



# The Power of Texting

Texting is the most powerful way to get your friends and family to support your fundraiser. And here's why.

Americans send and receive over **32 texts** per day. That's over 11,520 every year!

**77%** of adults own and use smartphones

**94%** of smartphone users ages 70+ send text messages on a weekly basis

Emails have an average open rate of **7%**. Text messages have one of **36%**

## 1. It's personal.

People respond to and shop to support a cause with which they have a personal connection, which in this case is their relationship with you.

## 2. It's direct.

You are asking them directly and in a 1:1 conversation. They know you're not mass emailing them but took the time to specifically send the message to them.

## 3. It's easy to access.

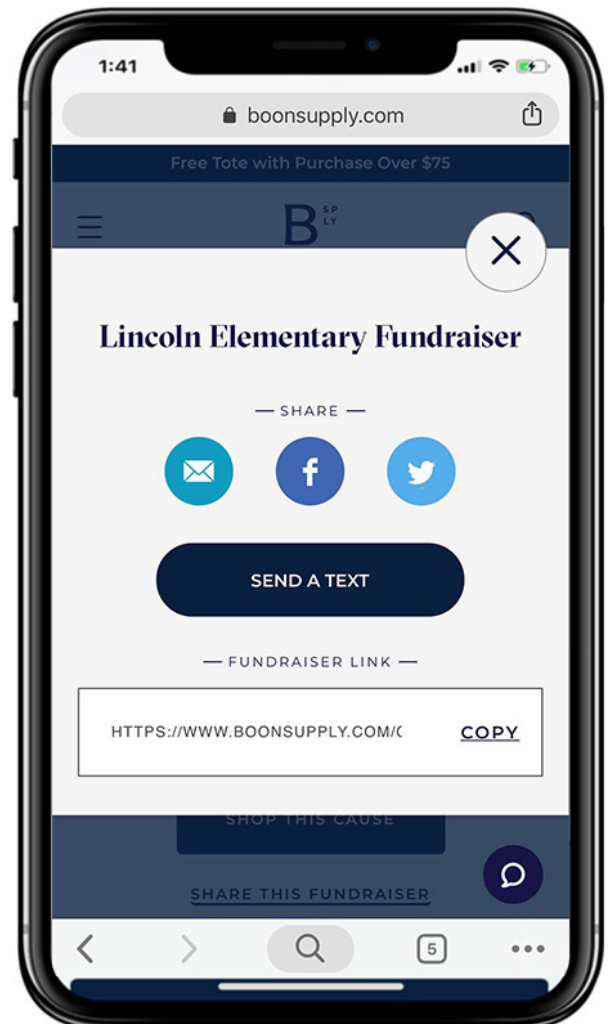
People text all the time - it's easier and less intrusive than a phone call and has a much higher response rate than email.

## 4. It's "top of mind".

Email gets easily buried in overly-full inboxes and then deleted, but text is harder to ignore and forget.

## 5. It calls for action NOW.

If the link is sitting there on a person's phone, that individual is more liable to click and shop now, which leads to better conversion rates and more money raised for your cause.



So get out your phones and start texting!