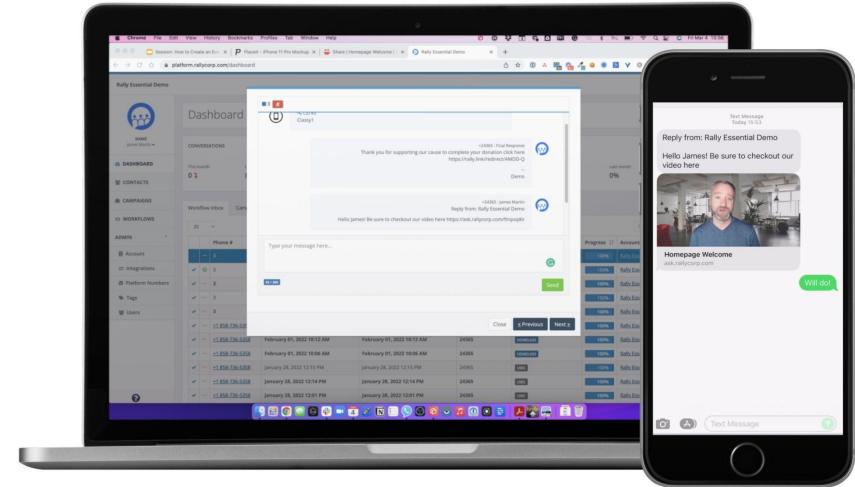


# Common Challenges The Rally Platform Solves.

Rally Corp Product & Service Demo



Free Resources  
Text **RALLY** to 24-365



As a nonprofit leader, you know it is getting **harder and harder to capture and keep people's attention**. So, we built a human-centered mobile platform to help you raise more money with less effort.

# Free Resources

Send **RALLY** to **24365**



<https://rlly.cc/sms-chcklst>

# Our Customer's Most Common Goals

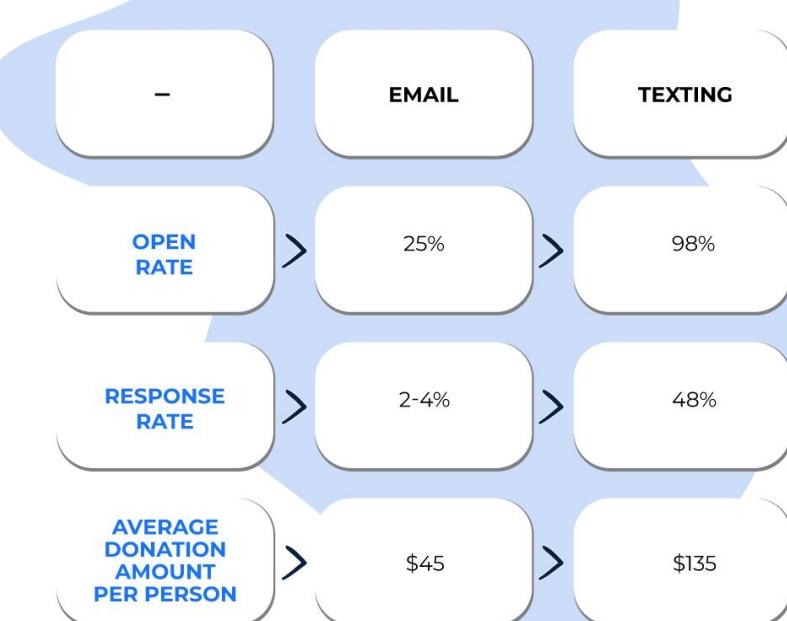
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- Grow **lists** faster
- Improve donor **retention**
- Increase **revenue**

# Why Mobile?

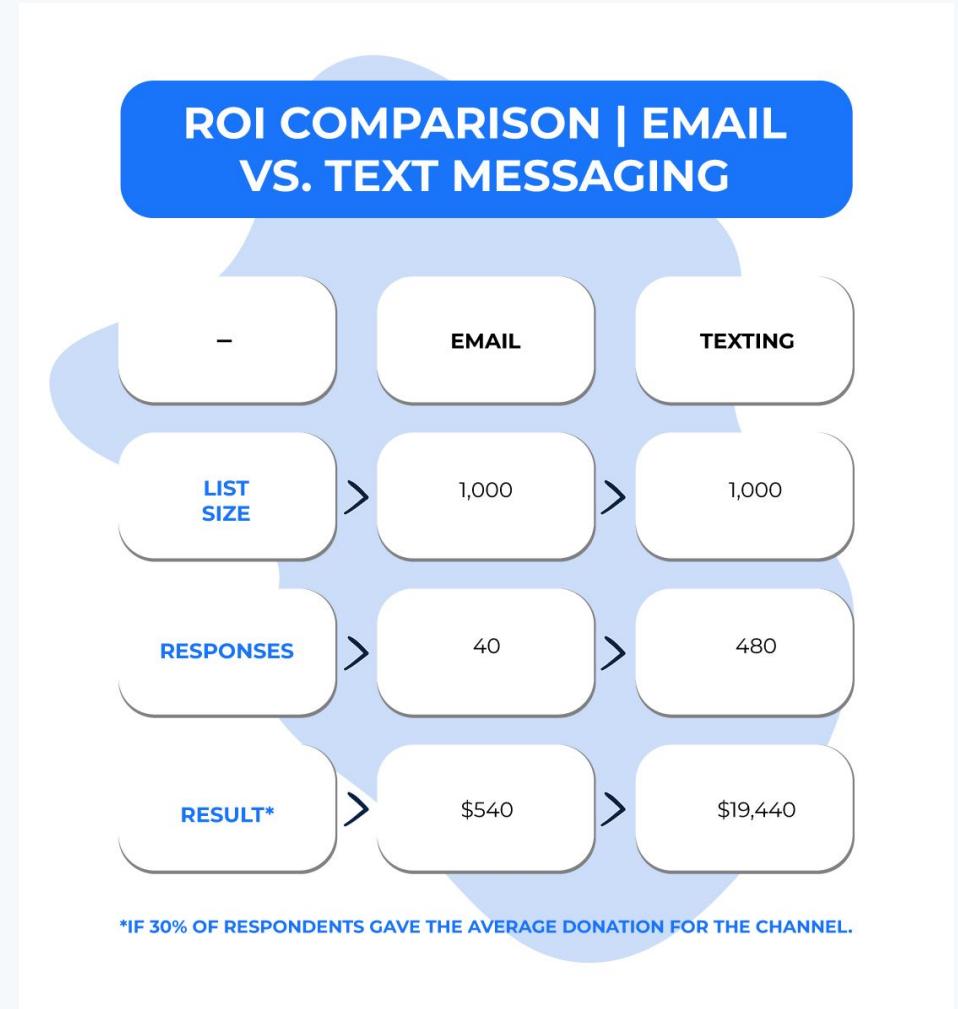
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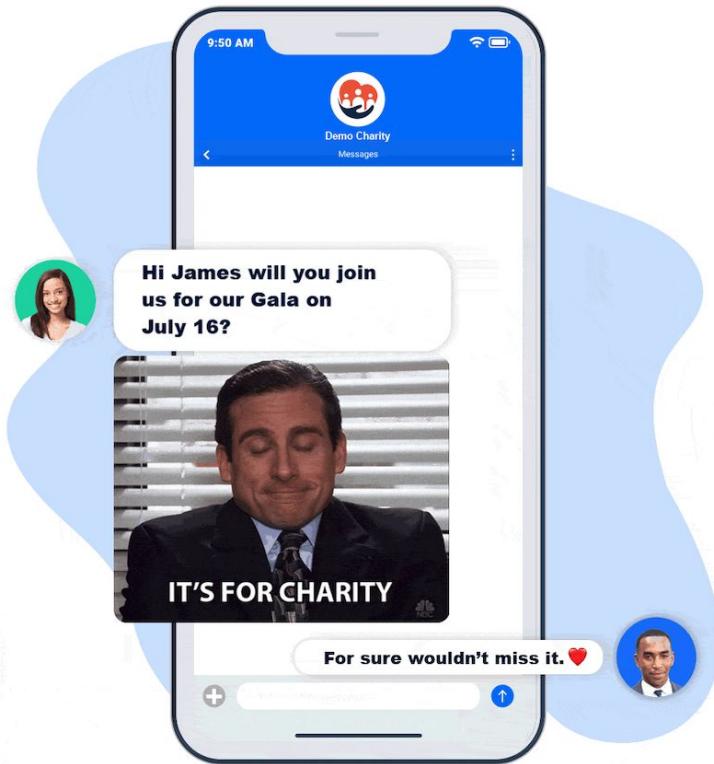
## EMAIL VS. TEXT MESSAGING



# ROI: What This Means to You

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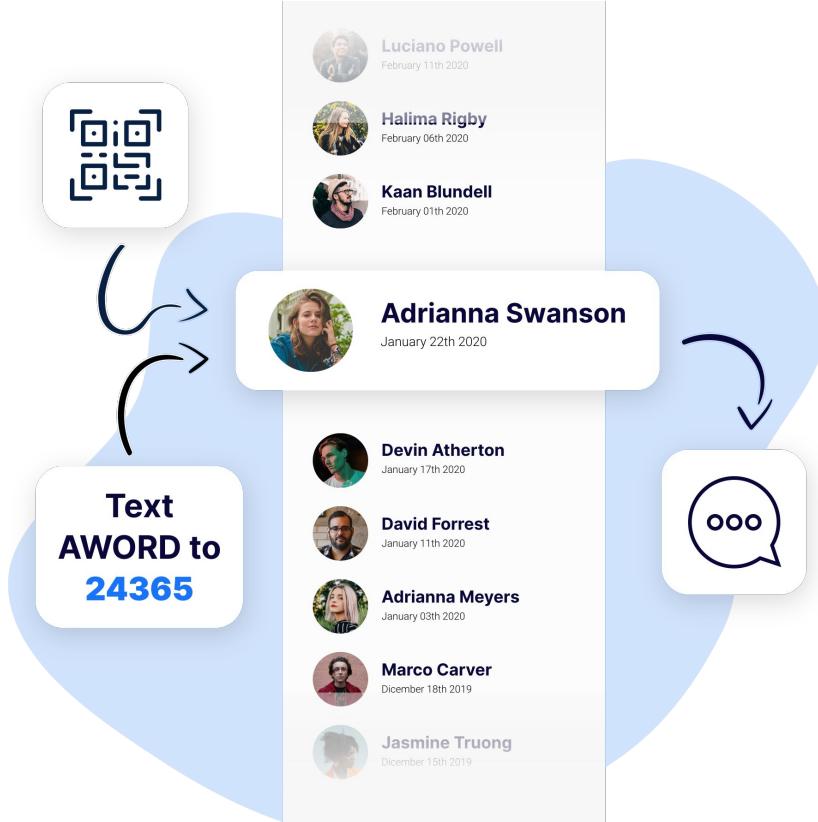




## Engage & Mobilize Your Supporters Now

Texting makes it easy to connect with your supporters and mobilize a response, whether that's a donation, volunteer opportunity, event update, or more. Here are some example texts:

- **Nonprofit fundraising:** “Families in your neighborhood are going hungry. Support our food drive by donating now and help us tackle this problem. Thanks! [rly.cc/donate](http://rly.cc/donate)”
- **School event updates:** “Rain won’t dampen our school spirit! We’re moving our environmental fair inside. Starts at 6 p.m.—see you then.”
- **Text to Donate:** Text **SPARK** to **24365**



## Grow Your List 3x Faster

With an easy to remember shortcode—anyone can use our 24365 shortcode—and point-and-click QR codes, it's simple to connect with people at events and inspire action—make a donation, sign up for a newsletter, register for a volunteer opportunity.



## Text to Donate

**Text CORE to 24365**

Can return a message with a link to your current donate page. You can also include a GIF or clickable video

Other examples:

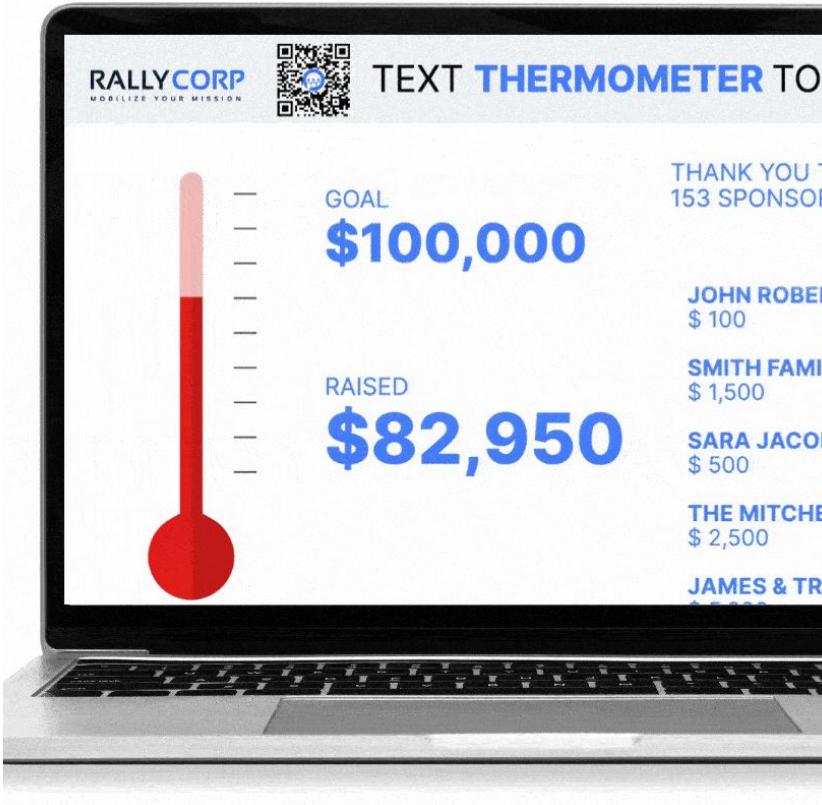
- Text **PayPal** to 24365
- Text **Classy** to 24365
- Text **Kindful** to 24365



## Text to Join & Welcome Series

**Text WELCOME to 833-734-0525**

An easy-to-complete contact or registration form. Click a link or chat with RallyBot to complete your registration and signup for a newsletter.



## Fundraising Thermometer

Supercharge your next fundraiser by showing immediate results and progress.

- Easy to use: Plug in any fundraising platform and CRM and chart incoming donations
- Boost donations: Seeing how close you are to a goal can inspire donors to give—and give more
- Close the loop: Follow up with a thank you text message the next day and build long-term connections

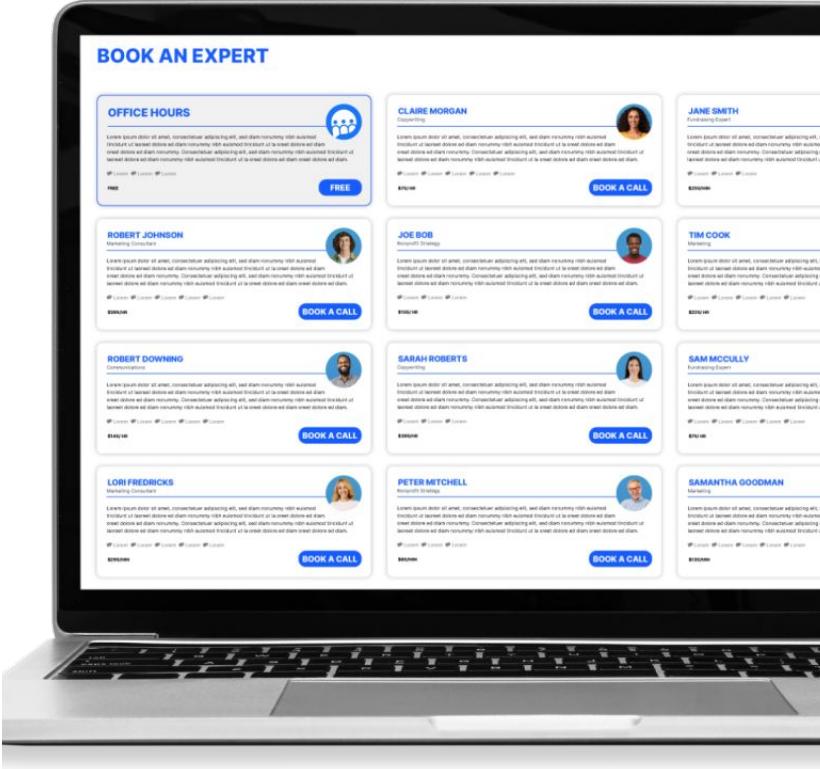
👉 Learn About the Rally Thermometer



## You in Your Supporters' Phones

Your supporters are more likely to answer your call if they know it is you calling.

- Easily share a contact card with new supporters
- Your name/logo will show when you call or text
- Avoid the SPAM inbox when you send your newsletters and emails

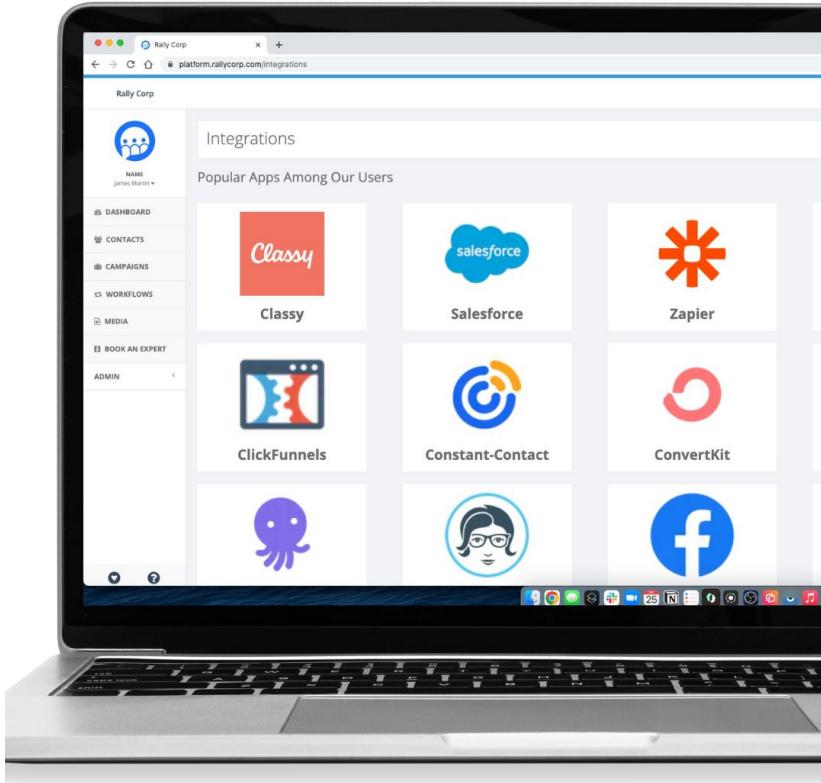


## We'll Help You Get Results

Fancy software is useless if you don't know how to use it. We offer all kinds of helpful resources to help you get the most out of Rally. We're talking training, office hours, templates, and more.

- We have **served 8,600+ Charities & Churches.**
- **6 of the 10 world's top charities trust Rally Corp to deliver their messages.**
- Our founding team has **over 24 years of experience** working in and serving nonprofits.

👉 Learn About Book an Expert

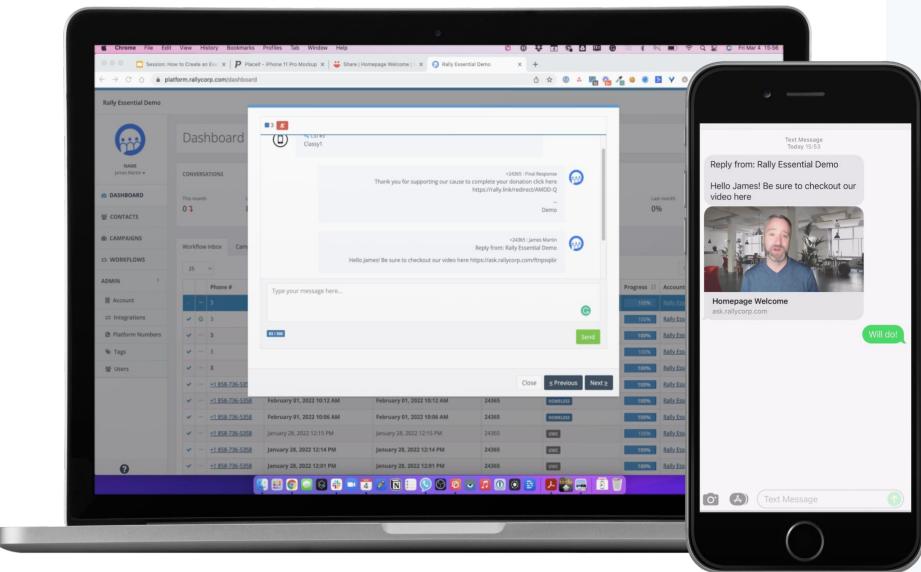


## Rally Works With You

Rally is built to work with your current fundraising platform, CRM, data, and more.

- **Compatible:** With more than 3,000 integrations, we'll help you get more out of the tools you already use.
- **Flexible:** Swap out donation platforms anytime and keep your short code, keywords, and opt-in/consent data.
- **Effective:** Boost engagement and donor retention by adding mobile to your existing workflows and donor journeys.

👉 [Explore Integrations](#)



## 100% Compliant Using Best Practices

Rally is built to work with your current fundraising platform, CRM, data, and more.

- Shared inbox to lighten the load
- Real-time chat for personal communication
- TCPA compliant with Ai-enhanced features

# How Our Customers Use Rally

## Supporting Our Heroes

"The team at Rally could not have made the process more simple. ... Thanks to them, our donors have another easy way to support the healthcare heroes at all 11 of our hospitals during this critical time."

Stacy Buono - AVP, Annual Giving & Donor Relations, RWJ Barnabas Health (NJ)

## Fundraising at Virtual Events

"Rally Corp worked so well for our virtual event. It was perfect for our supporters and so easy to use! Thank you."

Shelby Whittier - Gonzaga College High School (DC)

## Feeding Hungry Children

"We were new to text-to-donate platforms, but Rally Corp walked us through every step of the process and made it really easy to get started. ... If we didn't have the ease for people to donate by text, we never would have raised the amount we did to feed hungry children."

Jenny Edwards - Executive Director, Rockingham County Arts Council (NC)

## Responding to a Crisis

"Once we all realized that the pandemic would prevent us from having in-person events to fundraise for the hospital, we had to quickly shift gears to think of new ways to engage our committees and board. They have completely adhered to the concept and are eager to encourage their friends to give to the hospital through a simple text."

Rachael Poer - Foundation Director, Queen of the Valley Medical Center (CA)

# How Our Customers Use Rally (continued)

## Support to Reach Your Goal

"The Rally team is knowledgeable, helpful and very responsive. Their platform provides resources as if they were a large corporation, while their service team backs you up like a small, local business focused on customer service."

Jeanne Feldkamp

Development/Outreach, Companions on a Journey (OH)

## Largest Donation of the Night

"The text-2-donate process was super smooth, and some of our largest donations of the night came through via the platform! It gave us the relevant edge we needed to win over a mature crowd as well as engage the millennials in the audience."

Blake Silverstrom

Executive Director, Heart2Heart (FL)

## Hit the Donation Goal

"The event was great and a big success for us. We managed to hit our target in terms of donations, and about 50% of them came through the text-to-donate system."

Tarek AbuJabarah

Administration, PCRF (MA)

## Up and Running Quick

"Rally has been a wonderful tool for reaching out to our community regarding upcoming events... They quickly got us up and running and have answered our dozens of questions throughout implementation and beyond."

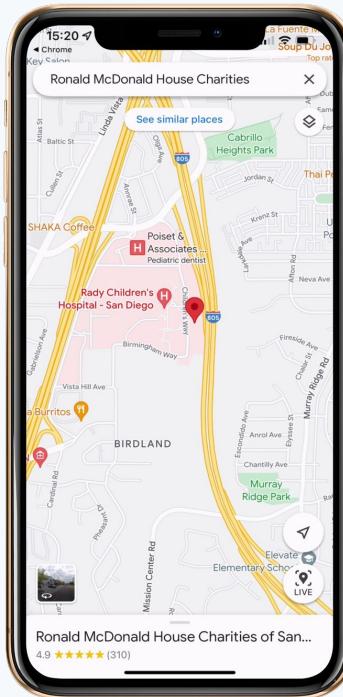
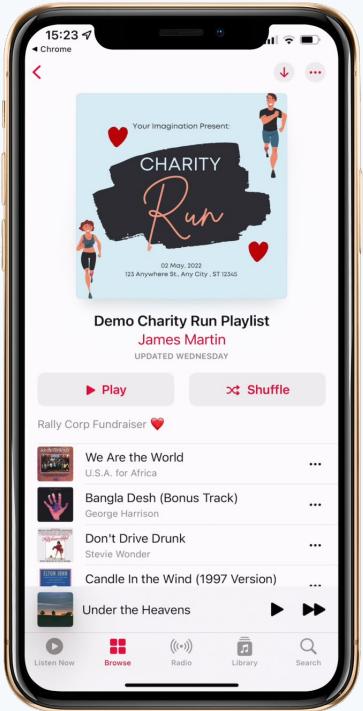
Hannah Keller

Director of Alumni Reunions, Lake Forest Academy (IL)

## More Ideas

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- **Event registration** over text
- Increase **Newsletter sign ups**
- **Alerts**, real-time updates on goals
- **Capture donations** (Text to Donate) during events or social channels
- **Share impact videos or capture stories** and testimonials from your supporters
- **Multi-channel communications** – Send along with emails, phone calls, or even mailers to improve response rates



## Share Videos, Playlists, & Directions

Give people what they need for your event delivered to their phones.

## A Special Offer

Sign up for the [Rally Platform](#) and get a 50% off your first month + 2,000 Credits!

**Use Code VIP-50 at activation**

Small/startup nonprofits qualify for 50% off every month! ❤️

Next Step:

**Book a Demo**  
**or Start Today**



<https://rlly.cc/start-today>

## **Thank You & Next Steps**

**Questions?**  
james@rallycorp.com

Text **JAMES** to **24365** for my card

# Bonus Resources

# Texting Best Practices

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- **Segment lists**
- **Personalize**
- **A/B test messages**
- **Be human!** Make sure they can reply,  
call you, and use a compliant platform.

# Tips for Getting the Most Out of Texting People

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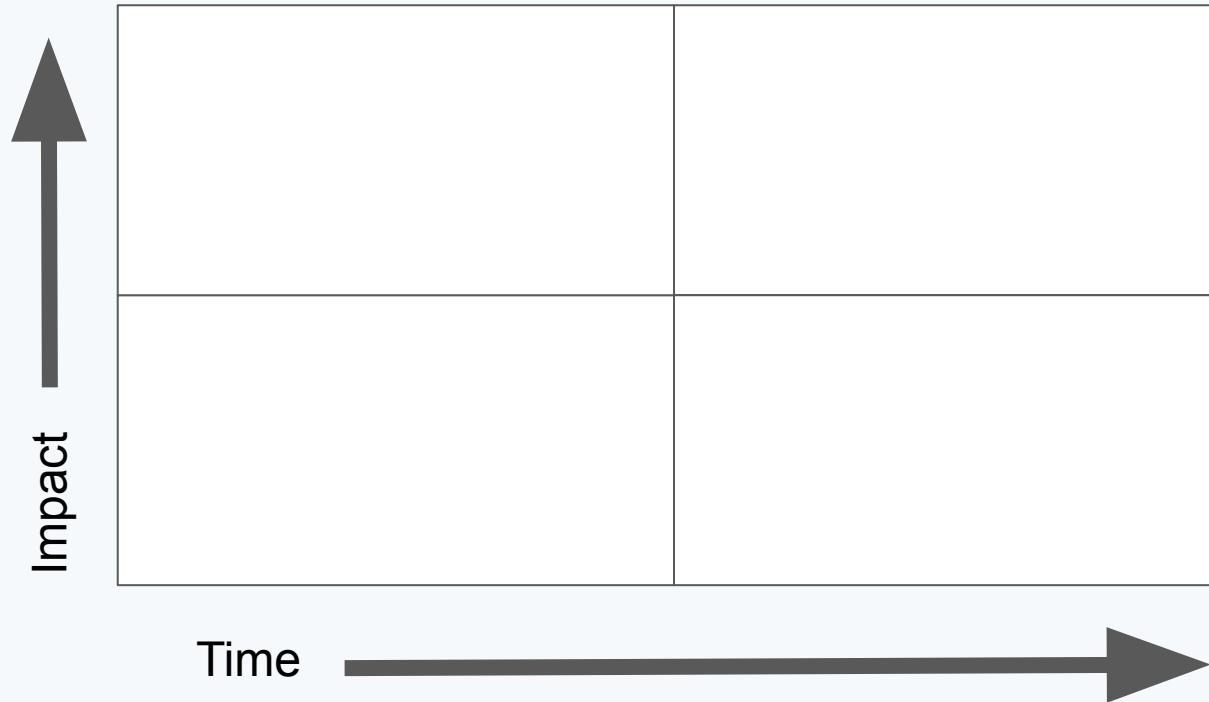
- Send **timely thank yous** to improve retention
- Send a contact card after someone signs up for a newsletter to **avoid SPAM**
- Text ahead of a call to improve the likelihood **they answer the phone**
- Ask your supporters a question to **start a conversation**
- Use emojis, video, and voicemails with texts to **improve response rates**

We give you 125+ examples and templates. See also our SMS Impact Quadrant. Hint: Not all texts are created equal!

# **Bonus:**

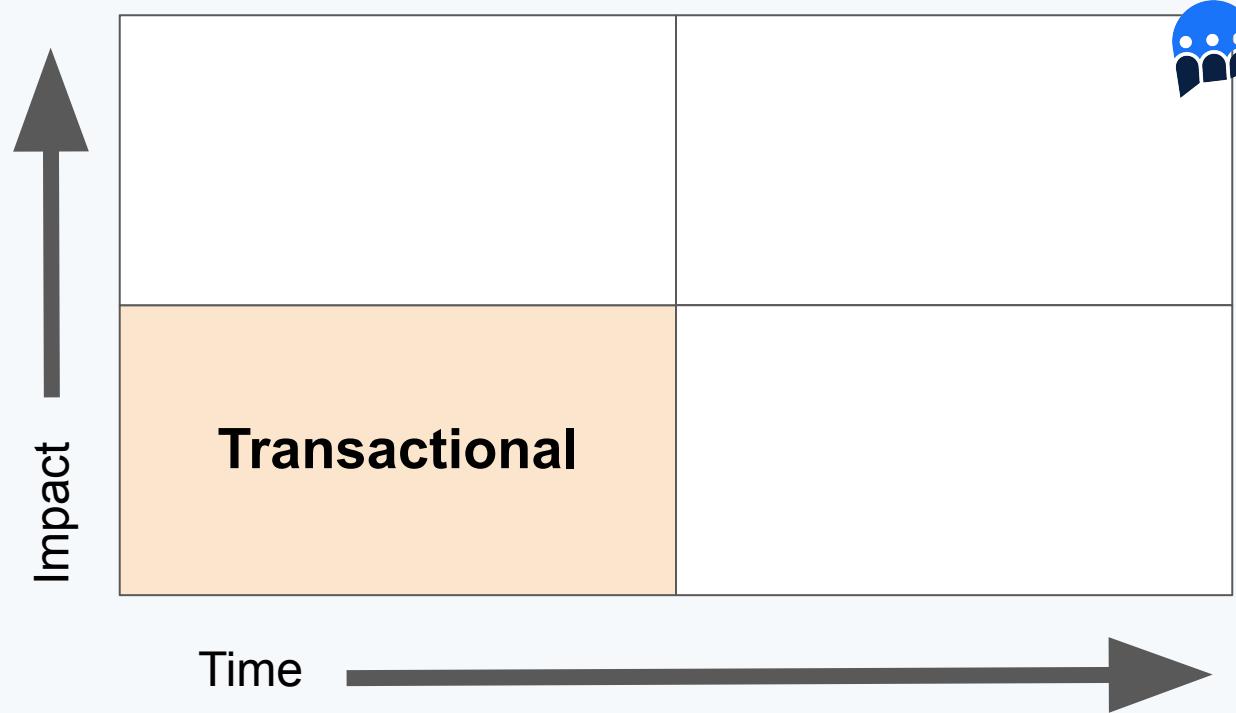
## The 4 Types of Text Messages

# The SMS Impact Quadrant™



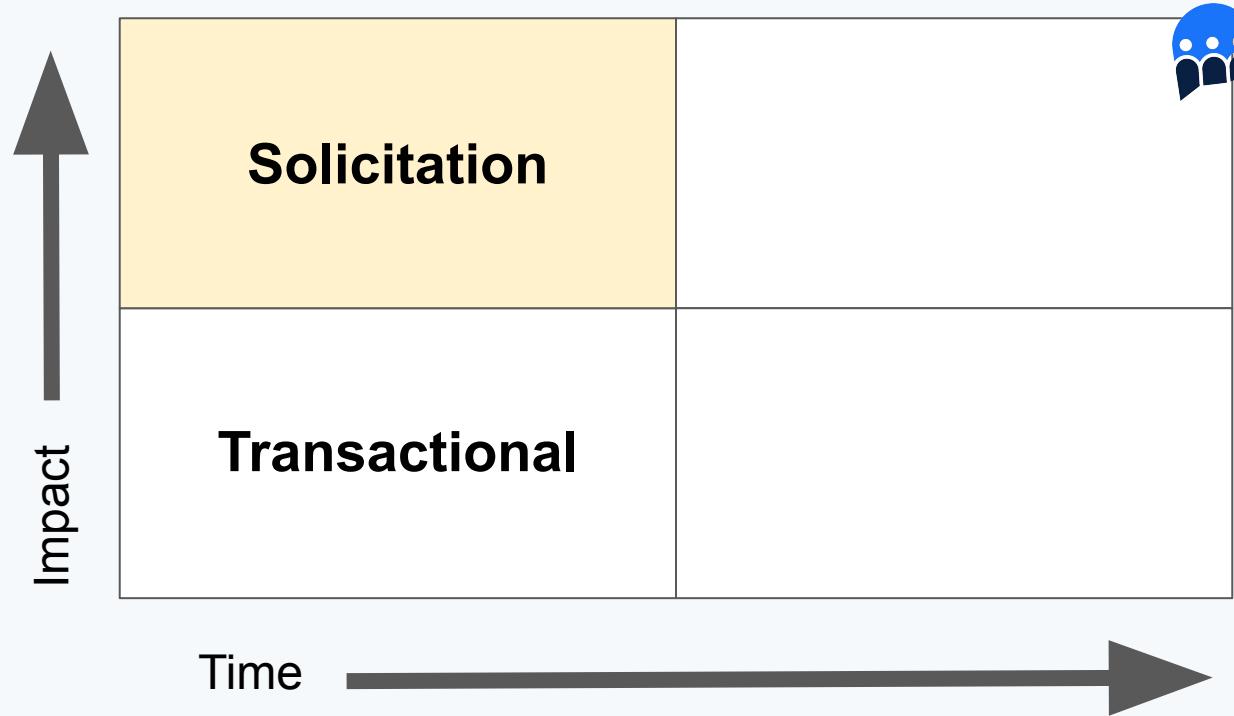
## **The 4 Different Types of Texts**

Not all text messages are created equal. Know which one to use for your intended result.



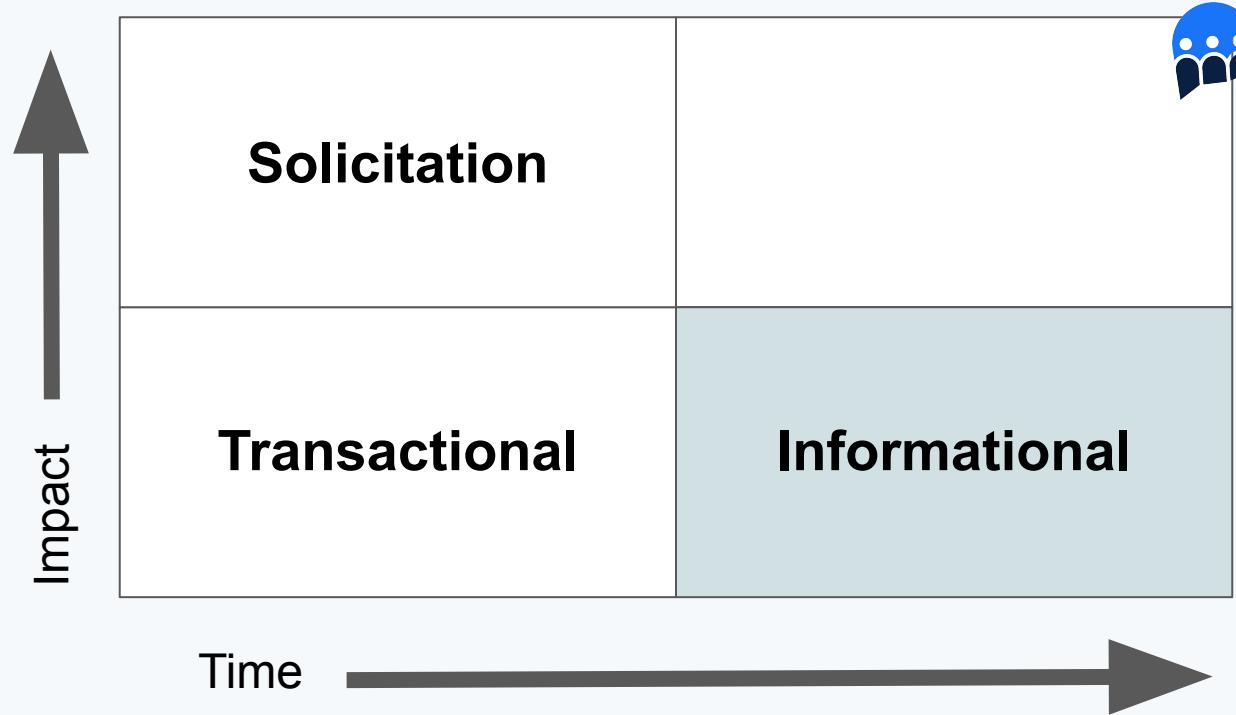
## **Transactional | Low Impact and Low Engagement**

E.g., Here is your receipt. Thank you for registering. We appreciate your donation.



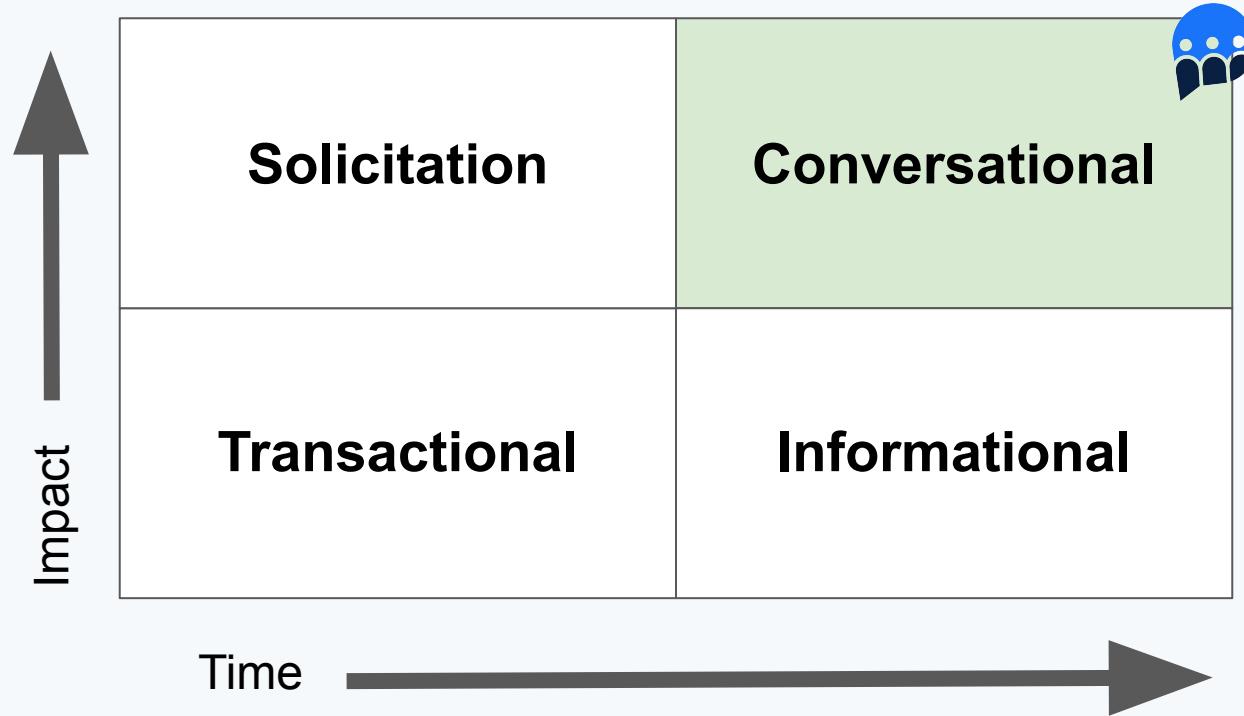
## **Solicitation | Higher Impact but Low Engagement**

E.g., We are raising money to save the chubby unicorns. Click here to donate today!



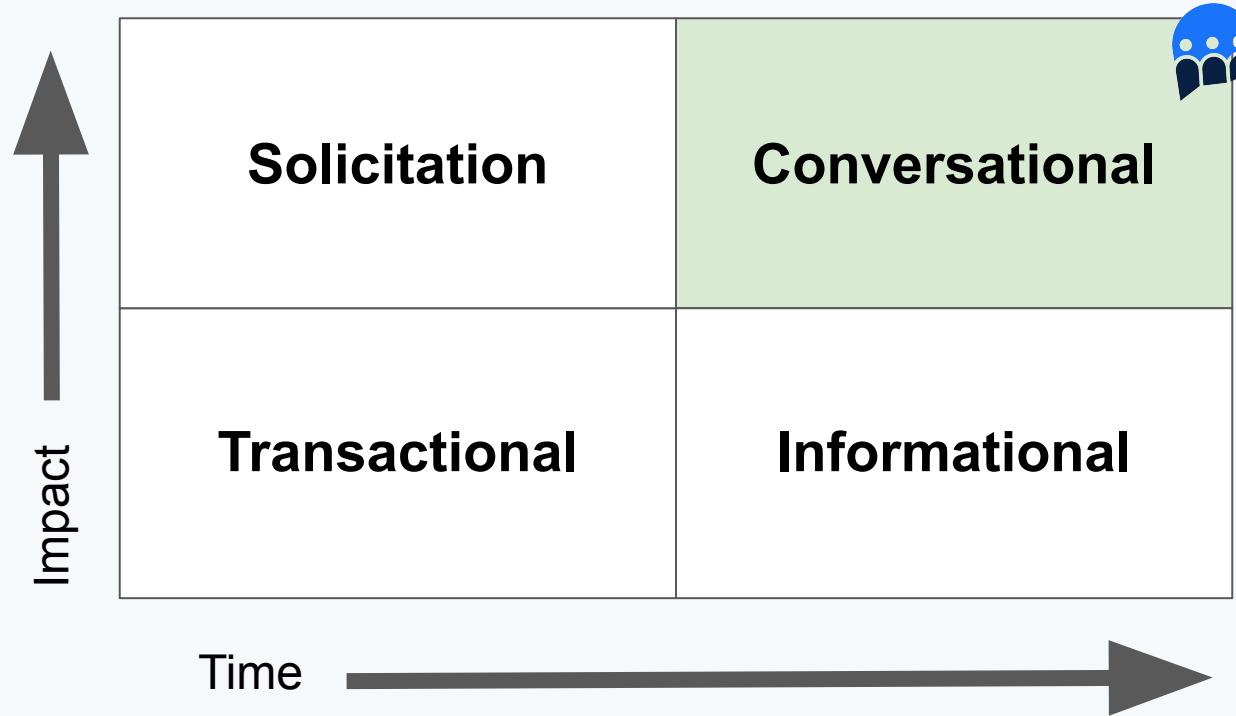
## **Informational | Low Impact and Higher Engagement**

E.g., Our event starts tomorrow. Here are helpful parking tips for our venue.



## Conversational | Higher Impact Over Time

E.g., Hi, James. What did you and Tracy think about...? Do you have a minute for a call?



## Rally is a Human-Centric Mobile Platform

Focused on helping you get the most out of conversational text messaging at scale.

## The SMS Impact Quadrant™

