TEXT TO DONATE BUYING GUIDE

HOW TO SELECT THE RIGHT TEXTING PLATFORM FOR YOUR NONPROFIT

Brought to you by RallyCorp.com

Notes

WHAT IS YOUR GOAL WITH TEXT TO DONATE?

We've listed some common goals. Add your own and then rank them in order of priority.

Goal	Priority	What Does Success Look Like?
Capture New Donors		
Engage Existing Donors		
Increase Recurring Donations		
Move Supporters to Other Channels		
Improve Virtual Event Engagement		
Implement a Thank You Program		

FEATURE COMPARISON

	Rally Corp	Company:_____	Company:_____
Memorable Shortcode	24365		
QR Codes & Smart Links	Yes		
Shortcode Chat/Replies	Yes		
Works with Existing Pages/CRM	Yes		
Short Link Support	Yes		
Dynamic URL Parameters & UTMs	Yes		
Unlimited Keywords	Yes*		
Pricing Guarantee	Yes		
Ai-enhanced Texting/Chat	Yes		
Requires Internet Connection	No		
Workflows/Example Templates	40+		
Transaction Fees	0%		
Paypal & Venmo	Yes. All Payment Options		
Message Limits	300 Characters		
Voice Support	Essential Plan		
Local & Toll-Free Numbers	Essential Plan		
Outbound Campaigns	Essential Plan		
Training & Support	Phone, Chat, Email, or Text		
Integrations	2,000+ & API		
MMS - Videos & Pictures	Advanced Features Coming '21		

* Plans include 1 keyword on 24365. Essential plan includes unlimited on dedicated numbers. Add more to 24365 for a small fee.

RALLYCORP
MOBILIZE YOUR MISSION

QUESTIONS TO CONSIDER

Things you should ask before making a decision.

- Characters vs. segments. Is there a limit? If you use a "credit," how is that calculated?

- Integrations, can we connect your platform to our existing apps and fundraising pages?

- What happens to our phone numbers, shortcode, and keywords when we change payment processors, fundraising platforms, or CRMs?

- Does your product support Ai-enhanced messaging or use machine learning to gain insights over time?

- What are you actively developing? How will the product evolve over the next 12-24 months?

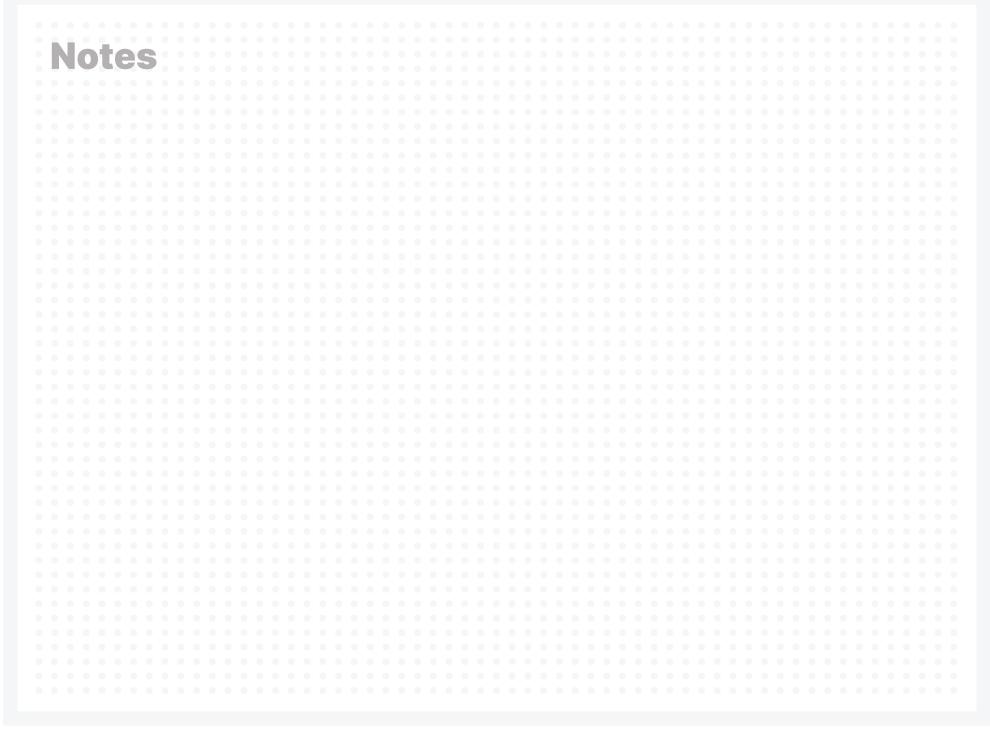- Does your shortcode support two-way chat so we can have conversations with our donors?

QUESTIONS TO CONSIDER

Continued...

- Does your shortcode support two-way chat so we can have conversations with our donors?

- What happens when someone calls a number that texted them?

- How much control do we have over our brand and donor experience on the fundraising landing pages?

- Can we send pictures, videos, links, or custom messages and include the donor's name to personalize.

- Can you help us get clarity on our goals and support us in achieving them?

- How are link clicks and page analytics reported so we can determine ROI?

Notes

NEXT STEPS

Need help implementing text messaging to increase donor engagement?

Have a specific fundraising campaign or event in mind? We've got you covered:

- Get answers to your questions.

- We'll show you how our platform features will accomplish your specific goals.

- Together, we'll craft a plan you can take back to your team or board for discussion and approval.

Pick a date on the calendar or contact us for more options.

**https://rlly.cc/consult
or Send RALLY to 24-365 and
select option #2**

RALLYCORP
MOBILIZE YOUR MISSION

RALLY CORP

MOBILIZE YOUR MISSION

rallycorp.com