GiveSmart®

Sample Communication Timeline
PRE, DURING & POST FUNDRAISING

Reminders

- Text character count limits are 160 characters, or approx. 120 characters when a campaign link is used.

- The "Text STOP to stop, HELP for help. Msg&Data rates apply." is required by SMS Spam Laws if it's the first time a message has been sent or if it has been >24 hours since the last message.

- Campaign Links (i.e., ##ITEMSLINK##) must be sent out as-is and will automatically be replaced by a personal URL for each recipient. We recommend including a campaign link in every text you send as a call to action.

- Review how to create, draft and send a text message in the Help Center.

    o Don't forget to review our Preset Message Recipient Groups to customize messaging to select groups!

- Best Practices:

    o 6 Tips for Texting Donors
    o Harnessing the power of Social Media to Connect with Donors

- Emails can also be sent to communicate event information to guests or supporters. Any of the communication examples suggested, can be sent via email through GiveSmart.

- Promote, promote, promote!

Sample Communication Timeline
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Prompt Users to Complete Information

- **TEXT: Recipient Group – Missing Contact Info:** Be sure to complete your {ORGANIZATION} profile by visiting ##PROVIDECONTACTINFO##.

- **TEXT: Recipient Group – No Card on File:** Add a credit card to your account to make checkout easy with {ORGANIZATION} ##CCLINK##.

Prompt Ticketed Users to Complete Information

- Send confirmation and assignment reminders to purchasers and attendees via the Ticket Orders page.

  o **Send Assignment Reminders** to purchasers who have unassigned tickets on their orders.

  o **Send Confirmation Reminders** to attendees who have yet to confirm they have received their ticket.

Auction Reminders

- **TEXT:** The auction opens {DAY} for {ORGANIZATION/EVENT}! Preview items now: ##ITEMSLINK##. Text STOP to stop, HELP for help. Msg&Data rates apply.

- **TEXT:** The auction is now open for {ORGANIZATION/EVENT}! Bid now: ##ITEMSLINK##. Text STOP to stop, HELP for help. Msg&Data rates apply.

- **TEXT:** There are still great items with NO BIDS! Support {ORGANIZATION}. Visit ##NOBIDSLINK## to bid!

- **TEXT:** Check out {SPECIFIC ITEM NUMBER/CATEGORY NAME/PREMIUM ITEM NUMBER(S)} and place your bids now! Really want to win? Select Autobid! ##ITEMSLINK##.

- **TEXT:** New items just added! Really want to win? Select Autobid! Bid now: ##ITEMSLINK##.

Raffle, Instant and Donation Reminders

- Raffle Reminder: **TEXT:** Enter for your chance to win {PRIZE}! Get your raffle tickets now! ##RAFFLELINK##.

Sample Communication Timeline
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- Donation Reminder:

    o **TEXT:** Hear from former clients how your donation changes lives. Watch here: ##HOMELINK##.

    o **TEXT**: Help us {CAUSE/CALL TO ACTION}. Pledge your support to {ORGANIZATION} with a donation now ##DONATELINK##.

- Instant Reminder: **TEXT:** We have {ITEM NAMEs} available for purchase! Buy yours now! ##INSTANTLINK##

Main Fundraising Day

Morning Reminder

- **TEXT**: Today's the day to support {ORGANIZATION}! View items, donate and place your bids by {CLOSE TIME}: ##HOMELINK##

- **Prompt for Card on File template: TEXT**: Add a credt card to your account ot make checkin and checkout easy at {EVENT NAME} ##CCLINK##.

    o Template automatically applies the No Card on File Message Recipient Group, notifying only those guests who do not have a card on file.

Guest Arrival

- If prompting users to Self-Checkin: **TEXT: Recipient Group – Not Checked In**: Check in is now available for {EVENT NAME}! Visit ##CHECKINLINK## to confirm your attendance and details.

- Prompt in-person guests to find their table by using the **Find Your Table template: TEXT: Recipient Group: Seated Users:** Our program is about to begin! Please make your way to your seat. Your table number is ##TABLENUMBER##.

    o **NOTE:** The above is ONLY available if using Ticketing and Seating Management.

- **TIP:** When Tickets are sold on the GiveSmart platform, Organizations have the ability to send texts to Ticketholders and Non-Ticketholders recipient groups.   When selecting the Ticketholders recipient group, you may choose from a specific ticket type or message all ticketed users.

Sample Communication Timeline
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- If using custom user fields or bid #'s**: TEXT**: Our program will begin at {START TIME}. As a reminder, please view your table # and confirm your bid # here ##MYINFOLINK##.

Fundraising Reminders

- Raffle/Game of Chance

  - o **TEXT:** You could WIN {PRIZE}! Get your chance to win by {CLOSING TIME} ##RAFFLELINK##. Winner will be announced {TIME/DAY}.

  - o **TEXT:** Last chance for Raffle Tickets! Secure your chance to win {PRIZE}! ##RAFFLELINK##

- Donation Moment:

  - o **TEXT:** Help us {CAUSE/CALL TO ACTION}. Please visit ##DONATELINK## to make a donation. We truly appreciate your support.

  - o **TEXT:** Thank you for joining our program! Don't forget, you can still help us reach our goal: ##DONATELINK##.

- Instant Item **TEXT**: Last chance to play the Wine Pull! Get a fabulous bottle for only {PRICE}. ##INSTANTLINK##

- **Auction Closing Soon Template TEXT**: The Silent Auction will be closing at {TIME}. Get your last-minute bids in now: ##ITEMSLINK##.

Post Fundraising or After Auction Close

Silent Auction Winners

- Virtual/Hybrid Events:

  - o **Recipient Group: Silent Winners**: **TEXT**: Congratulations, you have won! Winners will be contacted with instructions to pick up their items.

- In Person Events:

  - o **Silent Auction Winners Template: Recipient Group: Silent Winners**: **TEXT**: Congratulations, you have won! Please come to checkout to pick up your item(s).

Sample Communication Timeline

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Complete Payment

- **Payment Instructions Template: Recipient Group: Unpaid – Exclude Pledges: TEXT**: Thank you for your contribution! Please visit ##PAYLINK## to pay your remaining balance.

- **TEXT**: Declined or no card on file: Thank you for your support! We are unable to process your payment. Please update your credit card details: ##CCLINK##

  o Addresses the scenario when a guest credit card is declined or does not have a credit card to apply the balance to post event. Can use the Preset Message Recipient Group of: **Unpaid: Excluding Pledges** or select individuals.