



Texting

QUICK FACTS

Given that 14% of smartphone time is spent texting, including this technology in your marketing and communication strategy can produce astounding results:

- 98% open rate
- 90% read within 3 minutes
- 45% response rate

SEND TEXT MESSAGES

Use Andar's standard mailing lists to mass-send or individually send text messages to your constituents. Andar will track and apply opt-in and opt-out preferences as well as flag invalid cell phone numbers so they can be corrected. When a staff member enters a cell phone number in Andar, they're automatically prompted to send a welcome text message to your constituent.

RECEIVE TEXT MESSAGES

Incoming text messages are automatically matched to an account in Andar. Additionally, powerful workflow rules can be used to respond to received text messages based on the message content and/or personal information in your database.

TRACKING

Andar will log all text messages sent to and received from your individuals. Furthermore, personalized links to your website included in sent text messages can automatically be tracked so you know who clicked them. You can also track the response rates of your text messages live on your Andar dashboards using the standard subscription monitoring tools.

COLLECT CELL NUMBERS

Andar's e-Pledge, e-Volunteer, i-Attend, and other web-based modules can collect and properly store your constituents' cell phone numbers.

SECURE MATCH

We take security and personal information privacy very seriously. Andar will ensure that incoming text messages are matched to the correct account in your database. As well, the entry of e-mail addresses and cell phone numbers is confirmed with the user in order to maintain confidentiality and protect against hackers.

PERSONALIZATION

Just like e-mail, Andar texting supports templates with virtually unlimited information available for insertion into your text messages. Andar's Executive Plus module and data mining tool can be used to dynamically personalize each text message as it is sent. For example, your text messages can include the recipient's name, giving amount, affinity group information, a personalized thank-you note, and any other information contained in your database.

SECURE, PERSONALIZED LINKS

We know that having to login to a website can be tedious and may discourage potential donors. In response, we've developed a highly secure way to text personalized links containing encrypted user IDs and passwords in order to bypass the login process. Now your constituents can directly access your giving, volunteering, event survey, and board portal with a single tap.

WORKFLOWS

When receiving text messages, Andar can automatically assign a workflow plan to the account. The plan can then use the text message along with any information about the sender to construct a targeted response. Additionally, workflows can update account information, involve staff in making decisions, and engage constituents in a conversation.

JOURNEY MAPPING

When planning your engagement strategy with millennials, remember that texting can be the pivotal starting point of their journey as they explore your organization. Andar can unlock the power of personalized messaging, and bring together your content-rich website and your narrative to build a better constituent experience.

MARKETING & COMMUNICATIONS

Texting is fully integrated into Andar and plays a critical role in our multi-channel marketing and communication engine. Individuals with cell phone numbers can be sent text messages while others continue to receive e-mails. You can dynamically and individually customize your text messages to engage your donors, volunteers, and key stakeholders.



AndarSoftware.com

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