



NATIONAL KIDNEY FOUNDATION

SCALING IMPACT WITH TEXT MESSAGING

How Broadcast Texting Transformed
Event Engagement and Donor Outreach



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**People give to causes and campaigns
that they care about.**

**With a partner like Tatango, you can
increase event recruitment
and engagement, and boost donations.**

WHO IS NATIONAL KIDNEY FOUNDATION?



The National Kidney Foundation is revolutionizing the fight to save lives by eliminating preventable kidney disease, accelerating innovation for the dignity of the patient experience, and dismantling structural inequities in kidney care, dialysis, and transplantation. They envision a future where every person has equal access to quality kidney care — from diagnosis to transplantation.

To further support access to equitable kidney healthcare, National Kidney Foundation partnered with Tatango to connect with their event participants and donors directly where they are-on their phones.

National Kidney Foundation utilized texting for their annual Kidney Walks across the United States. Using this strategy, they automated their text campaigns to efficiently reach their participants at the right time.

“Automating local chapter coaching texts ensures the right message at the right time”.

-Ann Marie Liadis, Donor Relations Manager

CHALLENGES BEFORE TEXTING

National Kidney Foundation's Kidney Walk: Inefficient, Duplicative Chapter-Led Texting

The Problem

Each local chapter was responsible for managing its own text communications, leading to inconsistent sending. Some texts weren't sent due to staff's limited time, and staff turnover often resulted in delayed training and inconsistent execution. Additionally, there was no centralized way to measure conversion rates or assess the impact of texts.

The Solution

After adopting Tatango's broadcast texting, NKF automated its communications for 35 local events. This included setting up seven coaching texts ONCE and automating them at scale to reach participants at key moments leading up to each local event date. Automation saved an estimated 41 hours, ensured texts were sent and significantly improved engagement through personalized, well-timed messaging.



Automating text
messaging saved
41 hours!



MESSAGE TYPE MATTERS

Use MMS Texts To Increase Engagement



INCREASING ENGAGEMENT

National Kidney Foundation has leveraged broadcast text message automated journeys – like a donor welcome series and participant countdown series - to reach the right constituents with the right message at the right time. Previously, NKF used SMS texts, messages that were 160-characters, were not engaging for their audience base. Through the power of Tatango multimedia texts, messages that include images, GIFs, and video, they were able to recruit and coach participants.

“Broadcast texting transformed our ability to engage participants and drive event success”.

-Ann Marie Liadis, Donor Relations Manager

USE THESE TIPS TO SEND
ENGAGING MESSAGES THAT
RAISE MORE FOR YOUR CAUSE

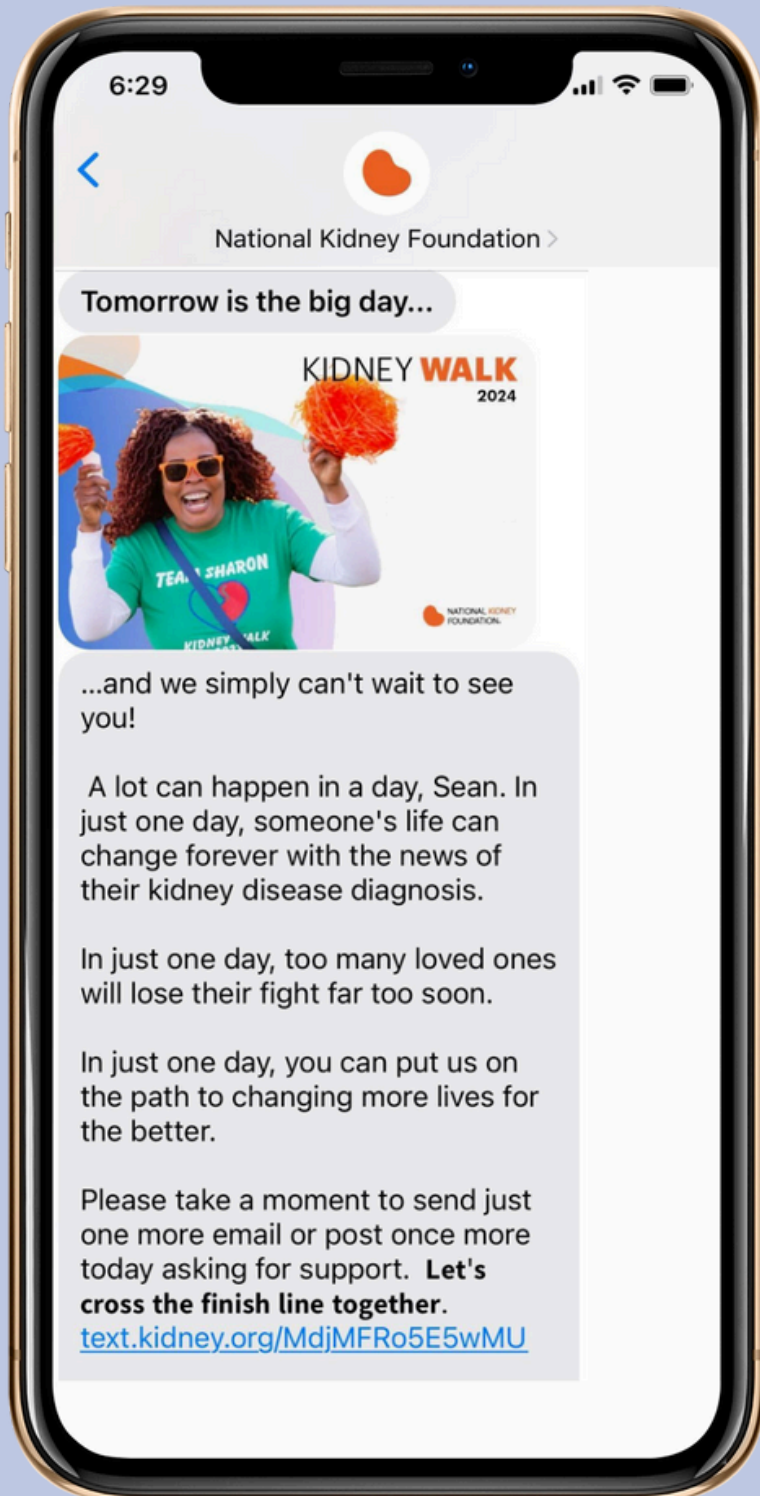
**DRIVE URGENCY WITH
IMAGES, VIDEO, & EMOJIS**

**AUTOMATE TEXTS TO
REACH CONSTITUENTS
AT KEY MOMENTS**



TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause



WHY THIS WORKS

Use videos, GIFs, and imagery to grab supporters' attention.

Use bolded or italicized text to direct calls to action and user engagement.

TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause



WHY THIS WORKS

Special days can be a great way to engage donors outside of traditional giving days, such as Giving Tuesday or the end of year giving season.

Use a hyperlink that easily directs donors to a mobile-optimized donation page with a single click.

TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause

WHY THIS WORKS

Subject lines can increase intrigue and engagement or let the readers know what to expect with the rest of the message.

Don't forget to stay compliant!





RESOURCES

READY TO INCREASE DONATIONS?

Tatango can help your team send messages that engage constituents and achieve your fundraising goals.

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

INFO@TATANGO.COM | 1.888.517.6345