

tatango 



Tatango overview for

April 2024

M+R

What We're Covering

1. Intro's
2. Who is Tatango and what is our ICP?
3. Text Messaging 101
4. Use cases
5. Integrations
6. Subscription pricing
7. Migrating a client to Tatango

Tatango: Built for Fundraising



Industry pioneer founded in 2007,
pivoted to NP focus in 2021



Enterprise grade broadcast mobile messaging

- Built for scale, we have unrivaled capacity
- One to many with marketing functionality



Donor Engagement
Disaster Response
Run, Walk, Ride events
Drive high converting traffic

Target Customer Profile

Location: **US Based**

Org Type: **501(c)(3) or 501(c)(4)**

Annual Contribution Revenue: **\$10M+**

Engaged file size: **25K+**
(most are north of 50k)

There are exceptions. However, we are not a tool for new or small NPOs.

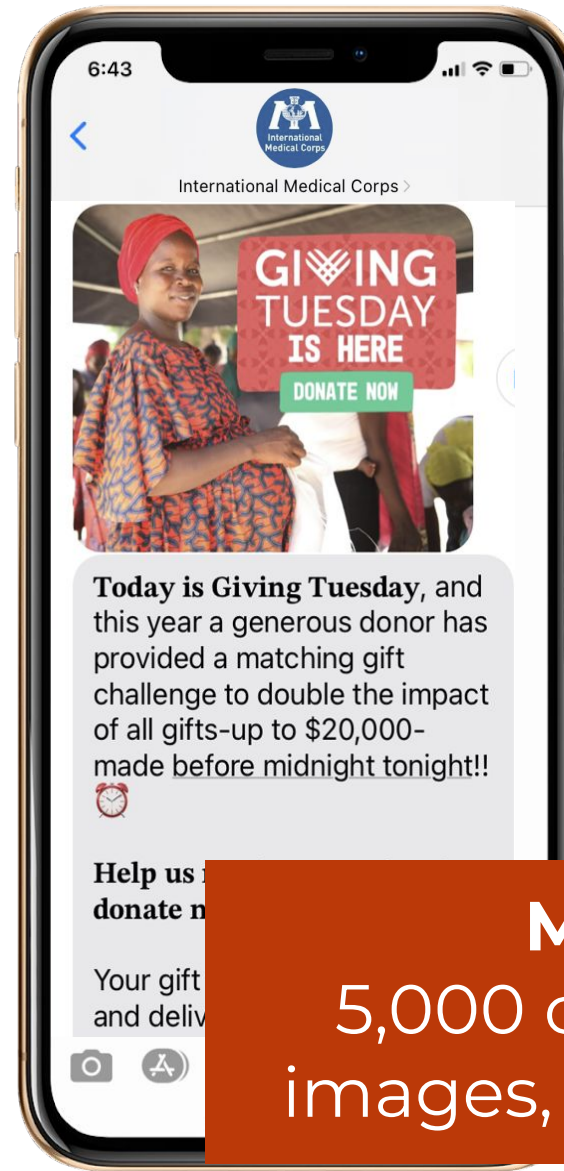
Nonprofits Using Tatango



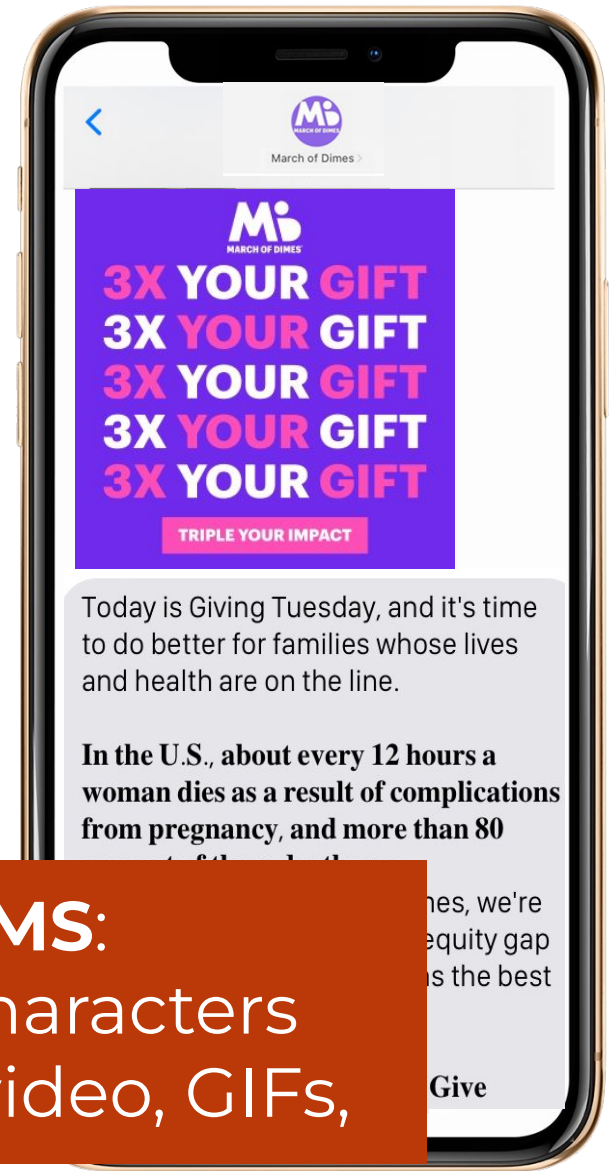
What makes Tatango unique?



SMS:
150 characters



MMS:
5,000 characters
images, video, GIFs,



10DLC vs. Short Code

	10 DLC	Tatango Short Codes
Example	(842) 579-3156	50520
Better for	Small, local orgs	Mid to large orgs
Easier list growth		X
Better deliverability		X
More trustworthy		X
MMS delivery speed	Slow: 1/sec.	Fast: 200/sec.
Video play length	5 sec.	30 sec.

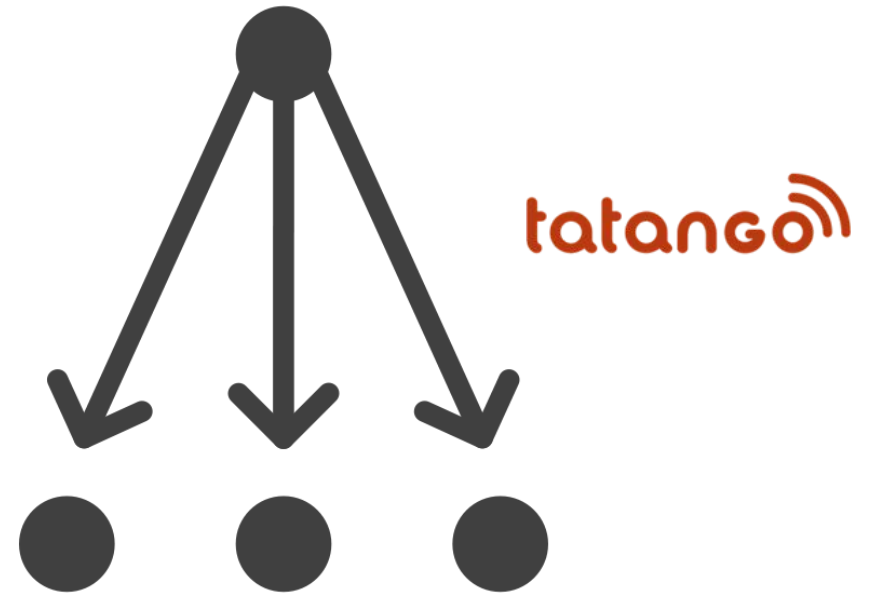
P2P vs. Broadcast Texting

P2P Texting: One to One



Can only send to one person with one click

Broadcast Texting: One to Many



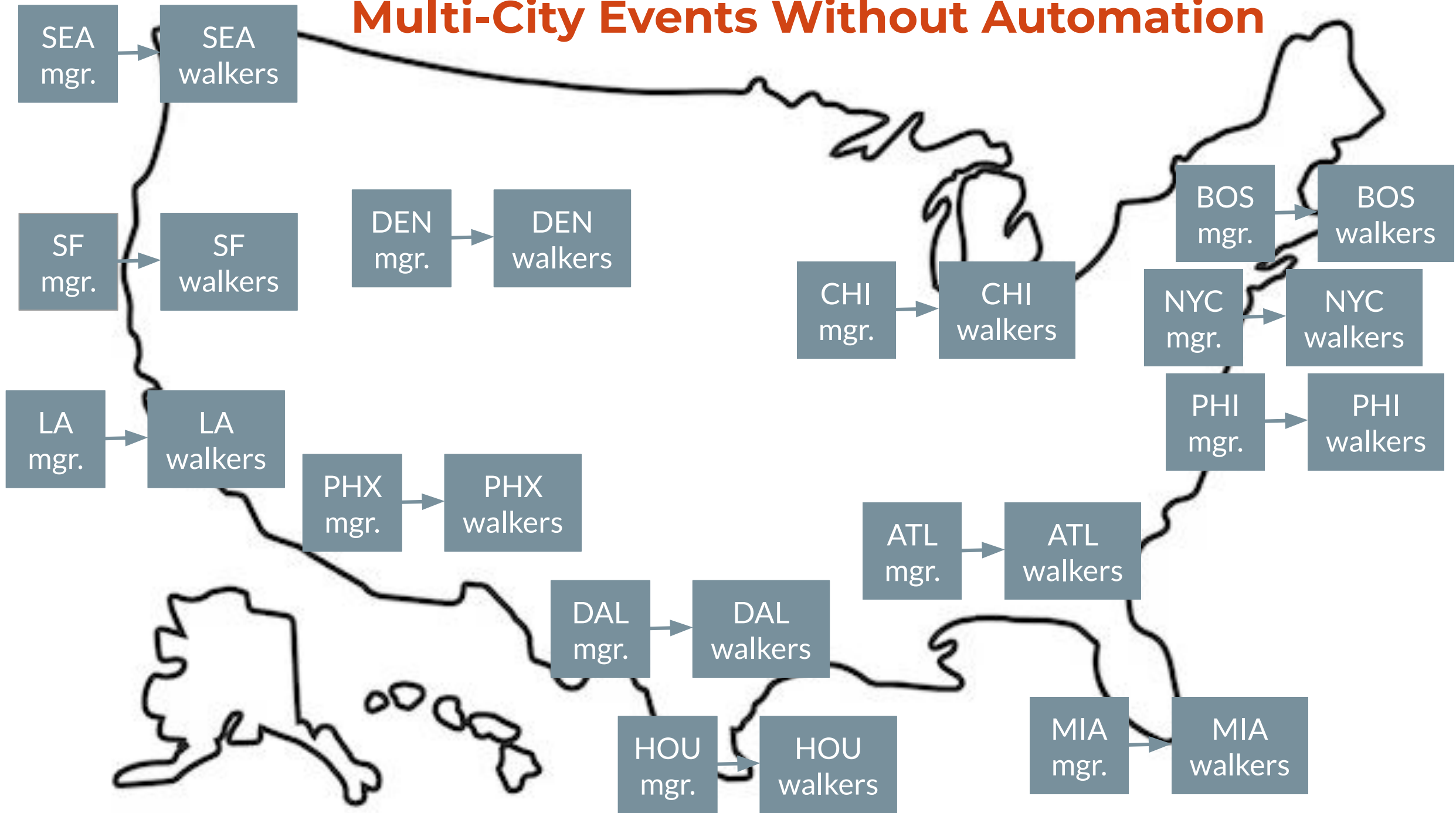
Can easily send to tens of thousands with one click

A group of runners participating in a race. The central focus is a woman in a pink tank top with a white graphic, smiling broadly. She has a white race bib with the number "1203" pinned to her chest. To her left, another woman in a pink tank top is visible, and further left, a woman with braids. In the background, another woman in a pink tank top is running, and to the right, a woman in a light purple shirt is also visible. The background is a blurred outdoor setting with greenery.

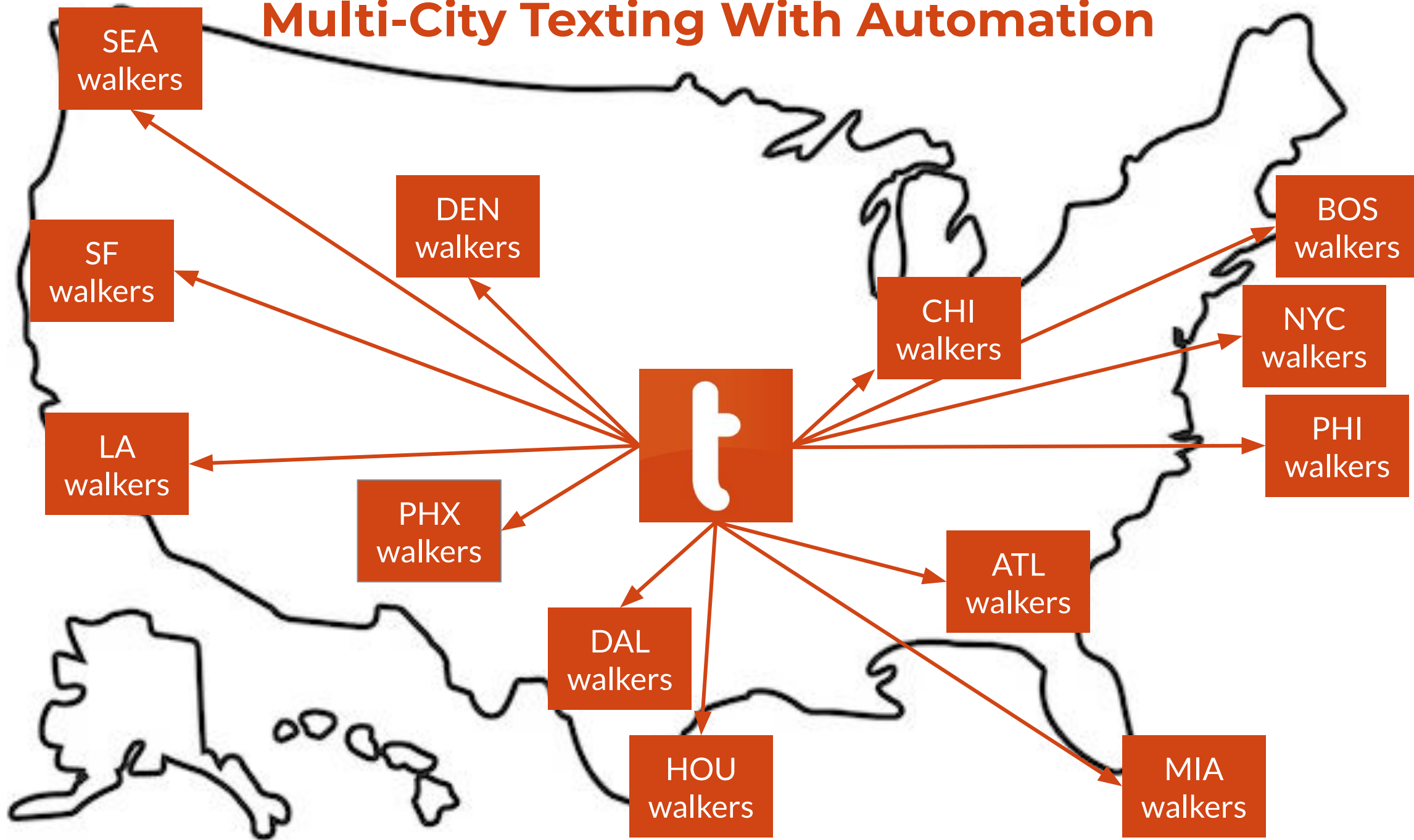
Use Case: Run/Walk/Ride Events

For a national nonprofit who hosts regional run/walk/ride events, Tatango is the ideal solution to **automate text messaging, save time and drive ROI.**

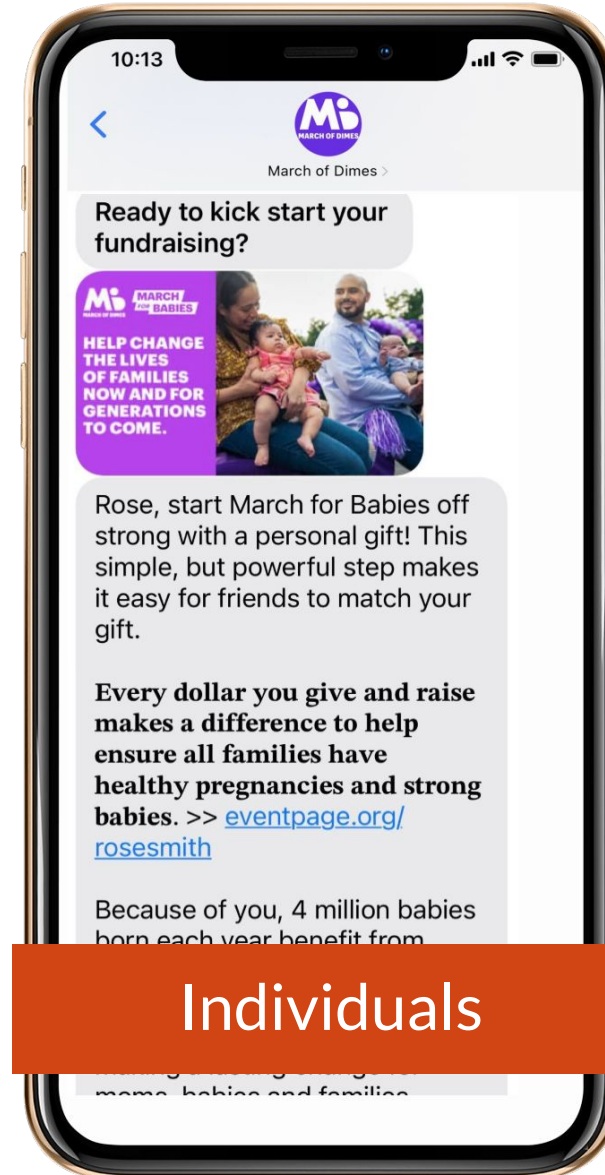
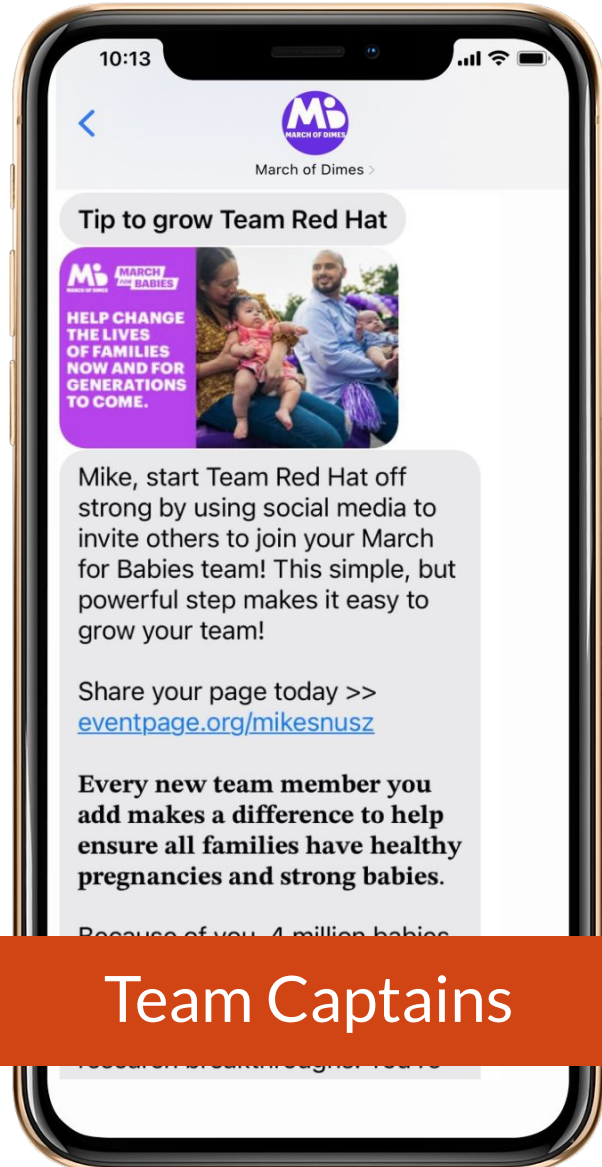
Multi-City Events Without Automation



Multi-City Texting With Automation



Example: Automating Participant Welcome Series

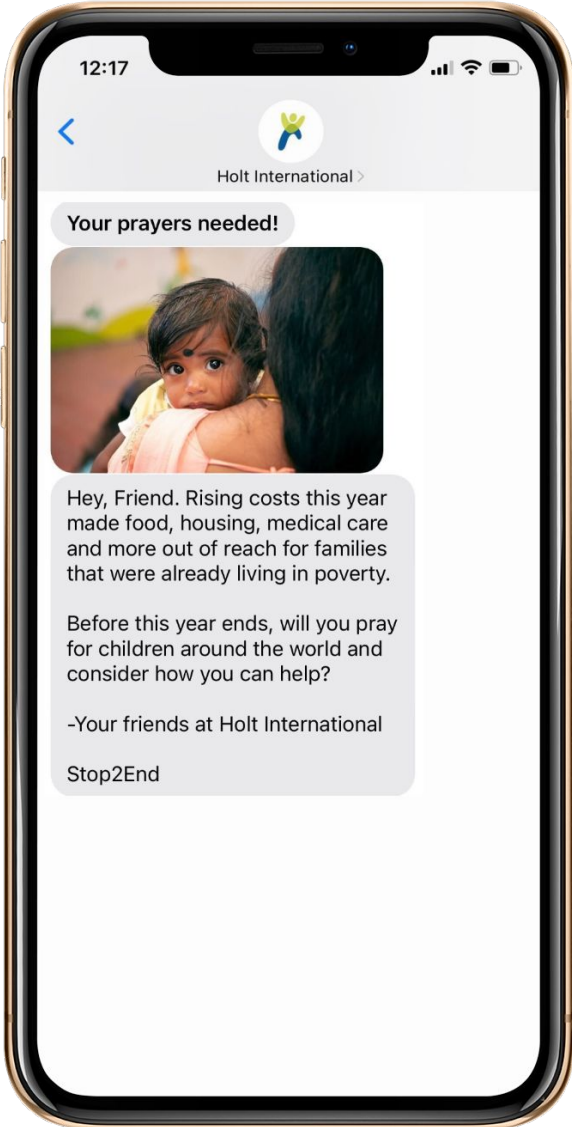


Use Case: Omnichannel Fundraising Impact

30%

“Adding text messaging to an existing email fundraising program can increase the amount of revenue raised per person by 30%.”

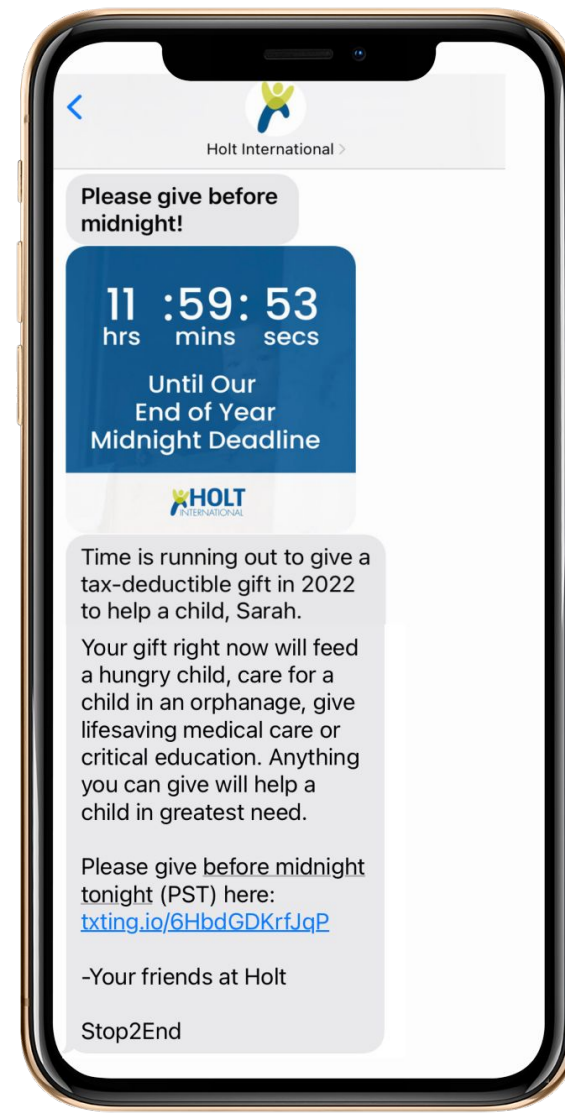
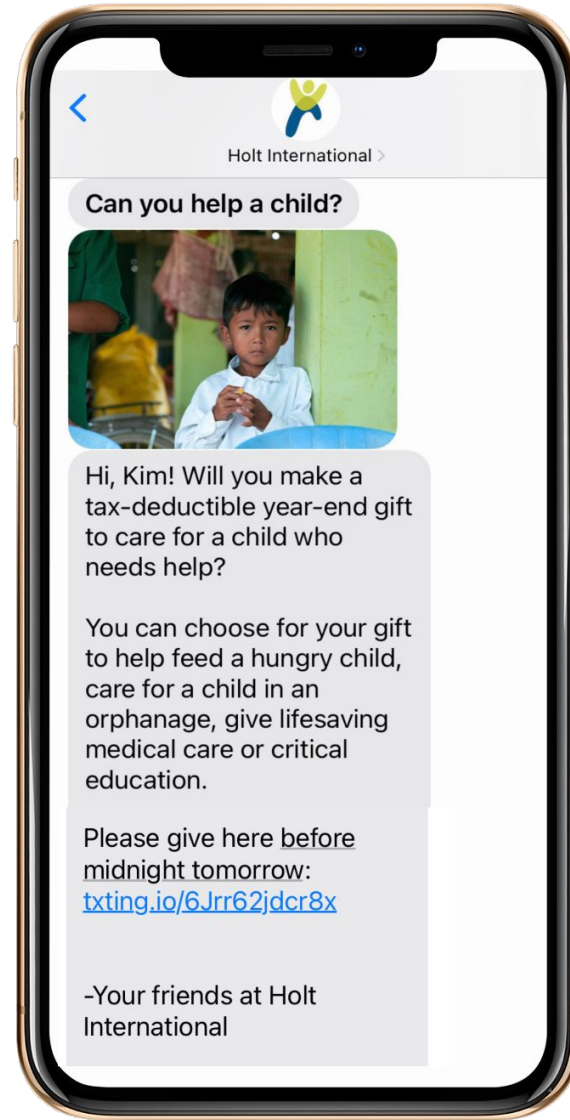
Mid December - Launch & Cultivate



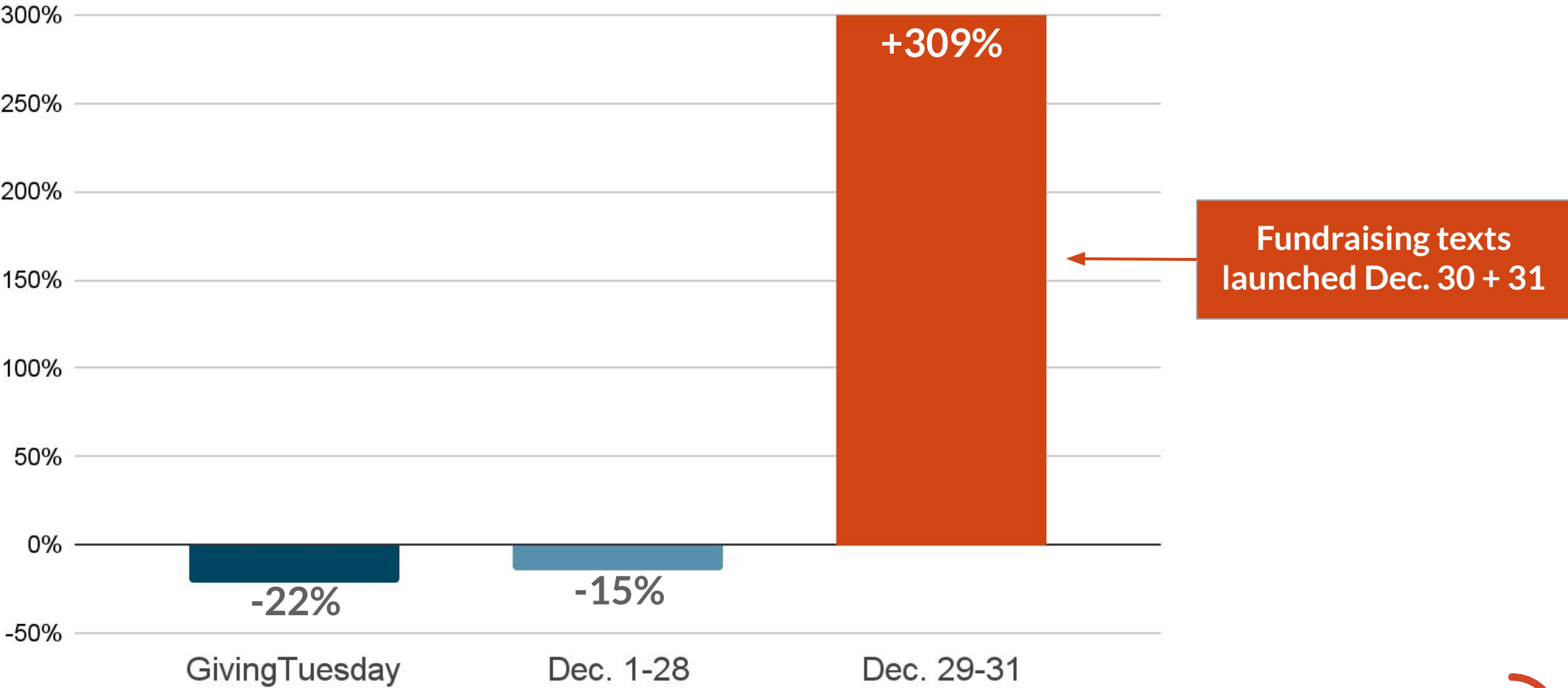
End of Year Text Appeals (12/30 - 12/31)



412%
ROI



Holt International - 2022 Year-End Online Giving



Integrations & Migration



INTEGRATIONS

Tatango & 15 leading industry platforms

Use our out-of-the-box integration to collect donation info and automatically add mobile phone numbers from Classy forms to SMS marketing lists.

Save time, leverage existing data and maximize ROI

Integrations

Blackbaud TeamRaiser[®]
Blackbaud Raiser's Edge NXT[®]
Blackbaud Luminate Online[®]



Intelligent integrations to save time, leverage data and maximize ROI

Migrating a client to Tatango

1. Acquiring or transferring a Short Code takes up to 6 weeks for carrier approval. We recommend initiating an evaluation for your client >4 months prior to target launch date.
2. Tatango manages the short code process, the project plan, data migration and can assist with transition messaging, if needed.
3. Tatango can engage with the client or work in the background supporting the M+R team.

Pricing

Tatango Price Structure

Annual Send Credits
400,000
1,000,000
2,000,000
3,000,000
5,000,000
10,000,000

What level does the customer need?

- We carefully help customers estimate sending volume, driven by expected list size.
- Customers are on an annual subscription.
- We offer the flexibility to adjust tier during the term to reflect clients growth needs.
- We eliminate pricing surprises so customers can focus on sending & fundraising.
- We have multiple clients who send tens of millions of messages annually.

Customer inquiries & leads:

Carrie Fearn

Carrie@tatango.com



Launch / Migration questions:

Nicole Alvarez

nicole@tatango.com



Partnership Questions:

Dan Foster

Dan@tatango.com



Tatango resources for M+R now live!

Just launched:

https://www.tatango.com/partner_education_mr/

Includes:

- Today's presentation.
- March of Dimes case study and others
- Text Messaging educational videos
(average 2 minutes)

We're Ready to Be Your Best Partner

- **Content:** We'll provide everything you need about texting & Tatango.
- **Training:** We're always eager to conduct training - initial and ongoing.
- **Joint Marketing:** Bring it - we love events (live and virtual).
- **Communication:** Happy to set up a dedicated slack channel



Experience a Demo Text Campaign

Text **WALK** to **800800**

Text **POWER** to **800800**

(GivingTuesday campaign)