



TOP 10 TIPS FOR

GROWING SUCCESSFUL SMS FUNDRAISING LISTS

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**People give to causes and campaigns
that they care about.**

**With a partner like Tatango, you can
raise record funds for your campaign
and get your message seen
within minutes of your moment.**

GROW YOUR LIST. RAISE MORE FUNDS.

Cost-Effective Marketing

When our conservative client came to us, they were ready to increase their small-dollar digital fundraising cycle.

Because the PAC operated with a fundraising split style (also called conduit or tandem fundraising), this PAC was looking for ways to achieve its goals and cut costs when it comes to list building and fundraising.

Renting a list was extremely pricey, but when they found out the cost of short code SMS, the PAC decided to reach out to donors in a new way.

Growing a Subscriber List

“With short code SMS, I was able to grow my list, cover PAC costs, and keep doing the work that was so impactful to our community and all of our supporters”.

Increasing Donations

Adding a short code keyword to a petition page or website donor page was a huge growth opportunity for this PAC. The committee grew their list by 200 people daily, on average.

This massive growth was done by simply optimizing a page that their supporters were already using regularly.

How To

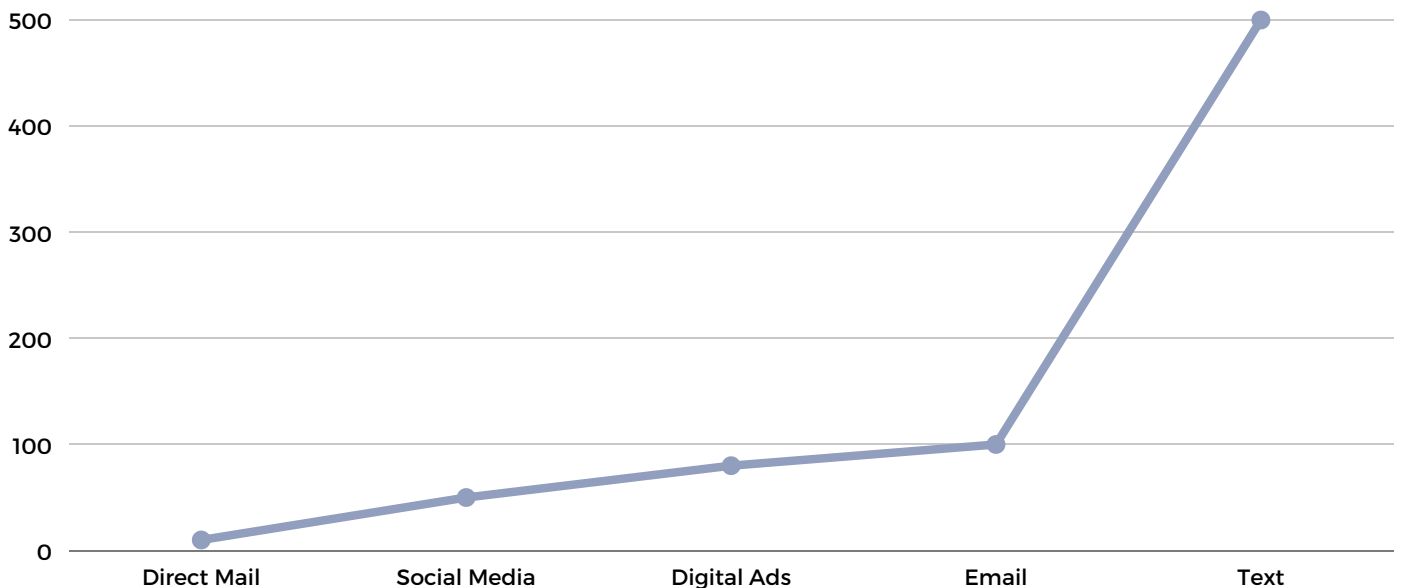
DOUBLE YOUR ROI

By both adding a short code keyword and optimizing webpages its constituents used regularly, a conservative PAC was able to grow its list on average by 200 people every day. The committee also found that they doubled their ROI-raising an average of \$2.29 for every \$1 spent.

\$1 SPENT

**\$2.29
RAISED**

RETURN ON INVESTMENT



On average, many Tatango clients see a 5X return on investment. Some see even more than that. When used as part of a well-crafted digital strategy, text message marketing works to double your ROI.

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Places to Advertise Your Short Code

Short code keywords help people join and donate to your campaign quickly and easily.

- Online ads
- Facebook
- Instagram
- Twitter
- On your website
- Ads on YouTube
- Clothing
- Billboards
- TV or radio ads
- Brochures
- Podcasts
- Print ads
- Business cards
- Buttons
- Transportation
- Receipts
- Email signatures
- Email campaigns
- Yard signs
- Bumper stickers

For even more advertising resources, visit tatango.com

"WE RAISED \$5,000 BY SENDING A SINGLE TEXT"

Send Texts. Raise Funds.

"We raised \$5,000 by sending out a single text." Read on to find out just how our client raised record funds with a single message.

Tatango Makes It Easy

Our conservative client used Tatango's merge tags, segmentation and unlimited keywords in their 2021 text marketing strategy.

Utilizing unlimited keywords helped with new subscriber acquisition. They could test keywords with various audiences and then segment based on their interest. By doing this they were able to sort subscribers by interest or what motivated them to join a list.

Not only did this grow their subscriber list and allow them to communicate relevant information to their various

targets, it also helped increase funds!

Additional Benefits

Our client also saw unintended benefits by using text marketing.

Subscribers would often visit their website, causing increased traffic. This was helpful since traffic driven from social media had decreased in recent years.

"Our web traffic from social was down 90% in recent years, but when we sent texts we would see huge spikes in traffic to our site! Site traffic would jump by hundreds in minutes just by us sending out a text."

With a 99% open rate and a read rate of 90% within the first three minutes, you can make certain that the messages you send are not being censored.



THE SWEET TASTE OF **VICTORY**

Using text marketing allows you to own your message, communicate directly with supporters and raise record funds for a winning election. With email and social media engagement decreasing, text marketing is the most effective way to get your message seen.

With a partner like Tatango, you can raise record funds for your campaign and get your message seen within minutes of your moment.

Get in touch today.

Get In Touch



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