

# INTRODUCING A POWERFUL NEW CHANNEL FOR NONPROFIT FUNDRAISING AND TICKET SALES

SD&A, the nation's leading provider of telemarketing services for nonprofit organizations, now offers peer-to-peer text messaging, in tandem with other channels, to maximize campaign production. Expanding the ways in which donors and patrons interact with your organization is paramount to building your community and ultimately your reach.



## PROGRAM BENEFITS

### ***IT'S PATRON-CENTRIC***

Nine in ten Americans keep their mobile phone within reach 24 hours a day – and more than a third prefer to receive texts than other forms of communication.

### ***IT'S EFFICIENT***

A single representative can have more than 100 conversations via text each hour. *Many of these conversations happen with supporters who never answer a phone call.*

### ***IT'S EFFECTIVE***

1:1 MESSAGING from SD&A allows you to target and reach supporters who utilize their mobile phone more than a landline. There is no single strategic shift we can make in your program that will increase your revenue as efficiently as adding this channel.

## IN TANDEM WITH OTHER CHANNELS, TEXTING CAN BOOST RESULTS BY AS MUCH AS 30-40%

Text messaging has emerged as the only medium with a nearly 100 percent read rate. In fact, around 90 percent of text messages are read within three minutes of receipt. That's why peer-to-peer texting is quickly emerging as one of the most effective ways to communicate with supporters.

With 1:1 MESSAGING from SD&A, texts are sent one at a time by a real human being for natural, two-way conversations. Our trained representatives "direct" the conversation and engage just as authentically as they can during a telemarketing call, but on a much larger scale.

All texts come from a local number with highly personalized messages and quick links for easy, on-the-go transactions. Powered by a best-in-class technology platform, we can text anyone with a cell phone number.

Our ultimate goal is to expand your audience. With donor cultivation foremost in mind, we will provide the strategy, scripting, data targeting, and analysis for all your mobile programs.

SD&A fundraisers are trained to communicate as fluidly over text as they are on a phone call, creating a seamless donor experience that builds genuine, deeply connected relationships. And those connections will add up to increased revenue, in this fiscal year and beyond.

