



25

Noteworthy  
Nonprofit  
Text Messaging  
Campaigns  
of 2014

# Introduction

Many nonprofit organizations across the country use text messaging to help achieve their goals, but not everyone hears or knows about it. That's why we made this list – so you can learn about some of the amazing things nonprofits are doing with SMS in their local communities, from influencing major legislation to organizing events to helping people find their polling place.

Each of the following pages features an organization and a brief snapshot of something they did with text messaging in 2014, whether it be an ongoing endeavor or a one-time event. To help identify the different kinds of campaigns that we've included, here are five icons that you'll see throughout:



Locator



Event



Volunteering



Awareness

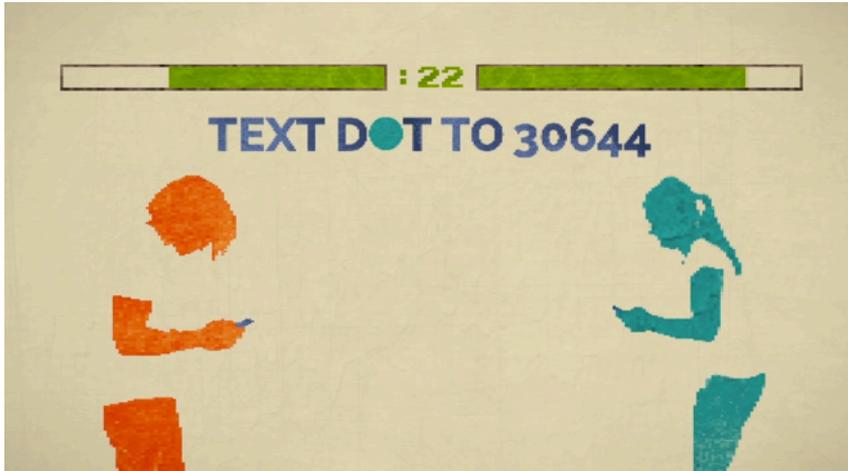


Advocacy

This collection of nonprofit text messaging campaigns is by no means exhaustive – there were hundreds of other great SMS campaigns that happened in 2014. However, we do hope that this list encourages you to consider text messaging as part of your nonprofit communication strategy and inspires you to come up with more innovative and exciting ways to use text messaging to engage supporters, drive action, and make an impact!

To learn more about how nonprofits can use SMS, visit our website at [www.mobilecommons.com](http://www.mobilecommons.com).

# Alliance for Climate Education



The Alliance for Climate Education (ACE) uses the Do One Thing (DOT) campaign to get students to take action around climate change. At school assemblies, ACE representatives ask students to text in to join the DOT campaign and to collect their information. ACE then sends students ideas for school projects, details on local events, and information about the ACE Action Fellowship program via text message to keep them engaged.



What was awesome:

Engaging with students on their phones and encouraging them to take action on climate change



# American Red Cross



The screenshot shows the American Red Cross mobile interface. At the top left is the American Red Cross logo. To its right are three icons: a red drop for 'Donate', a red cross for 'Host', and a red hand for 'Volunteer'. Below these icons is a dark grey banner with the text 'Sign up for text messages from the Red Cross.' The main content area contains the following text: 'Opt in to receive text messages from the American Red Cross Blood Services when you are on the go. You'll receive appointment reminders, updates on the blood supply and other important Red Cross information on your mobile phone.' Below this text is a red 'Sign up' button. Further down, it says 'Already signed up? Give us more details about you by simply clicking the button above so your texts can be personalized.' To the right of the text is an image of a hand holding a smartphone. At the bottom of the page is a red banner with the text 'redcrossblood.org · 1-800-RED CROSS'.

The American Red Cross uses text messaging to communicate with supporters and donors. By signing up for text messages, people can receive blood donation appointment reminders, updates on the blood supply, information on local promotions, and important updates from the Red Cross.



**American  
Red Cross**

What was awesome:

Giving donors and supporters an easy way to receive appointment reminders and other organizational news



# Brady Campaign to Prevent Gun Violence



The Brady Campaign wanted to make sure several senators who met with the corporate gun lobby in their offices heard from gun violence supporters all over the country that same day. They promoted the call to action to their mobile list and over email and social media, and found that text messaging drove over half the number of advocacy calls for each Senator they targeted.



What was awesome:

Activating a mobile list to target specific Senators to make sure that they heard from the public about an important issue



# Community Foundation for Greater Buffalo



Community Foundation  
for Greater Buffalo

MAKE THE MOST OF YOUR GENEROSITY.

**2 Years**  
**1,000 Trees**  
**500 Volunteers**  
**15+ Community Groups**  
**1 District**

**RETREE THE DISTRICT**

ReTree the District is a project aiming to plant 1,000 trees in Buffalo's University District over the next two years. The project will help foster collaboration and cooperation across the District's many neighborhoods.

**WAYS TO GET INVOLVED**

- Volunteer**  
Help plant 250 trees on our first planting day.
- Be a Leader**  
Lead volunteers & learn how to plant & care for trees.
- Adopt a Tree**  
Have a tree planted in front of your house.

- Drop it off**  
Check the applicable boxes above and drop this card off at the **Univeristy Heights Tool Library** located at 5 W. Northrup Pl.
- Text it in**  
Text "RETREE" to 877877 and be prompted to select one of the options above via your phone's text messaging function.
- Sign up online**  
Visit [www.thetoolibrary.org/projects.html](http://www.thetoolibrary.org/projects.html) and use the online form to sign up for one of the options above.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_

**The Tool Library @TheToolLibrary · Sep 15**  
Interested in being a #volunteer with #retreethedistrict? There are lots of ways to get involved!  
← Reply ↻ Retweet ★ Favorite

What was awesome:  
Giving local residents an easy way to learn about how to get involved with local community projects



The Community Foundation for Greater Buffalo supported the Retree the District project by creating a text messaging campaign that makes it easy for residents to learn more about it and how they can get involved. The project aims to plant 1,000 trees in Buffalo's University District over the next two years.

# Define American



Define American wanted to promote the CNN premiere of *Documented*, an award-winning documentary by Jose Antonio Vargas. They advertised their call to action to join their mobile list on social media and at live screenings of the film across the country. They then used SMS to engage their community of supporters and ask them to host watch parties for the event.



What was awesome:

Moving supporters up a ladder of engagement with text messaging to recruit volunteers to host watch parties



# DoSomething.org



**To solve a science mystery...**

**Text CLUE to 38383**

DoSomething.org teamed up with 3M to launch Science Sleuth, a multiplayer text message game to encourage girls to learn about STEM careers. Participants worked together with their friends to solve a mystery while learning about science. Over 92,000 people played the game and helped unlock donations to classrooms in need through DonorsChoose.

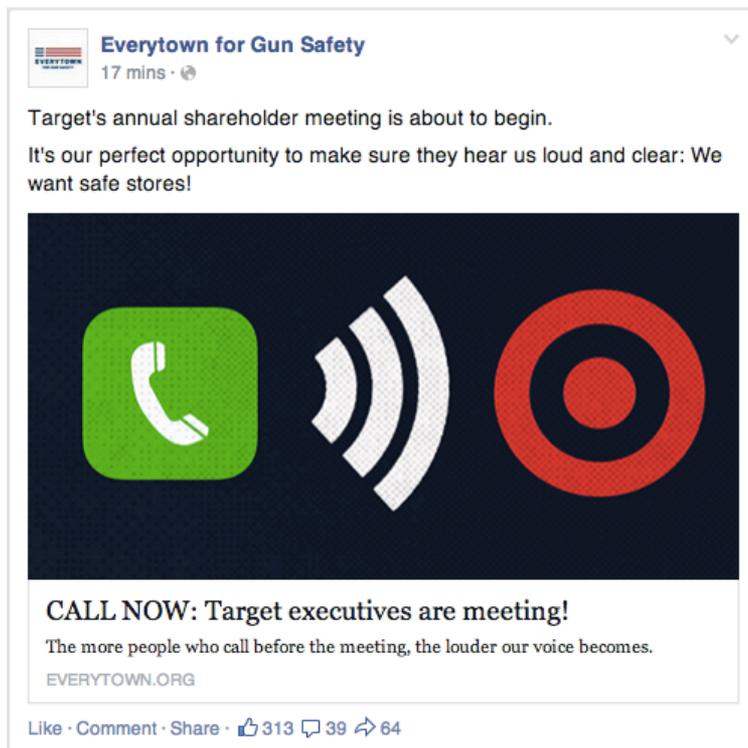


What was awesome:

Making learning about science fun for young people and unlocking donations for classrooms in need at the same time



# Everytown for Gun Safety



Everytown for Gun Safety ran a campaign last June asking several major corporations to adopt a no-gun policy. They asked supporters to call Target during its annual shareholder meeting and drove thousands of calls to Target headquarters from their existing mobile list. Everytown also used text messaging to recruit local volunteers to attend in-person events for the campaign in Minneapolis.



What was awesome:

Activating a mobile list to drive thousands of calls to a large corporation to get them to adopt an important policy



# Food & Water Watch



Food & Water Watch was the first national organization to call for an outright ban on fracking in the United States. In 2014, they targeted New York State Governor Andrew Cuomo with advocacy efforts. They recruited supporters at the People's Climate March and asked them to make calls and take action online via text messaging. In December 2014, Governor Cuomo announced a ban on fracking in New York state!



What was awesome:

Recruiting supporters to target NY State Governor Cuomo with phone calls to successfully enact a ban on fracking.



# Fuel Freedom



Fuel Freedom wanted to promote the documentary *Pump the Movie*, a film about America's addiction to oil and how we can end the monopoly oil companies enjoy today. They advertised their mobile list as a convenient way to receive film-related news, such as upcoming screenings and events, and opportunities to take action on the issue.

**FUELFREEDOM**  
CHEAPER. CLEANER. AMERICAN-MADE.

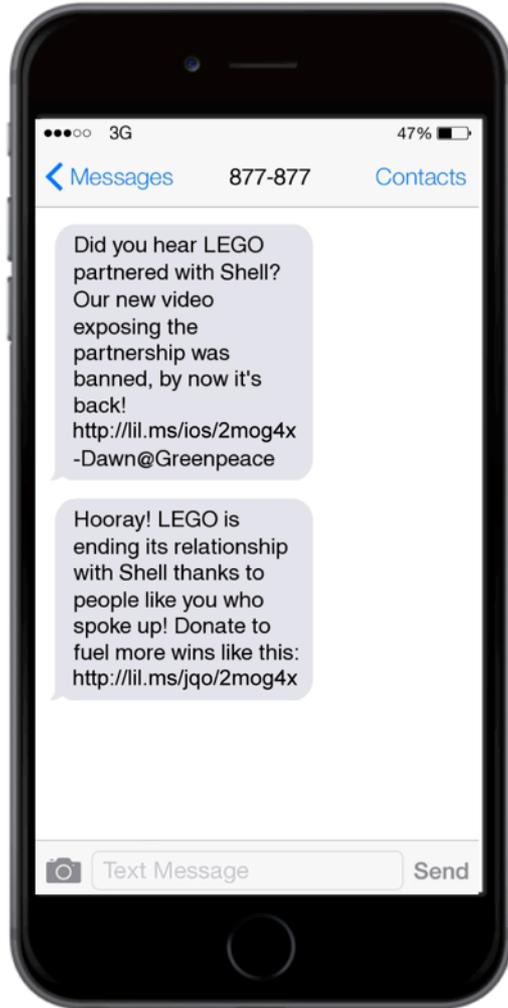
What was awesome:

Promoting a documentary to interested supporters and providing them with ways to take action on the issue



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# Greenpeace



Last August, Greenpeace started a petition to get Lego to end its partnership with Shell to protest the oil company's plans to drill in the Arctic. They sent text message broadcasts to their mobile list promoting a video they made entitled "Everything is not awesome" and asking people to take action by sending a message to Lego's CEO about the issue. In October, Lego decided not to renew its marketing contract with Shell, and Greenpeace celebrated the news with supporters!

## GREENPEACE

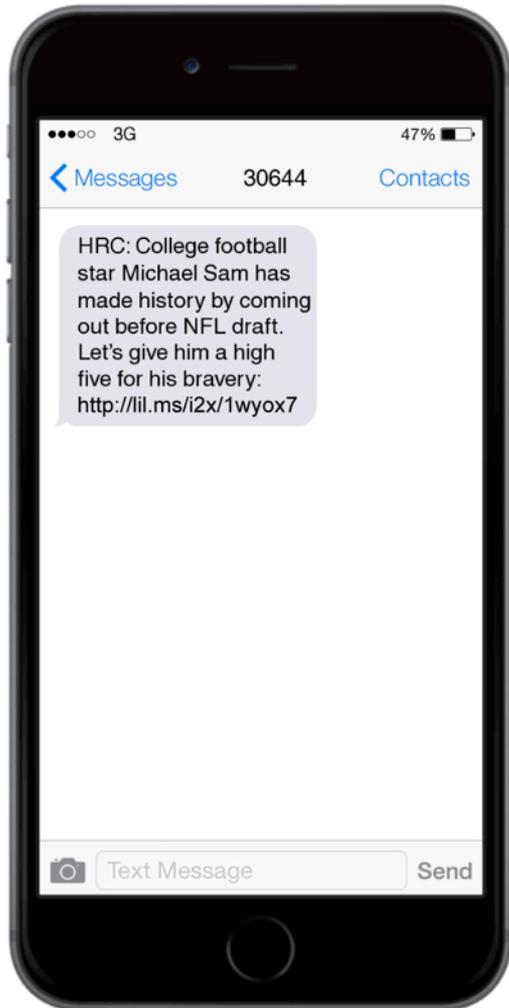
What was awesome:

Motivating supporters to take action to protect the Arctic by clicking on a text message link



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# Human Rights Campaign



When top football recruit Michael Sam announced that he was gay in February 2014, the bold announcement garnered national news coverage. Shortly thereafter, the Human Rights Campaign announced the news to its mobile list and included a link to a web page where supporters could give Michael Sam a virtual “high five” and to sign up for further updates about pressing LGBT issues.



What was awesome:

Broadcasting important news and making it easy for people to show their support for Michael Sam



# Humane Society of the U.S.



The Humane Society of the U.S. found out that Kohl's was advertising real fur jackets as fake fur, so they broadcast the news over social media and to their mobile list. They asked supporters to text in to learn how to take action to ask Kohl's to go fur free, and as a result, Kohl's took the product off its website and issued a formal apology to its customers.



What was awesome:

Getting a major company to take action as a result of public pressure by reaching out to text message supporters



# No Kid Hungry



No Kid Hungry's Free Summer Meals program allows families to locate the nearest summer meals site in their neighborhood with text messaging. The campaign was advertised over social media and in schools across the country and received over 88,000 incoming text message requests in 2014!

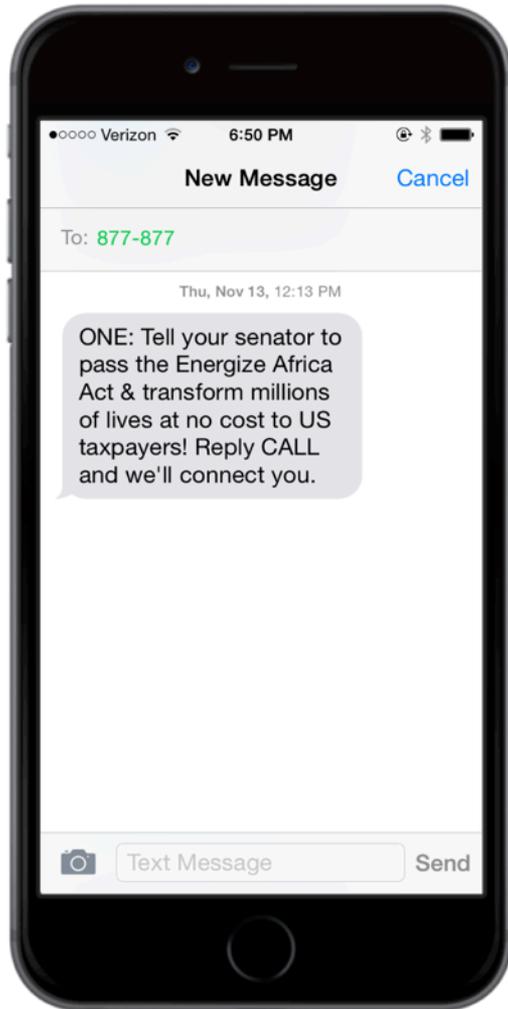


What was awesome:

Providing a simple and convenient way for families across the country to find free summer meals



# ONE Action



The Electrify Africa Act, a new bill that would help Africa bring electricity to 50 million people for the very first time, was introduced in the House in 2013. ONE Action launched a campaign to help pass this piece of legislation, from hosting events to collecting signatures to writing letters. As part of the campaign, they asked text message subscribers to call their Senators to support the bill. As a result of everyone's efforts and support, the Electrify Africa Act passed in May 2014!



What was awesome:

Activating supporters across multiple channels, including text messaging, to pass an important bill in Congress



# People's Climate March



Several organizations helped organize the 2014 People's Climate March in New York City last September. Together, they encouraged interested marchers to join a mobile list throughout the summer on social media and at live events, and then used text messaging to communicate and engage with supporters leading up to, during, and after the march to send information about the march and broadcast real-time updates.



What was awesome:

Using text messaging to coordinate and engage thousands of people for a momentous event in NYC



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In December 2014, PETA ran a text message sweepstakes to encourage supporters to join their mobile list for a chance to win a copy of “Betty Goes Vegan”, a cookbook with 500 veganized Betty Crocker recipes. PETA uses text messaging to inform supporters of news, local events, contests, and fun, easy ways to help animals.



What was awesome:

Promoting a popular cookbook to supporters to encourage them to join a mobile list and stay connected



# Planned Parenthood Federation of America



**5** things every woman should know about birth control coverage

Planned Parenthood  
Care. No matter what.

-   
Most women are still covered.
-   
All methods of birth control are covered.
-   
Generally, if your employer decides to end coverage, they have to notify you.
-   
Women who work at religiously affiliated organizations still get coverage. Only churches are exempt.
-   
If your employer stops covering birth control, Planned Parenthood can help you with options.

Text "birth control" to 69866 for information and help.

To learn more, go to: [PlannedParenthood.org](http://PlannedParenthood.org)

What was awesome:

Immediately providing a way to connect women with resources on how to find coverage for birth control options following a Supreme Court ruling

After the U.S. Supreme Court's ruling in favor of Hobby Lobby religious freedom, Planned Parenthood launched a nationwide text message hotline to help women understand what the ruling meant for them. The hotline also helped women learn about their birth control coverage and directed them to the nearest health center to obtain contraception or an abortion procedure.



# Reform Immigration For America



Reform Immigration for America asked the public to call the Speaker of the House, John Boehner, to ask him to stand up against anti-immigration representatives of the Republican Party. They posted catchy visual calls to action on social media to get people to join the text message campaign and support immigration reform legislation.

REFORM IMMIGRATION  
**FOR** America

What was awesome:

Using catchy graphics to attract attention on social media and drive calls to Speaker Boehner to stand up against anti-immigrant extremists



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# Relay for Life



Relay For Life of Hoke County

January 22 · 🌐

👍 Like Page



Sign up today to receive text message updates from our event.

Subscribing to Relay For Life texts is as easy as 1-2-3!

1. Create a new text message to 22723
2. Text our event keyword: 5587
3. Send

After subscribing to the Relay For Life mobile messaging campaign, you will start receiving text message updates about our Relay For Life event.

You may stop receiving mobile updates by texting STOP to 22723.

Like · Comment · Share



Relay for Life events are local fundraisers hosted across the country in support of cancer survivors. Some Relay for Life events use text messaging to help promote and recruit participants in local communities. Event organizers also use text messaging to help with fundraising and team-building, to engage people with fun facts and trivia, and to send real-time updates to keep participants informed throughout the event.

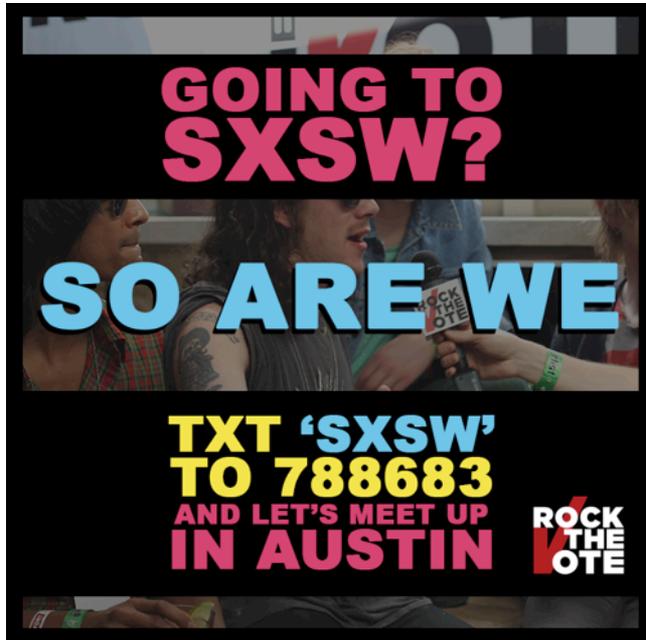


## What was awesome:

Using text messaging to promote and organize local fundraisers and engage with the community



# Rock the Vote



Rock the Vote used text messaging to connect with SXSW attendees and get them excited about their Trend Ur Voice campaign. They made printed T-shirts, stickers and wristbands to promote their call to action and followed up by raffling tickets via text message to exclusive parties during SXSW. After the festival, they continued to engage their new subscribers by getting people registered to vote.

**ROCK THE VOTE**

What was awesome:

Giving attendees an extra reason to get excited about going to SXSW and keep them engaged throughout the event



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# The Sierra Club



**GET AIR ALERTS** Text AIRALERTS to 69866 

Breathing smog is like a sunburn inside your lungs. Get alerts when smog hits your town.

Unlike Comment

The graphic features a red header with the text 'GET AIR ALERTS' in large white letters, followed by 'Text AIRALERTS to 69866' in smaller white text. To the right is a small logo with the text 'BEYOND COAL' and an arrow pointing right. Below the header is a photograph of a young child in a yellow shirt and red dress sitting on a grassy lawn, looking at a small dog. At the bottom of the photo is the text 'Breathing smog is like a sunburn inside your lungs. Get alerts when smog hits your town.' and two small buttons labeled 'Unlike' and 'Comment'.

The Sierra Club Air Alerts campaign helped residents across the country stay informed about air pollution levels in their communities during the summer. The real-time smog alerts also included information on which populations were most sensitive to pollution so that families could plan outdoor activities accordingly.



What was awesome:

Providing real-time updates on air quality for communities across the country



# United We Dream

**JOIN**

OUR CALL TO LEARN ABOUT HOW YOU  
CAN GET INVOLVED IN THE NATIONAL WEEK  
OF ACTION TO PROTECT FAMILIES!

**WEDNESDAY, SEPTEMBER 17 AT 9PM ET**

**TEXT NOMOREDELAYS TO  
877877 TO JOIN!**

United We Dream #NOMASEXCUSAS

In September 2014, United We Dream asked supporters to take to the streets in support of National Week of Action to Protect Families. They hosted a call on September 17<sup>th</sup> to discuss the week's activities and to inform people about how they can get involved to ask the President to provide relief to undocumented Americans. By texting in, supporters could easily RSVP to receive a call-in number and an SMS reminder for the call.



What was awesome:

Organizing a nation-wide event and using SMS to help supporters to join a call and learn how to participate in the activities



# Working America



**Choose Your Own  
VOTING ADVENTURE**

How are you getting to the polls?



Make a (realistic) plan to vote.  
Text VOTEPLAN to 30644 to get started.

Photo by jarvetson on Flickr [workingamerica.org](http://workingamerica.org)

For the 2014 midterm elections, Working America used text messaging to encourage people to cast their ballots. People who texted in were asked to make a plan to vote on Election Day, and were reminded of what they said they'd do when it was time to get to the polls. People could also locate their designated polling place on the day of the election by texting in their address.

What was awesome:

Encouraging people to vote during midterm elections by offering them text message reminders and resources



# World Vision



World Vision has hosted the 30 Hour Famine, a hunger awareness program for youth, for nearly 25 years. In 2014, they launched a new program called Famine for One so that anyone could sign up to take part in the event at any time. During Famine for One, participants receive text messages from Miquilina, a 17 year old girl in Southern Africa, to get a better idea of the challenges people face when they are hungry.



What was awesome:

Offering anyone the chance to participate in a 30 hour famine by using text messages to enrich the experience



# World Wildlife Fund



World Wildlife Fund's Earth Hour is a global annual event where millions of people switch off their lights for one hour to show they care about our planet. In 2014, WWF promoted a day-of text message reminder as an offer via multiple channels, including social, which helped increase mobile sign-ups by 30% year-over-year.

## World Wildlife Fund

### What was awesome:

Encouraging people to join a mobile list and participate in Earth Hour by sending text message reminders on that day





Upland's **Mobile Commons** is the leading mobile messaging platform offering mobile strategy to the most influential brands, government agencies, healthcare groups and nonprofit organizations in the world, including DoSomething.org, the Sierra Club, the Humane Society of the United States, Share Our Strength and Reform Immigration FOR America. With our easy-to-use platform and best-in-class features, Mobile Commons transforms the way society uses mobile to communicate. Whether you want to help mothers quit smoking, enroll students in college, protect the environment or engage with consumers, Mobile Commons helps you drive mobile engagement and see real results.