

Mobile Experience

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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 with your custom thank you message. Donors can use the social media links to share your organization on Facebook and Twitter.

The **Next button** directs donors to whatever URL you chose in the keyword setup process (if you didn't choose one, there will be no Next button.)

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:

Setup Mobile Experience

Your Organization Short Name: MCAcademy [✎](#)

Choose Keyword Reply:

- Text to Donate Demo - *Thanks for your pledge to MCAcademy. Complete your gift here: <http://igfn.us/f/example1> Msg&data rates may apply. Text STOP to stop*

The image displays three mobile phone screens illustrating the donor experience. The first screen shows an incoming text message from 'MCAcademy' with the text: 'Thanks for your pledge to MCAcademy. Complete your gift here: <http://igfn.us/f/example1> Msg&data rates may apply. Text STOP to stop'. The second screen shows the donation form with the 'KEEP CALM AND BE A GOOD CAUSE' logo, a 'Choose amount' section with buttons for \$250, \$500, \$1,000, and Other, a text input for amount (\$ 250.00), a 'Make your gift recurring' section with buttons for One Time, Monthly, Quarterly, and Annually, and a 'Contact information' section with input fields for First Name and Last Name. The third screen shows a 'Thank you!' message, a note that 'Your card ending in 9232 has been billed \$250.00', a paragraph of placeholder text, and social media icons for Facebook and Twitter.