

Why should a charity use SMS to communicate with supporters?

Mobile phones are ubiquitous. There are more mobile phones in the UK than people and 30% of the UK population connect to the internet via broadband mobile phone devices – as many as the proportion that connect via home broadband¹

SMS or text is a very flexible medium. A personalised text can be sent to supporters that can contain links to mobile internet sites, mobile content and even contains click to dial phone numbers.

An SMS that gets delivered, gets opened and read.

An SMS can be replied to instantly by text or a phone call.

An SMS is always timely and can be delivered practically anywhere the supporter is.

A Warning

We don't encourage clients to buy marketing lists and send solicitation messages to people who have never been in contact with them before.

1. The quality of SMS number databases is hugely suspect – especially in the light of the recent scandal of T-Mobile staff allegedly selling numbers.
2. Text is a highly personal medium and unsolicited SMS will alienate your potential supporters
3. Even opted in databases age very rapidly, because the average persons mobile number changes every 2 to 3 years

So what do we mean by SMS Marketing?

Your organisation is sending out communications to your existing opted-in supporters all of the time. Many of these communications can be replaced with SMS.

SMS is far cheaper than mail and it is more likely to be read than email because it does not get filtered.

When combined with a mobile internet site, SMS can be used to interact immediately just like email.

¹ Source OFCOM Telecoms Industry Review August 2009

How Vir2 can help

At Vir2 we have built a sophisticated SMS marketing engine that allows customer defined fields to be loaded to personalise the messages. The messages can be set up on our servers or triggered by an event in your organisations systems – for example a simple SMS to acknowledge receipt of a letter.

The SMS can be linked to mobile web sites to perform any role required of them to gather and process data.

Messages can be set up in advance and triggered by a time and date.

We can combine mobile terminated and originated SMS so that supporters can opt in to receive a series of messages. For example, supporters who are taking part in a race on behalf of your charity can sign up by sending a text message to one of our short codes and then be sent a series of messages at set time and dates in the run up to the event advising them how they should be doing with sponsorship and training.

Costs

The cost of SMS depends on volumes typically 5p a message.

Next Steps

Contact Vir2 on 08450 947 958 or web@vir2.co.uk or text SMS to 84424 and we will call you back to arrange a free consultation

Regardless of your organisations needs we can advise you how SMS can help and design a pilot or full service to meet those needs cost effectively.