



CASE STUDY

Creating Urgency and Connection

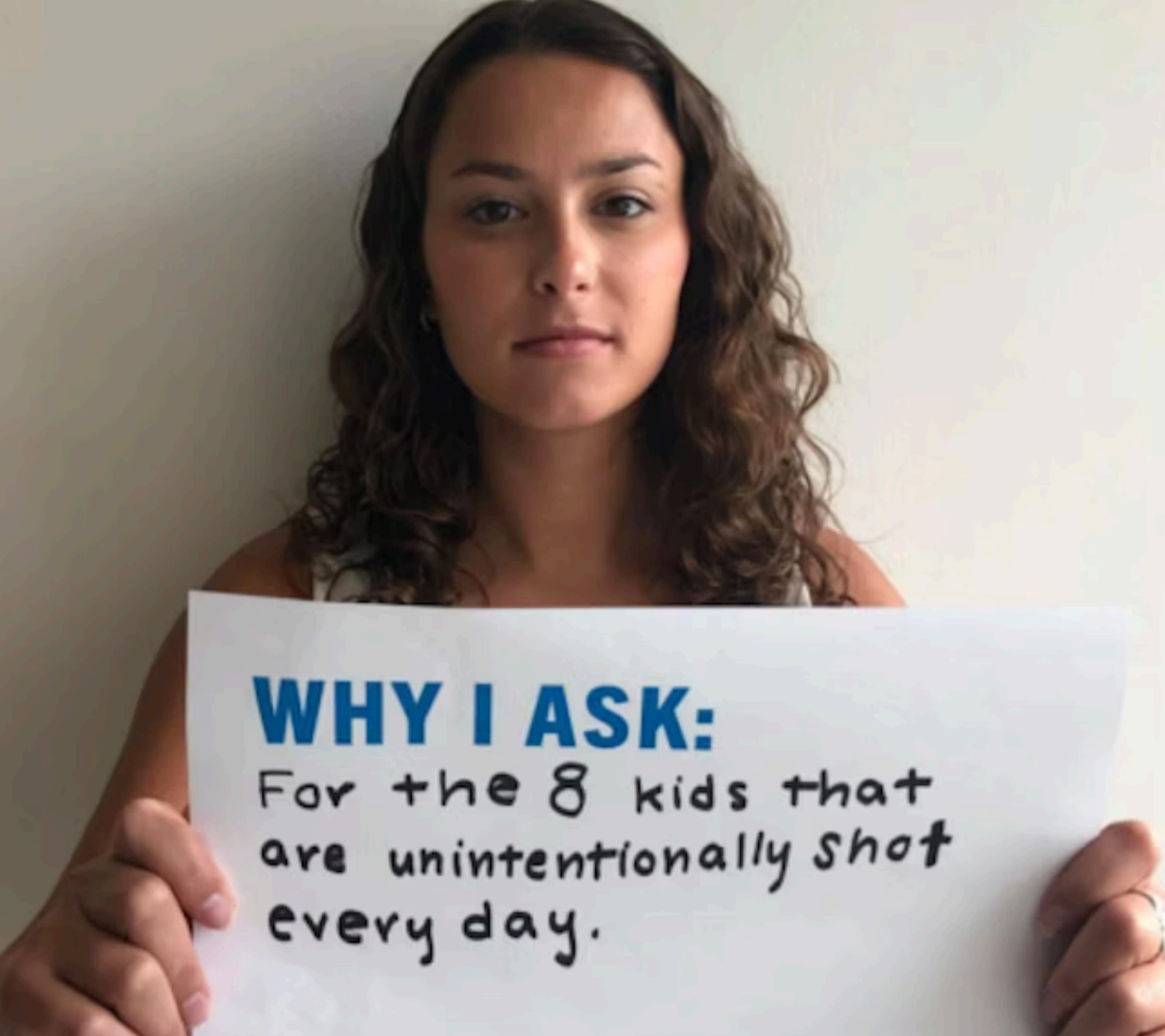
Brady United's
Texting for Maximum Impact



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Photos courtesy of Brady United



People give to causes and campaigns that they care about.

Tatango helps engage constituents to increase donations and further your cause.

Text BRADY to 86689 to subscribe and learn more about Brady United.



WHO IS: BRADY- UNITED AGAINST GUN VIOLENCE?



As the nation's oldest gun violence prevention group, Brady United's history of bipartisan leadership and progress goes back five decades, with our charge being led by survivors of gun violence who know all too well the devastation caused by this preventable epidemic. Brady United was founded as the National Council to Control Handguns in 1974 by Dr. Mark Borinsky, who had survived being robbed and nearly murdered at gunpoint.

In 1981, the gun violence prevention movement gained traction when a gunman tried to assassinate President Reagan. White House Press Secretary Jim "the Bear" Brady was caught in the line of fire and suffered a bullet to the head. He was left partially paralyzed, but he and his wife, Sarah Brady, were determined to spend the rest of their lives protecting others from gun violence. Jim and Sarah spent years taking on the NRA and worked across party lines to pass the Brady Background Check Bill that is still in effect today.

Now, Brady United carries on that legacy of determination and passion to continue making life-saving progress and free America from gun violence.

4.5% of Online Revenue Comes From Texting

2024 Nonprofit Texting Insights Report

Launching a Texting Program

Brady United has been using text messaging for several years. Hannah Litman, Senior Digital Fundraising Manager, describes their approach: “Our texting program started out with Giving Tuesday, end-of-year fundraising, and rapid response moments a few years ago. Engagement texts have performed well for us, but we also create different fundraising moments throughout the year and send advocacy asks based on the Congressional calendar.” Hannah highlights the importance of consistent communication. “Having that weekly text is really keeping people engaged in a great way,” she added.



Balancing Fundraising and Non-Fundraising Texts



Sending weekly texts to your supporter network keeps engagement strong and helps your nonprofit stay top-of-mind. This regular communication strengthens donor relationships, making it more likely that they will stay involved and contribute long-term.

Consistent Engagement

Regular weekly texts keep your nonprofit top-of-mind for supporters, helping to maintain an ongoing connection and ensuring that your cause remains a priority.

Increase Donor Relationships

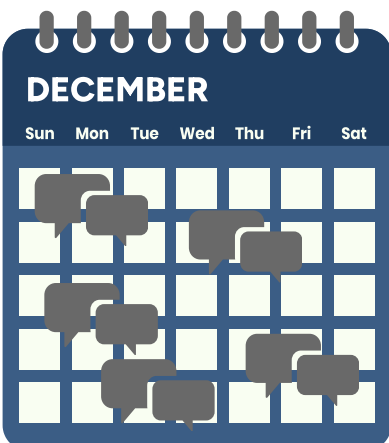
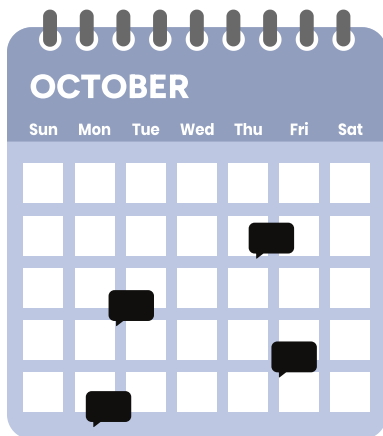
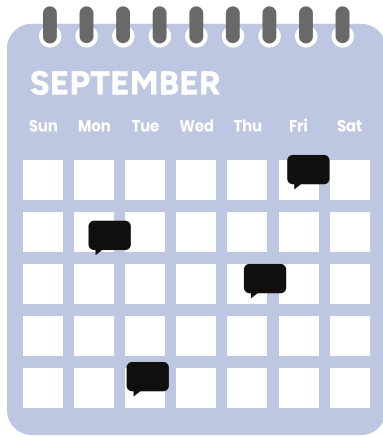
Frequent text communications strengthens relationships with donors, increasing their likelihood of staying engaged and contributing over the long term.

Calls To Action

Texts provide a timely channel for sharing important updates, events, or urgent calls to action, so supporters are informed and ready to participate.

CONSISTENT COMMUNICATION BUILDS **ENGAGEMENT**

Brady United texts supporters **at least once a week**, increasing to 10 texts each month in November and December.

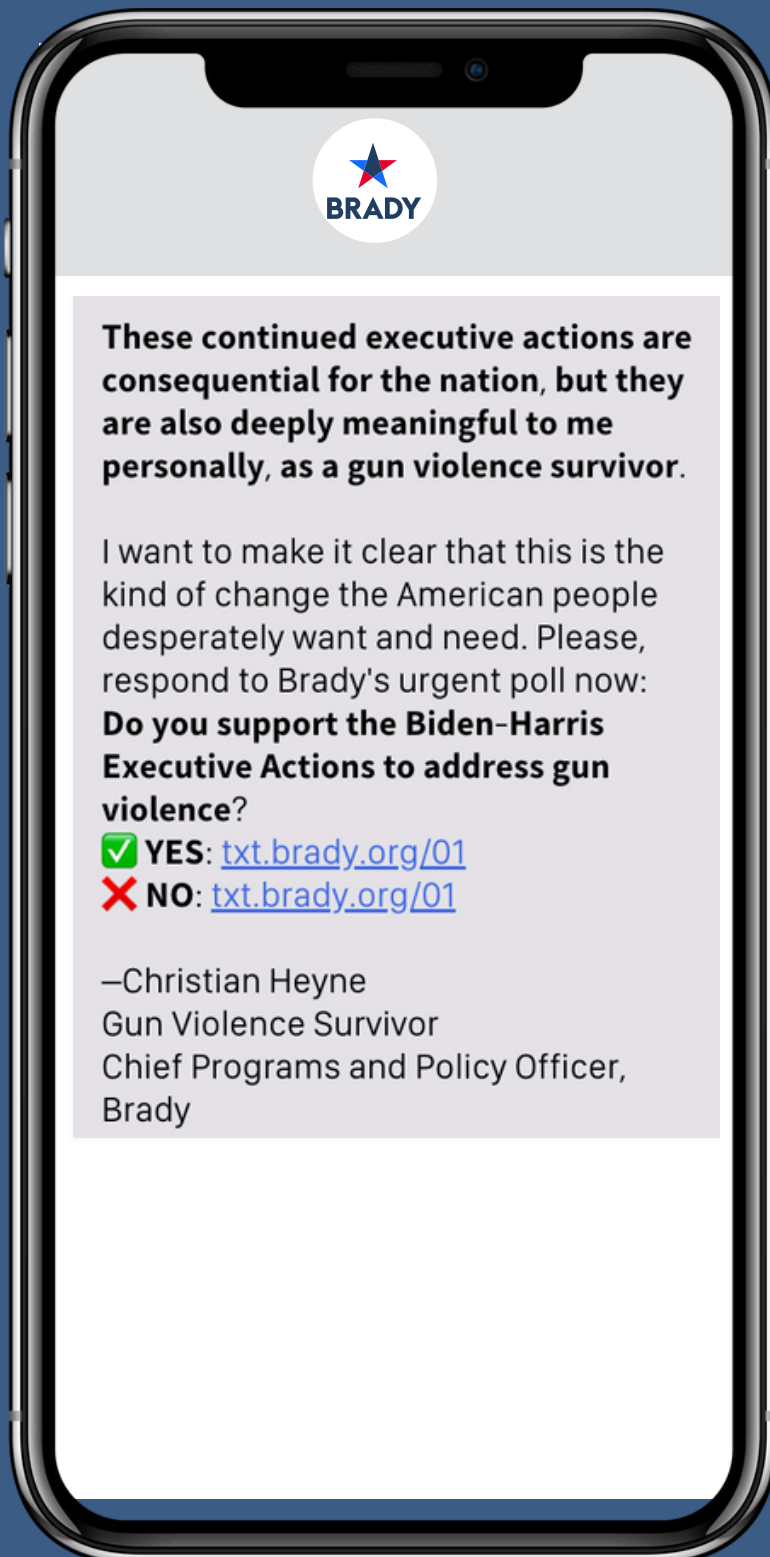


“At Brady, we’re sending texts at least once a week at this point. I think it is helpful to not only get people used to that kind of frequency but also to create different fundraising moments throughout the year,” she said. “We lean a little heavier on texting at the end of year and send about 10 texts each in November and December. When we have those match opportunities, we really want to get that in front of people so they’re taking advantage of them.”

-Hannah Litman, Senior Digital Fundraising Manager

TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause

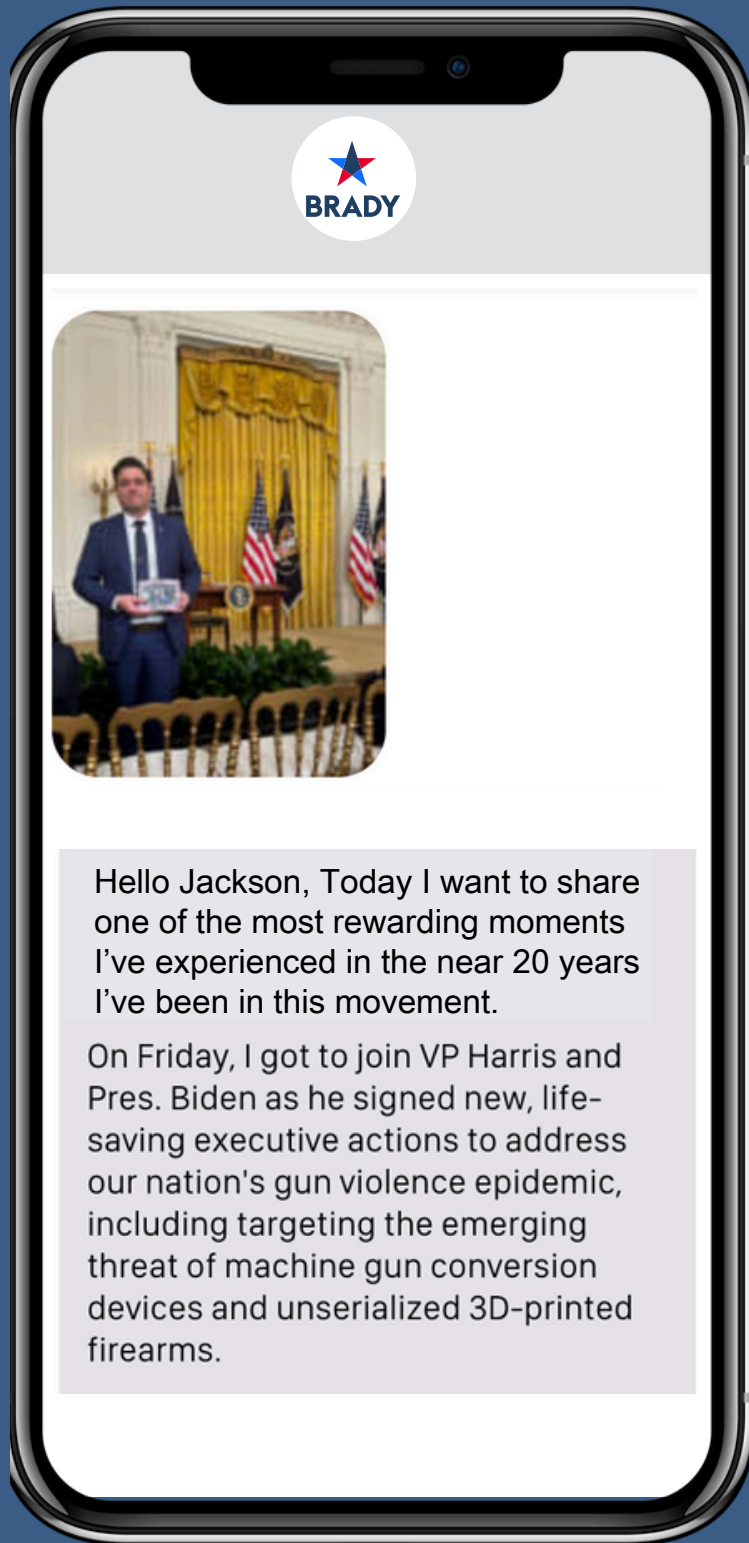


Bolded text calls out important information

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

TEXTS THAT **ENGAGE MORE**

Inspiring Messages To Further Your Cause

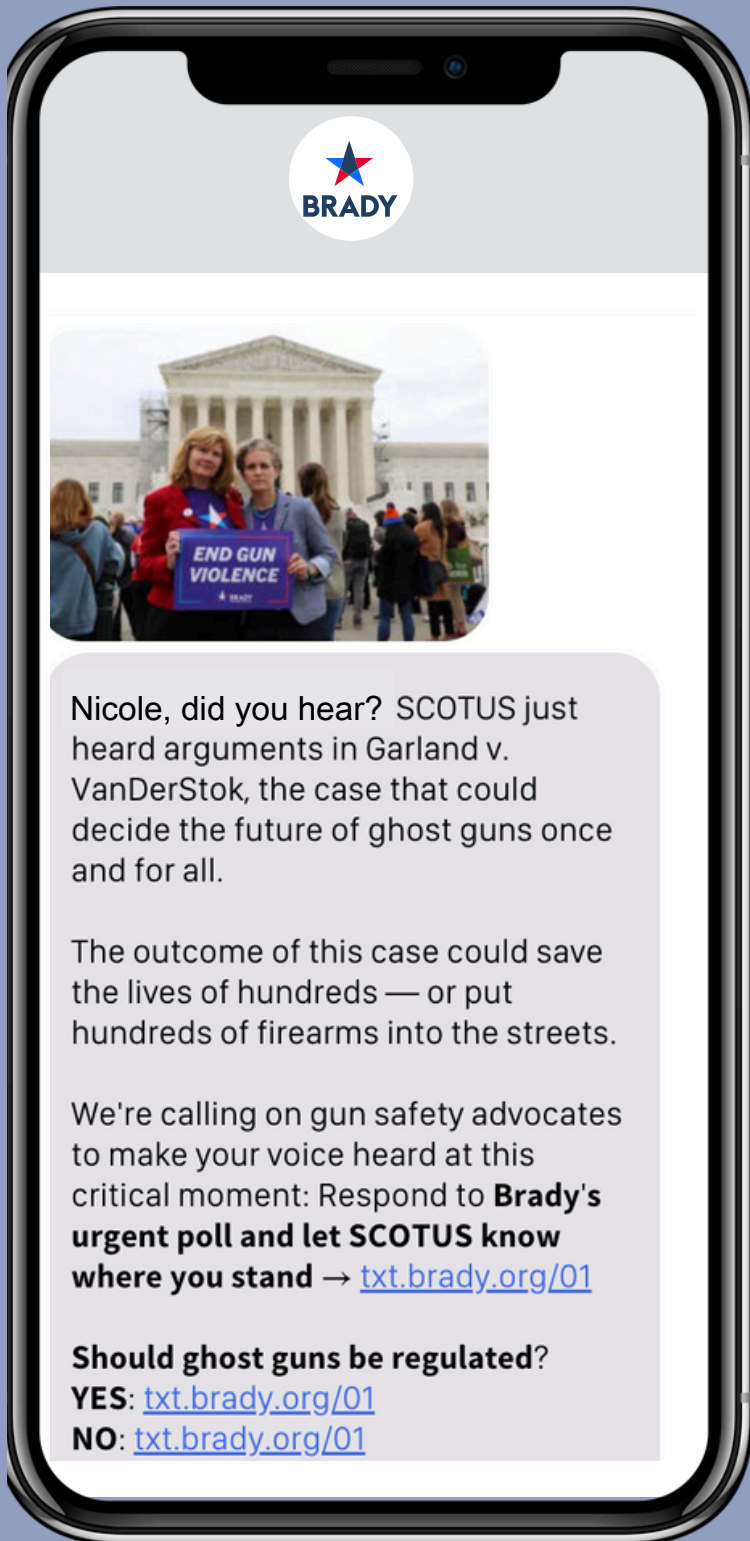


→ Pictures, videos and GIFs are engaging content that encourages open rates and read rates.

→ Personalized messages feel more personal and relevant to the recipient.

TEXTS THAT SHARE 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 or answer survey questions, but adds trust and increases click-through rates.

LOOKING AHEAD



Nonprofits aiming to optimize their texting programs should recognize the importance of adaptability and continuous improvement as Brady reminds us. It's crucial not to become too attached to any single approach, even if it seemed effective initially. The landscape of digital communication is ever-evolving, and what works today will need adjustment tomorrow. Regularly testing new ideas, messaging strategies, and engagement tactics remains essential for staying ahead. This ongoing commitment to continuous refinement will enable nonprofits to better connect with their supporters, respond to emerging trends, and ultimately, maximize the impact of their texting programs.



RESOURCES

READY TO INCREASE DONATIONS?

Tatango's vast library of resources is available to help your team send messages that engage constituents and achieve your fundraising goals.

[TATANGO.COM/RESOURCES](https://tatango.com/resources)

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