

# How to Change the Keyword Reply Link

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## What is the Donor Mobile Experience?

When donors text your keyword to the appropriate [Shortcode](#), they will immediately receive an automated response with a personalized link to complete the donation. This is considered a "Pledge" in GiveSmart Fundraise.

When they click this link, by default, they are directed to your donation form to complete their gift. After the donation form is completed, they are taken to the [Confirmation Page](#).

If your donors need to be directed to a different form or page when texting a keyword, follow the instructions noted below on how to point them to a different link.

For example, if your keyword is currently directing donors to a donation form but you'd like to direct donors to a Ticketing form instead, read below for next steps.

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## Change Keyword Reply Link

To change the keyword reply link that donors receive when texting your keyword, first, [navigate to your activity](#), then select **Mobile Experience** from the left navigation.

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Underneath **Choose Keyword Reply**, choose from the available forms (or even the Activity Landing Page) that are currently associated with that keyword.

**NOTE:** If the Activity Landing Page is selected, [pledges](#) will **not** be created, and therefore no pledge [fulfillment reminders](#) will be sent. The keyword reply must point to an Online Form for a pledge to be created in the system.

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