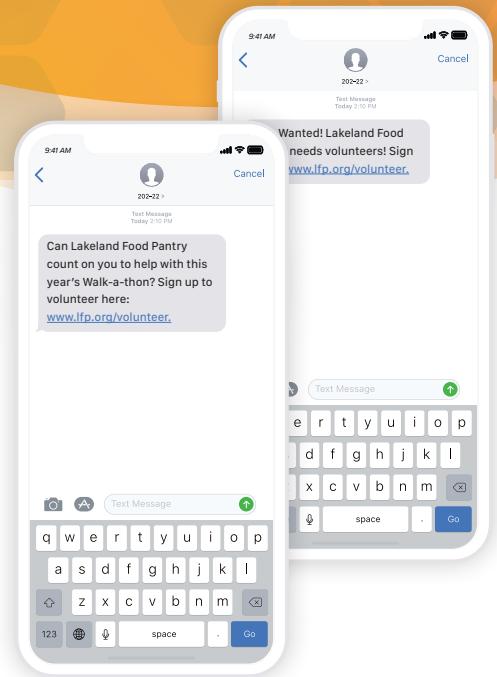
1. Take a look at what your support accomplished: www.example.com.
2. Another life made better thanks to your support: www.example.com.
3. Check out what you and other donors have done to make the world a better place! www.example.com
4. With your help, we made a big difference! Check it out: www.example.com.
5. Thank you for making this possible: www.example.com.



Volunteer Appeals

Text messages are great for recruiting volunteers! If you hosted an event and attendees opted in to receive communication from you, try sending out an appeal for volunteers for your next event! If they supported you once, they'll probably do it again. You can also use texts to appeal for general volunteers on-site at your facilities.

1. Can [Nonprofit Name] count on you to help with this year's [event name]? Sign up to volunteer here: www.example.com/volunteer.
2. Help Wanted! [Nonprofit Name] needs volunteers! Sign up at: www.example.com/volunteer.
3. Calling all volunteers! Help us at our event: www.example.com/volunteer.
4. Make a difference! Volunteer with us: www.example.com/volunteer.
5. Help us change the world! Sign up as a volunteer: www.example.com.



Event Reminder Texts

Everyone is busy these days, and it's easy to let an event creep up on you! Help out your registrants by sending them reminders about upcoming events!

1. It's the moment you've been waiting for! [Event Name] is tomorrow!
2. Ready for [Event Name]? Just 1 day left!
3. [Event Name] is tomorrow! Looking forward to seeing you there!
4. We can't wait to see you at [Event Name] tomorrow!
5. Remember, [Event Name] is happening tomorrow!
6. Let the countdown to [Event Name] begin! Only [insert number here] days to go!

Campaign Appeals for Donations

Text campaigns are a great way to reach your supporters who've opted in to communication from you. They can be particularly effective when there's an urgent need.

1. [Those you serve] need support from people like you. Help out with a gift. www.example.com/give
2. [Those you serve] need a hero. Will you save the day?! www.example.com/give
3. Those served by [Nonprofit Name] rely on donations for support. Help us help them with a gift. www.example.com/give
4. Can you help us improve the lives of [those you serve]? If you can, make a gift here: www.example.com/give
5. Want to feel like a super hero? Donate to [Nonprofit Name] to save the day! www.example.com/give
6. Your support can make a real difference. Donate to [Nonprofit Name] today. www.example.com/give