

Set Up Texting (SMS) Subscriptions

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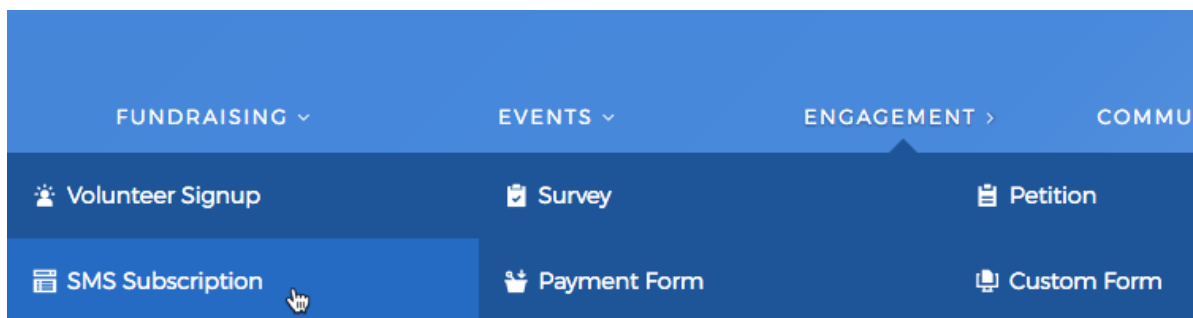
An SMS Subscription keyword and 100% TCPA-compliant mobile messaging help you stay connected, create awareness through marketing your organization, events or partnerships, and grow your supporter database without asking for money.

SMS Subscription marketing should be entertaining or offer valuable information that connects people to your cause to optimize and engage supporters.

To get started, log in to your GiveSmart Fundraise account and watch this video:



Coming soon.

In the navigation menu, click **Engagement > SMS Subscription**.



If you already have already created SMS Subscription Keywords, you will be shown the list of keywords and to create a new one, click the Create New button in the upper right.

SMS Subscription + Create New

| Keyword | Campaign | Actions |
|--------------|---------------|---|
| ONETIMEDEMO | TEST2017 |  |
| BUSINESSCARD | Business Card |  |

Otherwise, you will be immediately taken to the new SMS Subscription Keyword creation page.

Setup Keyword

Keyword

Select existing keyword

Campaign

Select Existing Campaign

+ Add New

Messaging Type

One-Time Response

Shortcode

51555

One Time Response Message

108 characters left

Save

Enter your Keyword. Then choose an Existing Campaign or create a new one.

Messaging Type

Messaging Type

✓ One-Time Response

Subscription Based

There are two kinds of messaging keywords. Either option yields the same result for you when somebody texts in your keyword: they are added to your subscriber database. What separates the two options is what the supporter experiences.

One-Time Response

1. Someone texts your keyword to 51555.
2. They immediately receive whatever response you have written.
3. They are added to your list of subscribers for that keyword.

Your response can say whatever you want and can include links.

Subscription Based

1. Someone texts your keyword to 51555.
2. They receive an automated text telling them they have been subscribed.
3. They are added to your list of subscribers for that keyword.

The preset message that subscribers will receive if Subscription Based is selected will be:

Thank you for subscribing!
You'll hear from us up to 4x per
month.
MCAcademy
Text HELP for help
Text STOP to stop
