

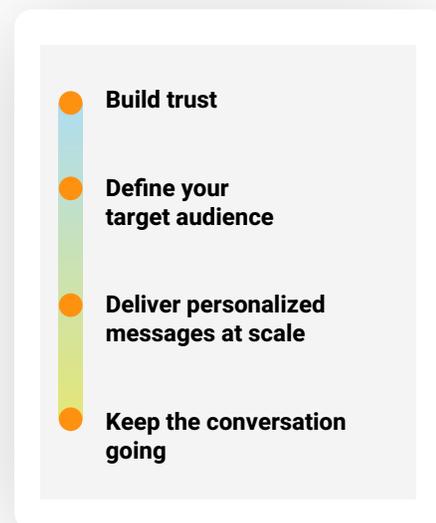
Engage, solicit, and steward donors more effectively through text messaging

Engagement rates down? Your messages might be getting lost in unread emails and unanswered phone calls. Reach donors where they are and cut through the noise with a scalable, personalized approach to text messaging from GiveCampus.



Build trust

- **Safeguard donor data** with secure text messaging protected by ISO/IEC 27001 and SOC-2 certified technology infrastructure.
- **Stay compliant with opt-out requirements** and customize your opt-out message.
- **Use a local area code** for your call back number that donors will recognize.
- **Ensure safety and protect donor privacy** with admin access to conversation history and transcripts.



Select Recipients ▼

Search Recipients
Results will include constituents and active volunteers that have cell phone numbers

ASKED BUT NO GIFT GAVE BUT NO THANK YOU SENT GAVE LESS THAN ASK HAS GIVEN HAS NOT GIVEN HAS PLEDGED

NOT CONTACTED THIS FISCAL YEAR PLEDGED BUT NO GIFT FOOTBALL LYBUNT

Search by Class Year, Name, or Number ("all" returns everyone you can text)

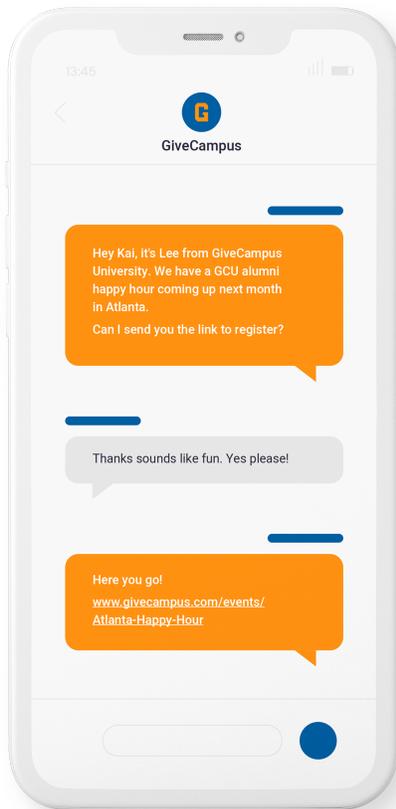
Define your target audience

- **Upload your list or select recipients** from existing donor data.
- **Segment** based on class year, affiliation, donor status, and more.
- **Choose individual or multiple recipients** for 1:1 communications and mass campaigns.

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Deliver personalized messages at scale

- **Empower volunteers to send peer-to-peer texts** to their assignments, while keeping donor data safe.
- **Build SMS and MMS templates** using personalization tokens and links to forms, campaigns, and GC Video.



Update 'Thank You' Text Templates Text Conversations Settings

Name
Thank You

Admin Template Type: Admin

When this box checked the template will appear as an option while texting. Admin templates will display to admins and volunteer templates will display to volunteers while texting.

Content
Hi \$RECIPIENT_FIRST_NAMES, thank you for making gift 🎁! you thank you socks will be on the way shortly best Suser_FIRST_NAME

132/160 (recommended)

VMS Sign Up Link
VMS Login Link
Recipient Names(s)
Recipient First Name(s)
User Name
User First Name

Update Template

Keep the conversation going

- **Get alerts when replies are received** and manage responses with a streamlined conversation history.
- **Validate cell phone numbers automatically** and keep donor contact information up to date.
- **Customize the voice response** donors will hear if they call you back.

Sajin T. Alcid
Assistant Director of
Annual Giving

“As someone with extensive use of other texting platforms, this feels really familiar and usable.”

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About GiveCampus

GiveCampus is the world's leading digital fundraising platform for education. Trusted by more than 1,300 colleges, universities, K-12 schools, and millions of donors, our mission is to advance the quality, the affordability, and the accessibility of education. We provide software, services, and expertise that help schools raise more money, from more people, at a fraction of the cost of other fundraising methods.