



Increase Impact For Your Mission

Boys Town's Journey of Results with Texting

PRESENTED BY



Fundraise Up



People give to causes and campaigns
that they care about.

FundraiseUp and Tatango help
engage constituents and increase
donations to further your cause.



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Photos courtesy of Boys Town

ABOUT



For more than a century, Boys Town has been revolutionizing the way America cares for children and families. From our innovative child and family care to our compassionate healthcare and ground-breaking research, we are saving children and healing families for a brighter tomorrow.

Boys Town is one of the largest nonprofit, nonsectarian child and family care organizations in the country. We are proud to be a national leader in the care of children and families since by Father Edward Flanagan more than 100 years ago.

Boys Town offers a broad spectrum of child and family services, community programs, and crisis services. We also provide health and medical care through Boys Town National Research Hospital and other resources; conduct cutting-edge research on child behavior issues; and provide services for children with severe behavioral problems through our Outpatient Behavioral Health programs and residential care programs.

Each year, Boys Town youth, family, community and health care programs touch the lives of more than 3 million people across the country.

“We saw a increase in mobile donations of 46%.”

-Boys Town

Launching a Texting Program

In partnership with Tatango, Boys Town launched a robust SMS program that has transformed the way they connect with supporters. Through strategic messaging, thoughtful segmentation, and seamless integration with FundraiseUp, Boys Town has not only improved donor experience but also saw dramatic increases in mobile donations and revenue. This case study explores how they did it, the challenges they faced, and what other nonprofits can learn from their success.



“Texting is no longer just a campaign tool—it’s a responsive and meaningful channel for connecting with supporters.”

-Jasonea Shockey, Boys Town

Building Blocks For Success

CHALLENGE

Boys Town recognized the need to meet donors where they are—on their phones. Their previous mobile donation form was not user-friendly, and their communication channels lacked immediacy and personal touch. They needed a fast, reliable, and effective way to include recent Fundraise Up donors from fundraising texts.

SOLUTION

After implementing Fundraise Up’s online donation platform in October 2023 to optimize mobile giving, Boys Town launched its SMS program with Tatango in December of 2023.

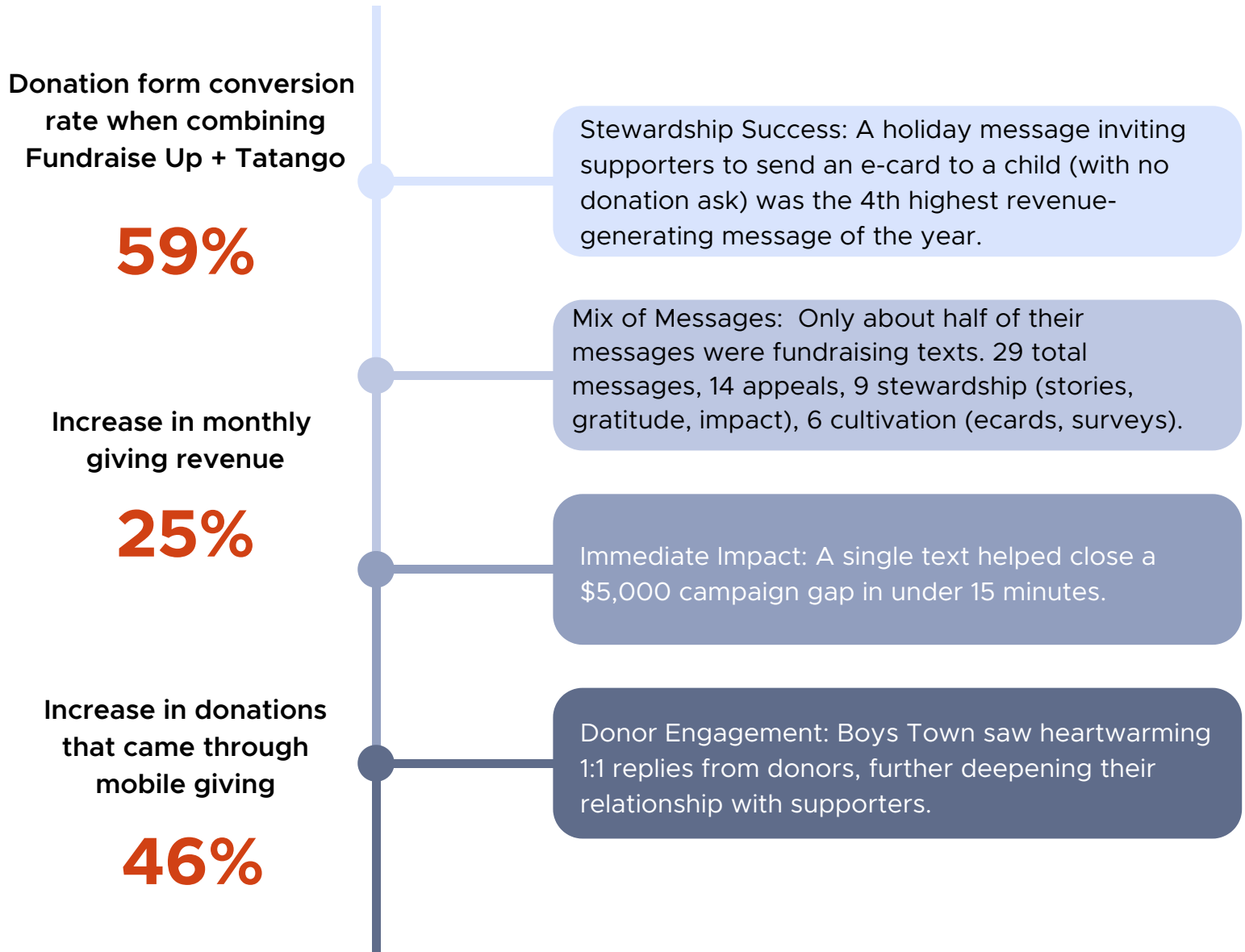
The seamless integration between the two platforms enabled Boys Town to:

- Automatically enroll new donors into their SMS list
- Trigger immediate donor welcome texts
- Send real-time updates and appeals



Fundraising Report

2024



“SMS was our #1 highest conversion channel.”

-Boys Town

Fundraising Best Practices

A Framework By: **tatango** + **Fundraise Up**

1. Tailor messages to recent donors and sustainers. Even with a smaller list, personalized messaging improved impact.
2. Use a strategic mix of appeals and stewardship messages, including gratitude texts, campaign results, and impact stories.
3. Use multiple channels for maximum impact. Texts were coordinated around—but not always sent on the same day as—email and direct mail to maximize reach and avoid fatigue.



TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause

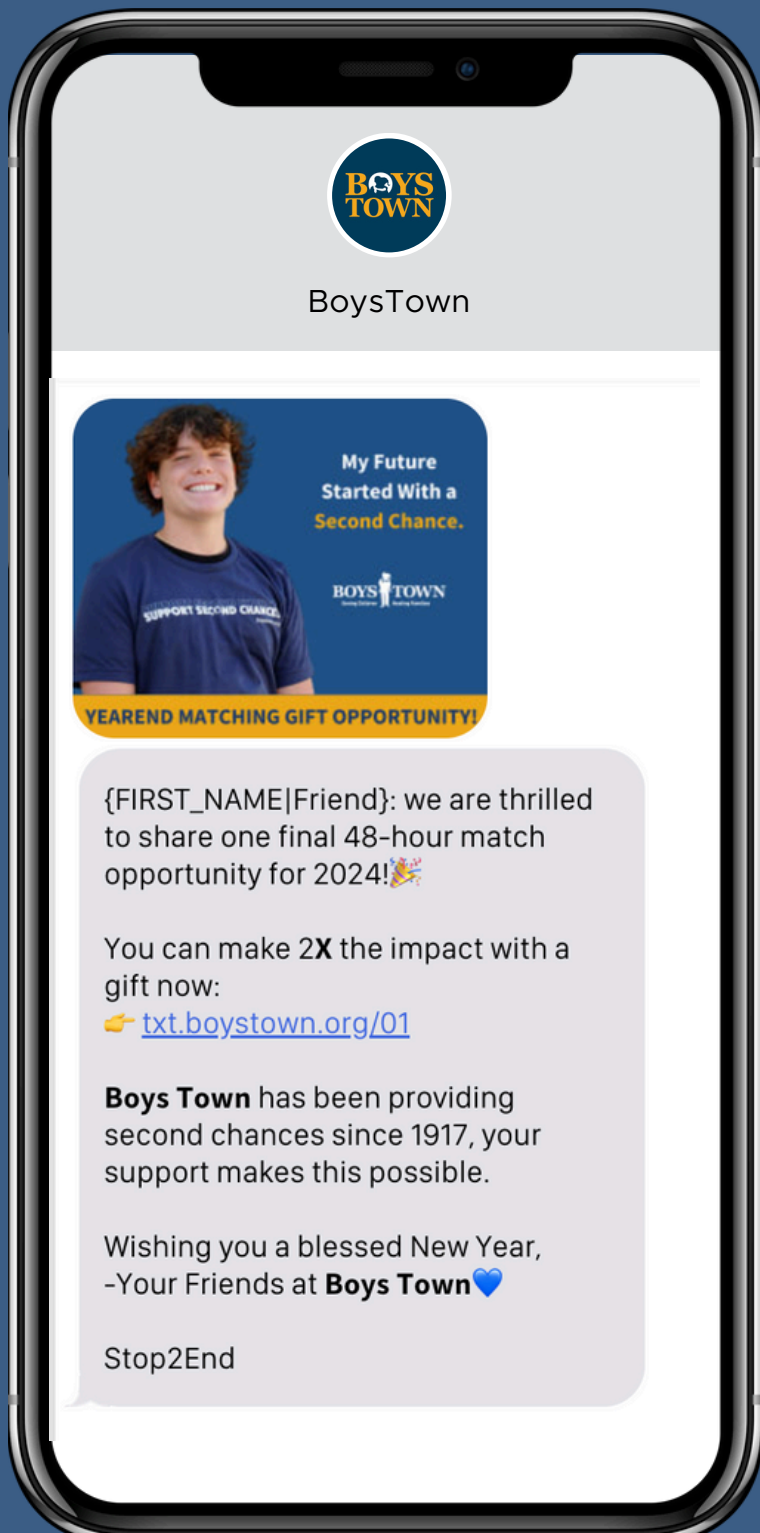


→ A V-card keeps your organization at the top of your supporters minds and reminds them who is texting them.

→ Hyperlinks using a custom domain not only make it easy for supporters to give, but adds trust and increases click-through rates.

TEXTS THAT ENGAGE MORE

Inspiring Messages To Further Your Cause



{FIRST_NAME|Friend}: we are thrilled to share one final 48-hour match opportunity for 2024! 🎉

You can make **2X** the impact with a gift now:

👉 txt.boystown.org/01

Boys Town has been providing second chances since 1917, your support makes this possible.

Wishing you a blessed New Year,
-Your Friends at **Boys Town** ❤️

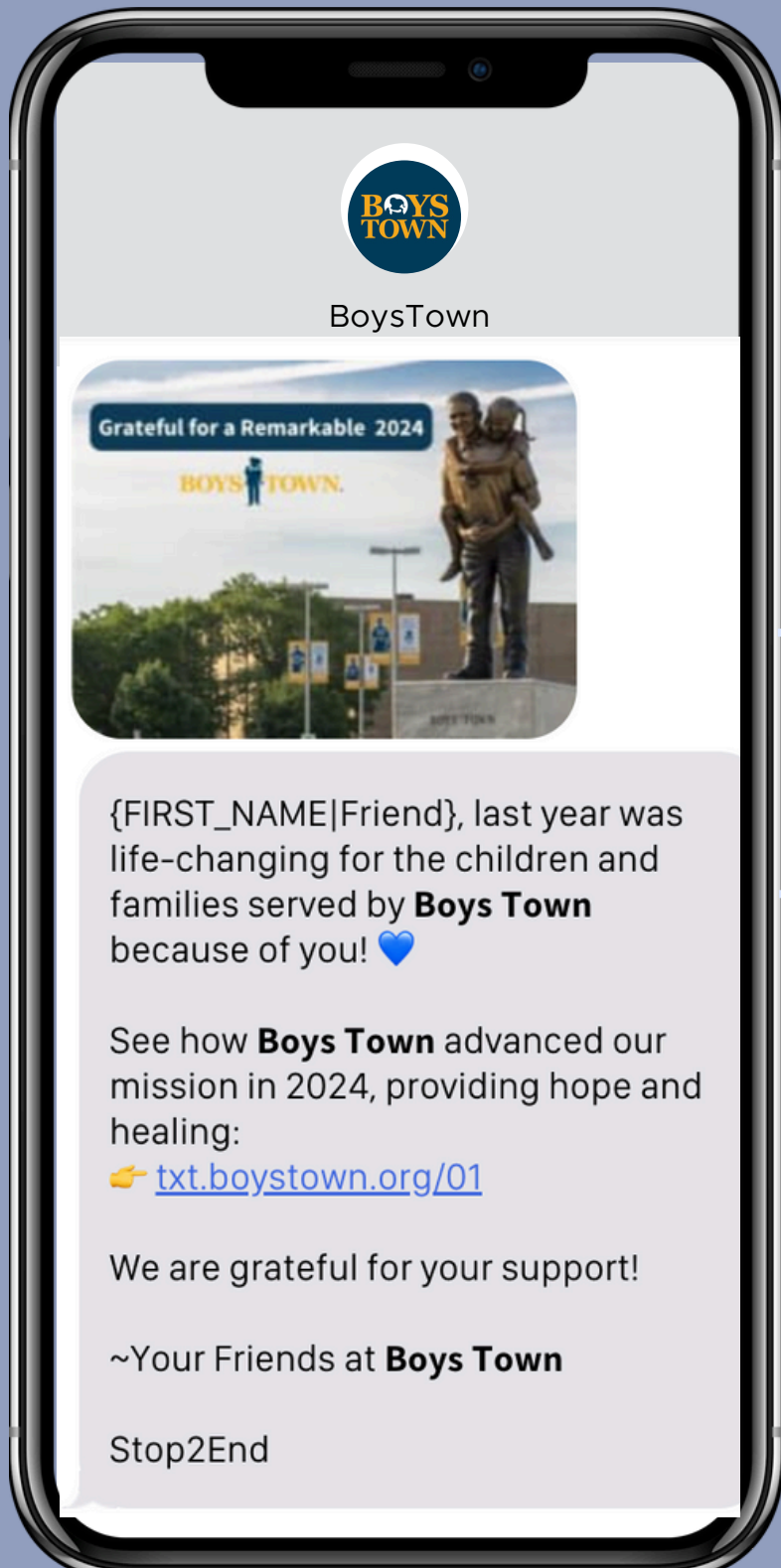
Stop2End

Bolded text and emojis call out important information

Remember to stay compliant with Stop2End.

TEXTS THAT SHARE MORE

Inspiring Messages To Further Your Cause



MMS messages with images and compelling graphics increase engagement.

Identifying the organization builds trust and credibility, creating a dialogue between supporters and the causes they support.

LOOKING AHEAD



Looking Ahead: Boys Town plans to continue growing its SMS list, testing new content formats, and refining segmentation strategies to become even more donor-centric.

Advice to Nonprofits: Don't be afraid to get started. You don't need a perfect strategy on day one. SMS is an extension of your existing voice—keep it authentic, timely, and focused on value for your donors.

Conclusion: With Fundraise Up and Tatango, Boys Town has proven that mobile messaging is more than a communications channel—it's a powerful driver of revenue, stewardship, and meaningful connection.

READY TO INCREASE DONATIONS?

CONTACT US TODAY



About Tatango

Since 2007, nonprofits have used Tatango's best-in-class software to create meaningful text message conversations with donors and participants, resulting in hundreds of millions of dollars fundraised. Made to serve the needs of high-volume senders, Tatango's proven technology ensures that every nonprofit can realize the power of text messaging to maximize fundraising results.

Contact us: info@tatango.com



About Fundraise Up

Fundraise Up focuses on one thing — reducing donor friction to drastically increase donation revenue for nonprofits. Born from the frustration of a donor, we set out to question all the assumptions and build a better way for people to make donations. A donor-centric approach has resulted in many large nonprofits doubling online revenue.

Contact us: partners@fundraiseup.com