

OMG SMS FTW!

Building bigger, better text
messaging campaigns

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And These Questions/Common Obstacles Are...

- *Should I be texting? How do I get buy-in?*
- *How do I get started? How do I list build? (That sounds hard!)*
- *How do I engage subscribers? What's my long-term strategy?*

SHOULD MY
ORGANIZATION BE
TEXTING?

HOW DO I GET BUY-IN
ACROSS MY
ORGANIZATION?

Yes, Duh.

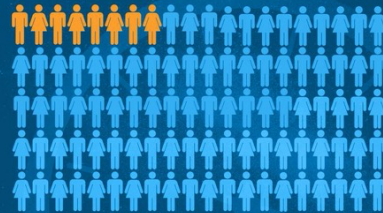
- If you want people to see your message.
- If you want to reach harder to reach populations.
- If you want to people to respond or take some kind of action.
- If you want to have a personal relationship with members/ supporters.



BREAKING: It's not 1975. You should be protected by OT regulations. Tell the Department of Labor to fix overtime: <http://lil.ms/tup/2si5hd> Kevin, AFL-CIO

In 1975, overtime pay protection covered **65% of workers**. Under these rules in 2015, **only 8% are covered**.

Overtime pay coverage in 2015



#FixOvertime
www.aflcio.org/overtime

Data compiled by the Economic Policy Institute.

A group of young people, including a woman with long brown hair and a man in a blue and green plaid shirt, are looking at their smartphones. The background is slightly blurred, showing other people in a social setting.

Be Seen

- 99% of text messages are read.
- The average **text** is read in 90 seconds.
- SMS app is the most utilized application on phones.



Harder to reach populations

- People that identify as Latino or African American text **1.5-2.5X** more than people that identify as White
- Households under \$30,000 send 58 texts per day and **2X** as many as households over \$75,000



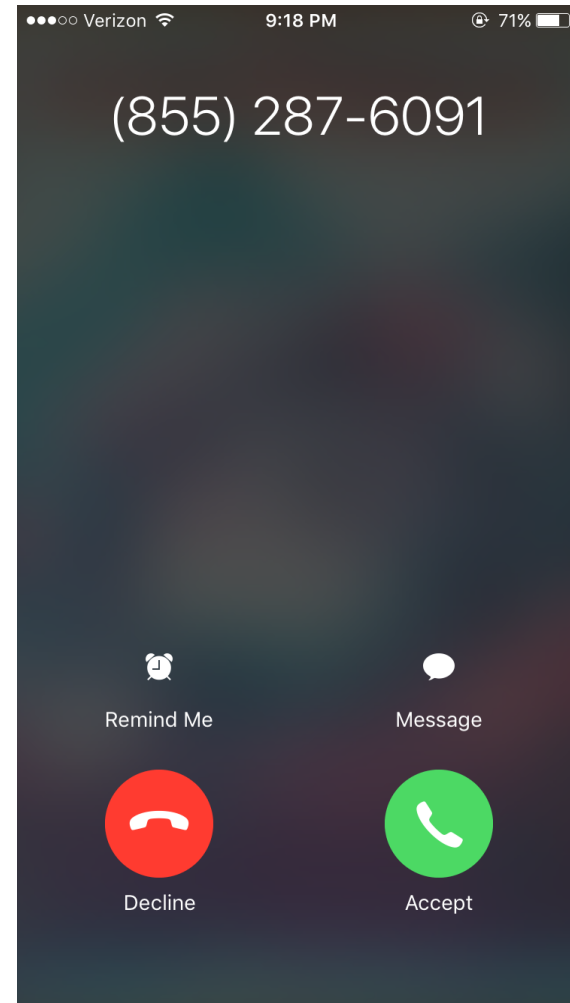
Get Supporters to take action

- Action Rate *always* outperforms email and social (somewhere between 5-80%)
- 6.64% **click through** rate for texts
- Add **5x** as many people to your list with an SMS call to action

Action

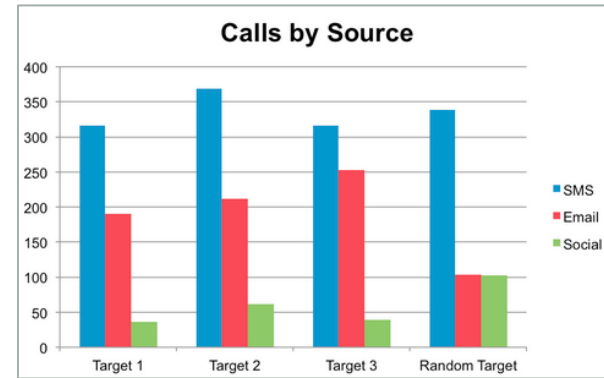
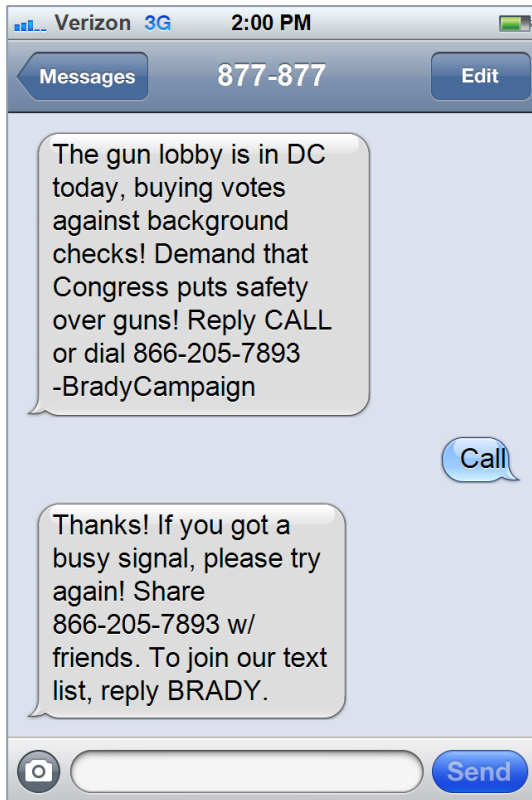
Wed, Jul 13, 1:00 PM

AFL-CIO: After 5 yrs, the SEC might finally make companies disclose their CEO-to-worker pay ratios. Reply CALL or dial [888-894-1028](tel:888-894-1028) to tell the SEC it's time!



Action


The action rate of Brady's SMS list is **25X** higher than email.



Stand with Isla Vista and tell our politicians to extend background checks

Fill out the form below and join our text alerts:

1. Fill in the form below
2. You will receive a text, click or dial this number
3. You will be connected to a senator who voted against background checks
4. Tell them to support expanding background checks on all gun sales

sign up for our text alerts 

Email Address:*

Postal Code:*

Cell Phone:*

* denotes required field

Develop Relationships



Seema Mehta 
@LATSeema



 Follow

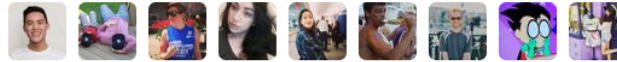
I don't really know Jess from HFA. But given how often she texts me, I feel like we are on verge of IRL relationship.

RETWEETS

9

LIKES

25



8:05 PM - 6 Mar 2016



9



25



Develop Relationships



Sorry, we couldn't find your polling place. Call 866-OUR-VOTE for help.



So I take that as a no?



Make sure you're ready for Tuesday! Reply with your **FULL ADDRESS** to confirm your polling place. (Ex. 123 Main Street, New York, NY 12345)



Hey Doug! Are you cute and single? (Reply YES or NO)



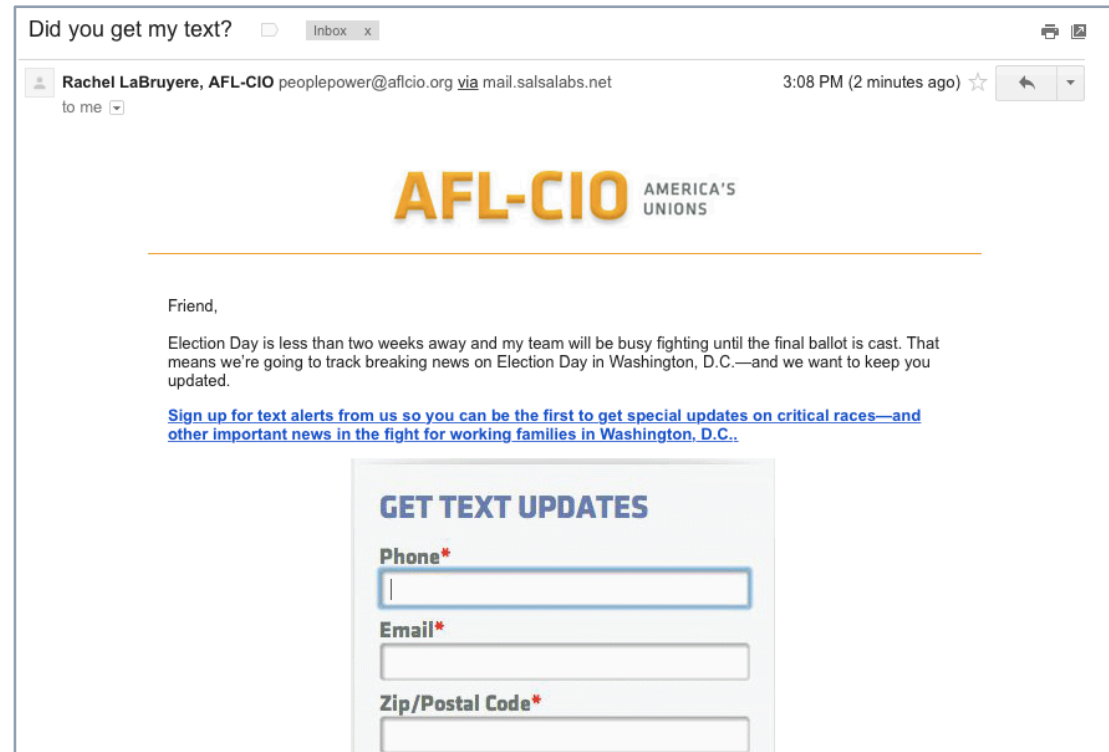
Hey, it's Doug from Working America. Election Day is coming up this Tuesday! Have you already voted? (Reply YES or NO)

HOW DO I GET STARTED?

HOW DO I BUILD A BIG
LIST OF DEDICATED
SUBSCRIBERS?

Just Start.

- Even if you don't have the software yet start collecting numbers.
- Use every available form of media. More promotion = more subscribers = more action.
- Integrate SMS in to your existing communication plans.
- Start thinking about supporter engagement, programmatic texts, and where they overlap.



Start collecting.

- Start getting mobile number from webforms and paper sign-ups immediately.
- Your SMS provider will help you with all the legal stuff.



Sign up for updates.

First Name

Last Name

Email Address

Sign up to receive SMS text alerts by providing your mobile phone number (optional) †

Submit

† Message and data rates may apply. Up to 4 msg/month.

Build Your List Everywhere.



It's time to declassify the Trans-Pacific Partnership trade deal. Where are the jobs?



REFORM IMMIGRATION FOR America

ABOUT CAMPAIGNS NEWS

JOIN THE 1,274,729 ACTIVISTS
FIGHTING FOR COMPREHENSIVE IMMIGRATION REFORM

Email Name Zip code Phone (Optional) [Join Us](#)

Build Your List Everywhere.



AFSCME @AFSCME · 7 Sep 2015

It's true. **Text** RTW to 237263 to join our fight against the right-wing **#RightToWork** scam in your state.

Integrate Mobile In Already Existing Campaigns/Strategies.

The image is a composite illustrating mobile integration in campaigns. It features three main elements:

- Text Message Interface:** A screenshot of an iPhone Messages app. The header shows 'Messages' and the contact '30644'. A green bubble contains the word 'Shop'. A grey bubble contains the text: 'Reply with a business name to get their equality score from HRC. Make sure you're supporting pro-LGBT businesses. Tell friends to text SHOP to 30644'. Another green bubble says '3M'. A final grey bubble says: 'HRC's Buyer's Guide rates 3M 100%, one of the highest workplace equality scores. More: <http://j.mp/Buy4eq>'. The bottom shows a 'Text Message' input field and a 'Send' button.
- Tweet:** A tweet from 'HumanRightsCampaign @HRC' dated 'Jun 8'. The text reads: '#SCOTUS announces decisions every Monday: be the first to know their #marriageequality decision. Text "marriage" to 30644. #LoveCantWait'. It shows 83 retweets and 103 likes.
- Campaign Poster:** A purple poster for 'BUYING FOR WORKPLACE EQUALITY 2015'. The title is written vertically in large white and blue letters. At the top right is the HRC logo (an equals sign in a blue square) and the text 'HUMAN RIGHTS CAMPAIGN FOUNDATION'. At the bottom right, it says 'A Guide To Companies, Products And Services That Support Lesbian, Gay, Bisexual And Transgender Workplace Inclusion'.

Think About Your Programs and Your Supporters



The screenshot shows the Sierra Club website's mobile air alerts sign-up page. At the top, there is a navigation bar with a "BEYOND COAL" badge and links for "WATER POLLUTION", "AIR POLLUTION", "CLEAN ENERGY", "GET INVOLVED", and "RESOURCES". The main heading is "MOBILE AIR ALERTS" over a photo of a young girl and an elderly woman. Below the heading, the text reads: "Instant Information to Protect Your Family". The description states: "Sierra Club Air Alerts allow you to better protect yourself and your family. Sign up and you'll receive a text message when an air quality alert is issued in your area. You will know instantly when outdoor air is polluted with harmful levels of smog, and you can plan your outdoor activity accordingly." Below this, it says: "When an air quality alert is issued in your area, it signals that smog has reached levels that are harmful to your health. Local media often refer to them as Orange (unhealthy for sensitive groups), Red (unhealthy) or Purple (very unhealthy) alerts." There are input fields for "Mobile Phone #" and "ZIP", and a red "Get Alerts" button. At the bottom, it says "En Español".

A screenshot of a text message from Sierra Club. The sender is identified as "877877". The message text is: "Sierra Club: US House to vote Friday on toxic trade bill with NEW anti-climate language. Reply CALL now and ask your Rep. to vote NO on fast track. Stop2Quit". Below the message is a "Call" button. At the bottom of the screen, there is a "Text Message" input field and a "Send" button.

Think About Your Programs and Your Supporters

 **No Kid Hungry** @nokidhungry · Jun 8

Finding #SummerMeal sites in your area is only a text away. Text FOOD to 877-877, spread the word, & #SaveSummer.



65 28 View

AT&T 9:41 AM 50%

< Messages John Doe Details

Today 8:32 AM

Thanks for supporting No Kid Hungry & dining out at Denny's this month. Want to do more to end childhood hunger? Reply HUNGRY & we'll stay in touch! Sam

Hungry

Thank you for joining Team No Kid Hungry! We'll keep you updated w/ ways you can help end hunger in your community. Reply STOP to quit. Msg&DataRatesMayApply

Text Message Send

Let's Try it!!

Text
STEEL
to 662266
(US only)

Reply **STOP** to quit. Message&Data rates apply



HOW DO I ENGAGE
SUBSCRIBERS?

WHAT DOES MY LONG
TERM STRATEGY LOOK
LIKE?

Lloyd's Mantra.

- The most successful mobile campaigns grow your list and engage your current subscribers.
- Action comes from regular, varied communication with your SMS subscribers.



Grow Your List AND Engage Existing Members

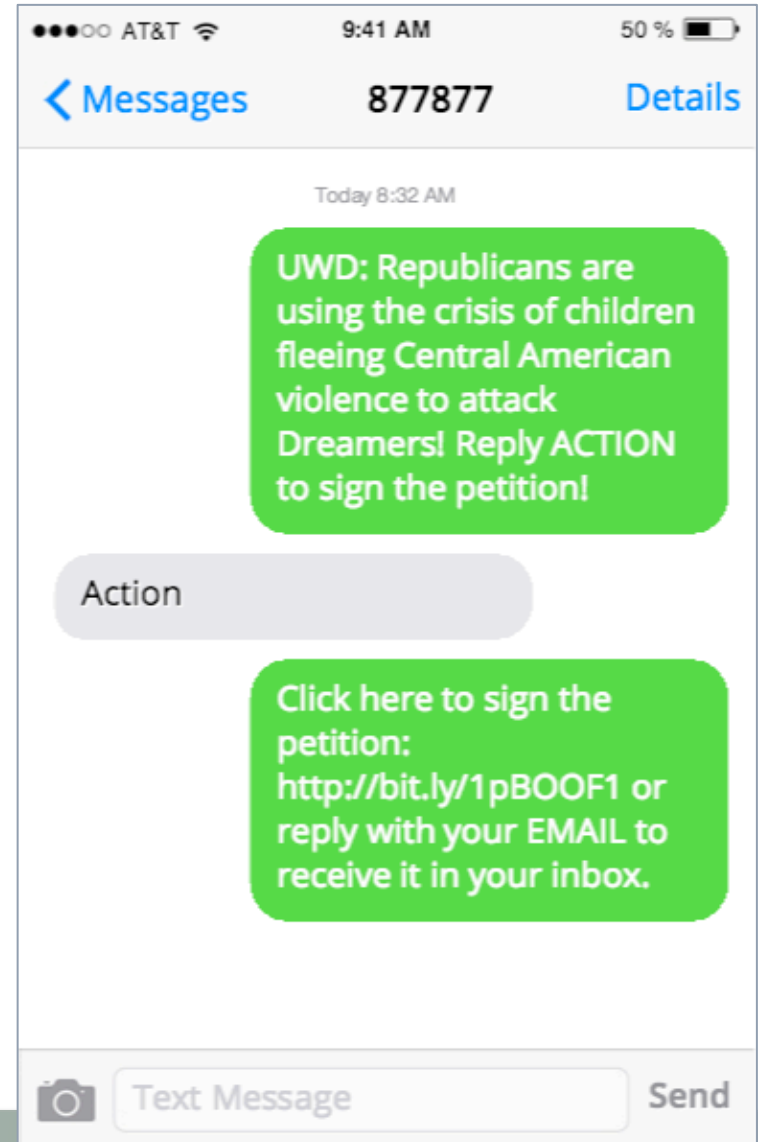


**DNC CHAIRWOMAN
DEBBIE WASSERMAN-SCHULTZ
WON'T STAND
WITH FAMILIES!**

**TEXT & TELL HER
OUR FAMILIES
CAN'T WAIT!**

**TEXT
WeCanWait
TO
877877**

 United We Dream #WeCanWait



AT&T 9:41 AM 50%

Messages 877877 Details

Today 8:32 AM

UWD: Republicans are using the crisis of children fleeing Central American violence to attack Dreamers! Reply ACTION to sign the petition!

Action

Click here to sign the petition:
<http://bit.ly/1pBOOF1> or reply with your EMAIL to receive it in your inbox.

Text Message Send

Grow Your List AND Engage Existing Members

DoSomething.org retweeted

Gabriel Gomez @g_squared · Jun 10

You wanna text POP to 38383 so you can give dad the best Father's Day gift: a blood pressure check-up @dosomething



View photo

DoSomething.org @dosomething · Jun 10

Heart your dad? Looking for a great Father's Day gift? Do this campaign: text POP to 38383.

AT&T 9:41 AM 50%

Messages 38383 Details

Today 8:32 AM

Alysha here! Father's Day is Sunday! Want a super easy way to show dad (or an important man in your life) how much you care? Yes or No?

Yes

Nice! Take Dad to check his blood pressure (it's free & easy!) I'll tell you how to check IT & tips on staying healthy. Want in? Text POP. Want out? Text No

Text Message Send

Grow Your List AND Engage Existing Members

Verizon 3G 3:00 PM

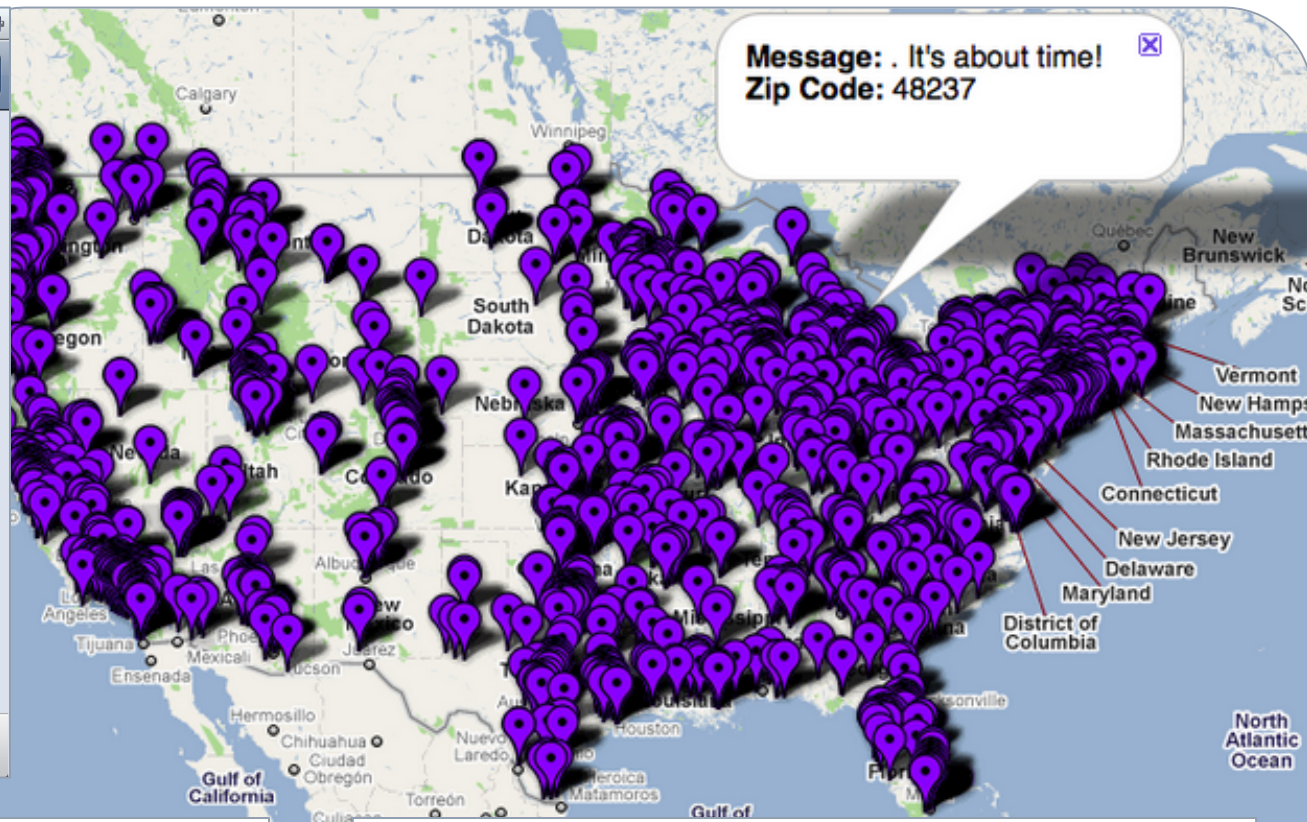
Messages 30644 Edit

HRC Alert: VICTORY on marriage equality vote in NY! Reply with your ZIP & note celebrating this HUGE win - it'll go on a map w/support msgs from all over!

11218

Thanks for sending your note for NY. Check out the map with everyone's messages and share it: hrc.org/NYmap

Send



Justin Grider @justinmgrider Follow

NY marriage equality win! Check out @HRC's map w/msgs from supporters: hrc.org/NYmap. Txt MAP4NY to 30644 & add your note. #NY4M

Pete Boisclair ▶ **Minnesotans United for All Families**

The hopes and dreams of millions just came true. Marriage for All Families is about to become the law of the land in New York. People across the country are texting in notes of support to add to the map below. To join them, text MAP4NY to 30644 and we'll send you instructions on how to text in your note.

And Remember

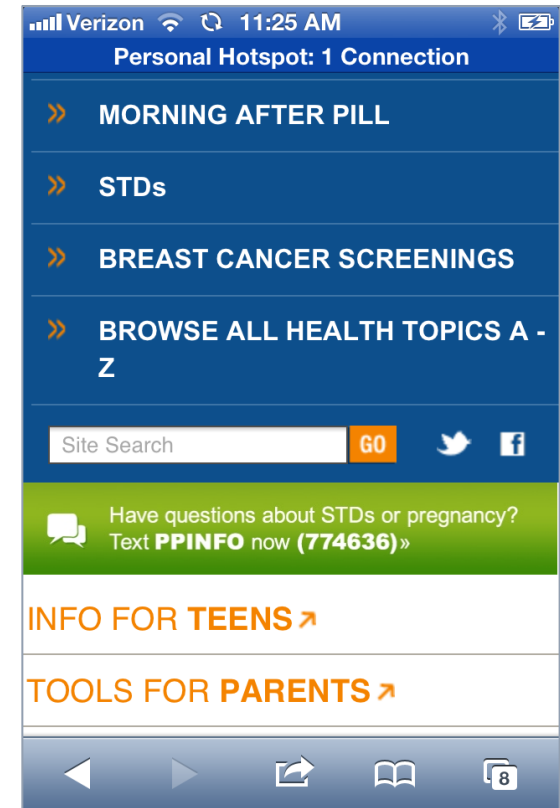
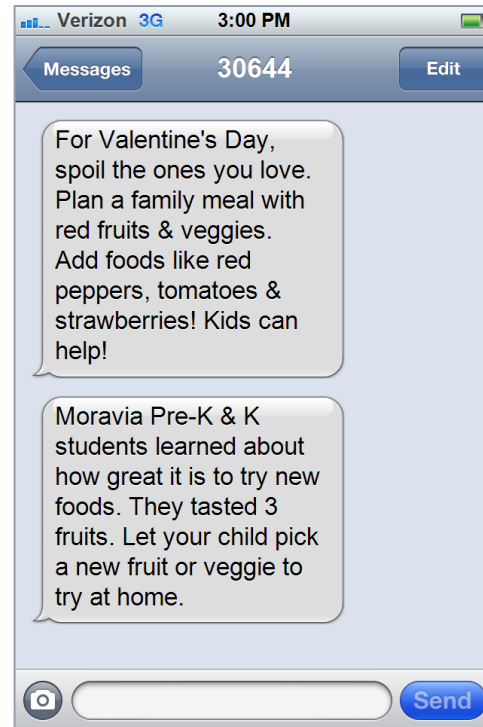
- Action comes from regular, varied communication with your SMS subscribers.

Don't always ask for the same thing!

Text them often enough that they're used to hearing from you


Incorporate SMS in to your Programs

- Giving people **educational information** and tips
- Helping people **find resources** close to them
- Getting people the **right message** at the **right time**
- Helping people get the **right answers**



Engage Supporters With Text


Take on the trend.
Are high bills trending in your house?
Text **HIGH BILLS** to **877-877**
to see if we can help you
take on the trend.



PUSH GREEN
wants to help
you see if you
are one of the
90% of New
Yorkers that



- Event Invitations & RSVPs
- Updates & Awareness
- Donation Asks
- Polls, Quizzes & Contests
- Share Experiences
- Ask to make Phone Calls
- Collect Petition Signatures
- Share Content with Friends
- MMS – Picture & Video messages




Verizon 3G 9:28 PM

Messages 383-83 Edit

get a pic or an animal u
can help!-Marah from
Dosomething.org

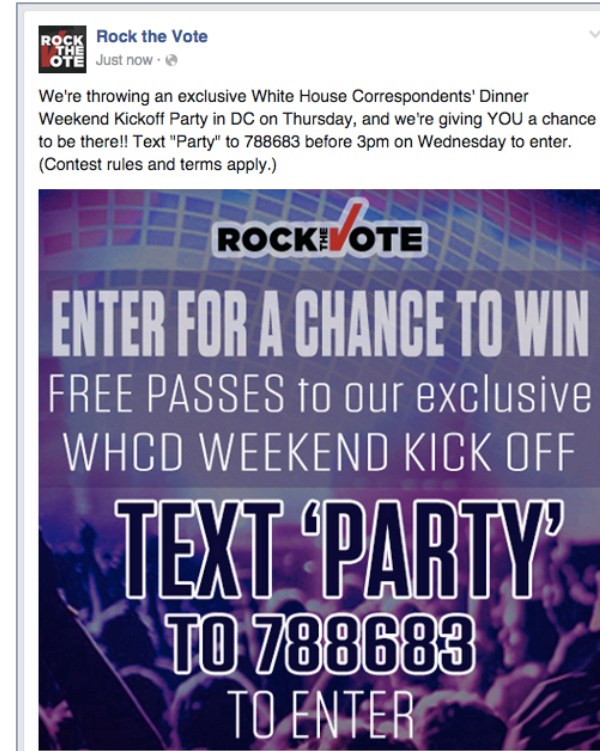
Cute

Isn't Andy adorable? Just
by sharing cute pictures of
a shelter animal you could
save an animals life.Text
friends #s & we'll send a
pic of a pet they can adopt



Sep 20, 2012, 4:46 PM

Text Message Send



ROCK THE VOTE Just now • @

We're throwing an exclusive White House Correspondents' Dinner Weekend Kickoff Party in DC on Thursday, and we're giving YOU a chance to be there!! Text "Party" to 788683 before 3pm on Wednesday to enter. (Contest rules and terms apply.)

ROCK THE VOTE

**ENTER FOR A CHANCE TO WIN
FREE PASSES** to our exclusive
WHCD WEEKEND KICK OFF

**TEXT 'PARTY'
TO 788683
TO ENTER**

Overcoming Common Obstacles: A conclusion slide with too many words

- *Should I be texting? How do I get buy-in?*
 - Yes, Remember that SMS will help you get critical messages seen (99% open rate) by everyone you're trying to reach (even traditionally hard to reach populations) and get you more action (than email, social, etc).
- *How do I get started? How do I list build? (That sounds hard!)*
 - Just Start! It's never too early to start collecting numbers.
 - Then use every available medium (more CTAs = More subs = More Action).
 - Don't reinvent the (content) wheel or wait for the perfect "mobile" campaign – use SMS in your already existing campaigns and communication plans.
 - Start to think about how SMS will engage your supporters AND help your organization achieve its mission (set engagement and programmatic goals).
- *How do I engage subscribers? What's my long-term strategy?*
 - Your mobile communications/campaigns should BOTH grow your list and engage your current subscribers. Don't think of growth and content too separately.
 - For both programs and supporter engagement, action comes from regular, varied conversations with your subscribers.

CELEBRATE INTERNATIONAL WOMEN'S DAY

Show your governor that #WomenTogether are stronger than a lawsuit!

TEXT DIGNITY47 TO 97779

to support DAPA, DACA & minimum wage & overtime protections for immigrant care workers.



Text DIGNITY47 to 97779

You'll get a text from NDWA, a co-anchor of the We Belong Together Campaign

We Belong
TOGETHER

#Work4Women #Womentogether

QUESTIONS?

Lloyd Cotler

lloyd@mobilecommons.com

Did you get our text?



Start getting our Mobile Alerts!

Text JuntosNM or JuntosEsp to 877-877
(for English) (para español)

**TEXT NEPAL
TO 44888**



Still thinking about the ethics of your mani/pedi? So are we. Help The Brian Lehrer Show investigate. Text NAILS to 30644 and we'll send you instructions.