Mobile Experience

Once donors open a new text message on their phone and text the keyword to the appropriate shortcode (for Fundraising keywords, 41444 or 91999), they immediately receive an automated response with a link to complete the donation.

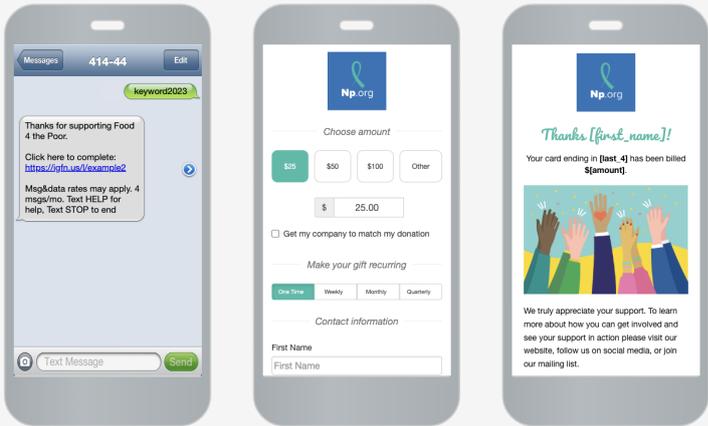When they click the link, they are redirected to your donation form.

After the donation form is completed they are directed to the **confirmation page**.

When you are editing your form, on the left column in **Mobile Experience** will show how your donors experience the entire text to donate process:

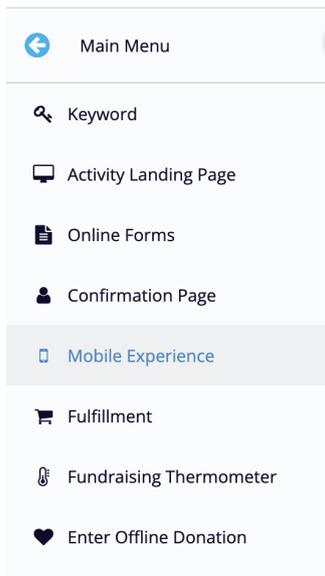**Your Organization Short Name:** Food 4 the Poor ✎

Choose Keyword Reply:

○ Activity Landing Page - *Thanks for supporting Food 4 the Poor. Click here to complete: https://igfn.us/l/example1 Msg&data rates may apply. 4 msgs/mo. Text HELP for help, Text STOP to end*

● Online Form - *Thanks for supporting Food 4 the Poor. Click here to complete: https://igfn.us/l/example2 Msg&data rates may apply. 4 msgs/mo. Text HELP for help, Text STOP to end*

Change Keyword Reply Link

To change the keyword reply link that appears when a donor texts in the keyword, select an activity, then click Mobile Experience from the left navigation.

Main Menu

- Keyword
- Activity Landing Page
- Online Forms
- Confirmation Page
- **Mobile Experience**
- Fulfillment
- Fundraising Thermometer
- Enter Offline Donation

Here you can choose from any forms or the activity landing page under that keyword.

> **NOTE**: If the Activity Landing Page is selected, **pledges** will not be created that send the fulfillment reminders. In order for a pledge to be accepted, the link must direct to an Online Form.

Your Organization Short Name: Food 4 the Poor

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