



United  
Women  
in Faith

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UNITED WOMEN IN FAITH

# TEXTING FOR TRANSFORMATION

How United Women in Faith Increased Engagement  
and Donations for Annual Giving Day Success

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

**With a partner like Tatango, you can  
engage constituents and increase  
donations to further your cause.**

## WHO IS UNITED WOMEN IN FAITH?



United Women in Faith seeks to connect and nurture women through Christian spiritual formation, leadership development, creative fellowship, and education so that they can inspire, influence, and impact local and global communities. With a focus on women, children, and youth, we act for justice and transform communities.

Bold action, like faith, takes courage. United Women in Faith's bravery is inspired by God's love and their powerful commitment to improve the lives of women, children, and youth. United Women in Faith works for justice through compassionate service and advocacy to change unfair policies and systems that harm women, children, and youth—from racial and gender injustice to economic inequality, climate issues, and more.

# ENGAGE CONSTITUENTS

Make authentic connections that drive action



## ENGAGE SUPPORTERS, **EASILY**

Email boxes are cluttered and United Women in Faith saw a decreased open rate.

Supporters were no longer engaging with emails and messages from UWF and they were seeing a drop in engagement.

UWF wanted a personal touch to engage their constituents and were motivated to find a new texting platform that would allow them to reach a large audience. Considering everyone has a phone and checks it often, United Women in Faith wanted to engage their audience directly, allowing them to respond in real-time, and be able to follow up as needed.

USE THESE TIPS TO ENGAGE SUPPORTERS & RAISE MORE

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**BE TRANSPARENT**

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**FIND YOUR CADENCE**

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**USE A CLEAR CALL TO ACTION**

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How To Use Text To

# TELL YOUR STORY WELL

Texting offers an immediate and intimate way to connect with supporters, allowing organizations to share impactful stories, updates, and appeals concisely and engagingly.

By sending targeted messages that resonate with their audience's values and interests, nonprofits can foster a deeper emotional connection, encouraging greater involvement and contributions. Additionally, texting enables real-time interactions, making it easier to organize events, mobilize volunteers, and provide instant acknowledgments for donations.

This approach not only broadens their reach but also cultivates a community of dedicated supporters, essential for sustained success in their endeavors. UWF used a multi-channel engagement strategy to stay connected with donors. The immediacy of text served as an easy reminder to their supporters.



# THE TEAM YOU NEED **FOR SUCCESS**

In the past, we've heard for our day of giving that people see it but when they get the text it adds a personal touch. They always say:

**"I gave again because I got a text".**

An annual giving day is a crucial aspect of UWF's fundraising initiatives. They also host additional virtual and hybrid events throughout the year.

UWF needed to find a way for the highest probability of individuals to actually see their message. UWF's original initial intent was to use mobile as simply a text-to-give platform. However, since using it for registrations they have seen event registrations skyrocket and fundraising increase.

By utilizing Tatango's platform for their 2023 Annual Giving Day, UWF was able to raise \$450,000. Additionally, they were able to capitalize on campaign metrics by tracking unique clicks.

United Women of Faith attribute their success in large part to having the right team. To enhance communications and increase fundraising with their supporters, UWF utilizes platforms with both Tatango and FundraiseUp.

Fundraise Up and Tatango form a dynamic duo for nonprofit fundraising success, combining cutting-edge technology with strategic communication.

Fundraise Up enhances the donor experience with its intuitive and innovative online donation platform, making giving easy, engaging, and effective. It utilizes AI and machine learning to personalize donation requests, ensuring maximum impact. On the other hand, Tatango brings the power of strategic SMS marketing, enabling nonprofits to reach supporters directly on their mobile devices. Its robust texting platform allows for personalized, timely, and impactful communication, strengthening donor relationships and driving engagement.

The native integration between FundraiseUp and Tatango make it possible for United Women in Faith to track the number of donations and amount raised from their Giving Day text messages

# GIVING DAY TEXT STRATEGY

Best practices and tips for increasing engagement and donations on Annual Giving Days

## TEXT STRATEGY FOR 2023

### TEXT 1: CULTIVATION

### TEXT 2: DONATION ASK

### TEXT 3: THANK YOU TEXT

"We wanted to communicate better. We wanted to connect [with our supporters] and I'm happy to say we've been able to to that"

Kenya Roberts, CEO, United Women in Faith

United Women in Faith created a text fundraising strategy that engages donors well. Rather than simply asking for a donation with a hard ask, they were able to engage supporters strategically. UWF sent more than one text around their annual Giving Day. This proved to be a profitable strategy.

**"With such a large database, it's hard to get down to the actual person with email and social media but everyone has a phone and we can connect directly with them".**

Kenya Roberts, CEO, United Women in Faith

By sending three messages (soft ask, hard ask, and a thank you message that includes a link to make a gift) donors feel valued, are reminded of the story and mission of the organization, and are encouraged to give.

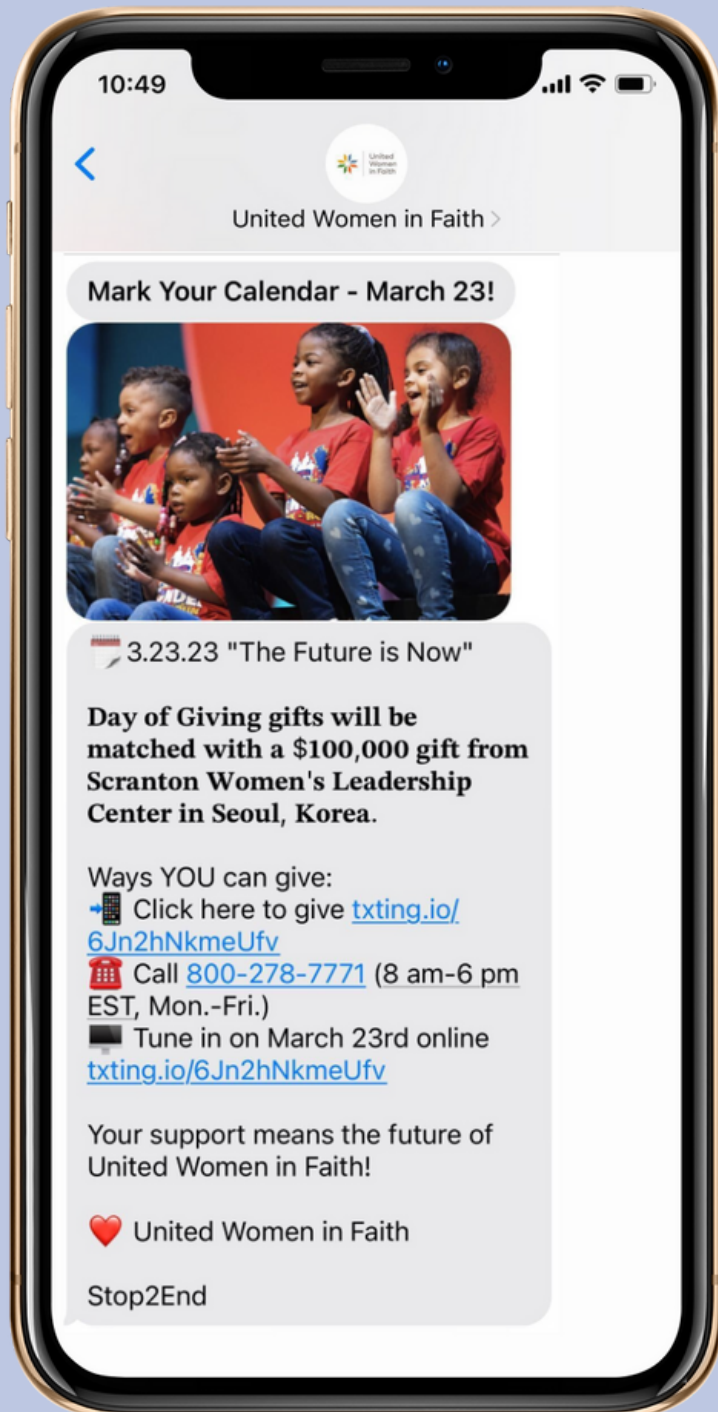




# TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause

## Example 1: Connect Through Images



## WHY THIS WORKS

Using compelling imagery or GIFS, like this one, tells a story engages supporters emotionally.

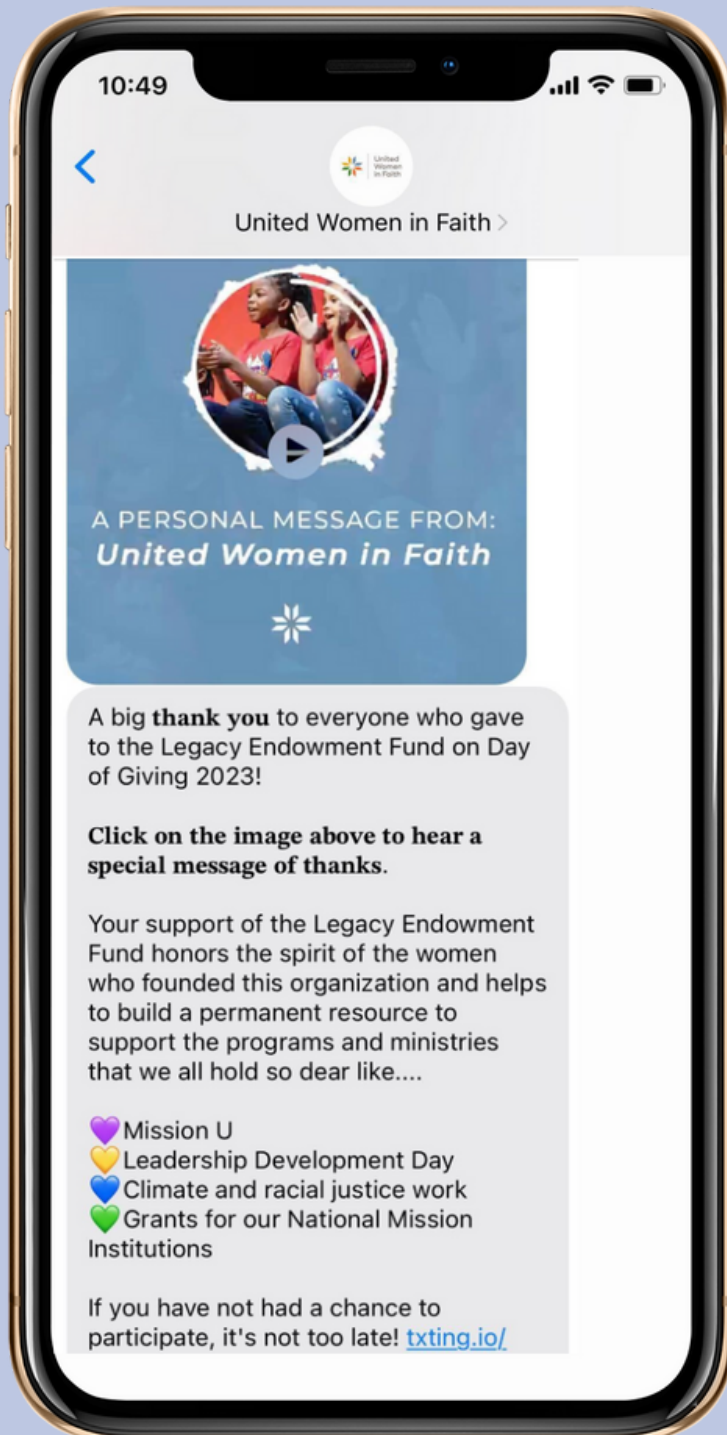
Be transparent and tell donors exactly where and for what their donation is being used.

Using bolded or italicized text highlights important information.

# TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause

## Example 2: Show Gratitude



## WHY THIS WORKS

Audio and video allows for information to be shared in accessible formats.

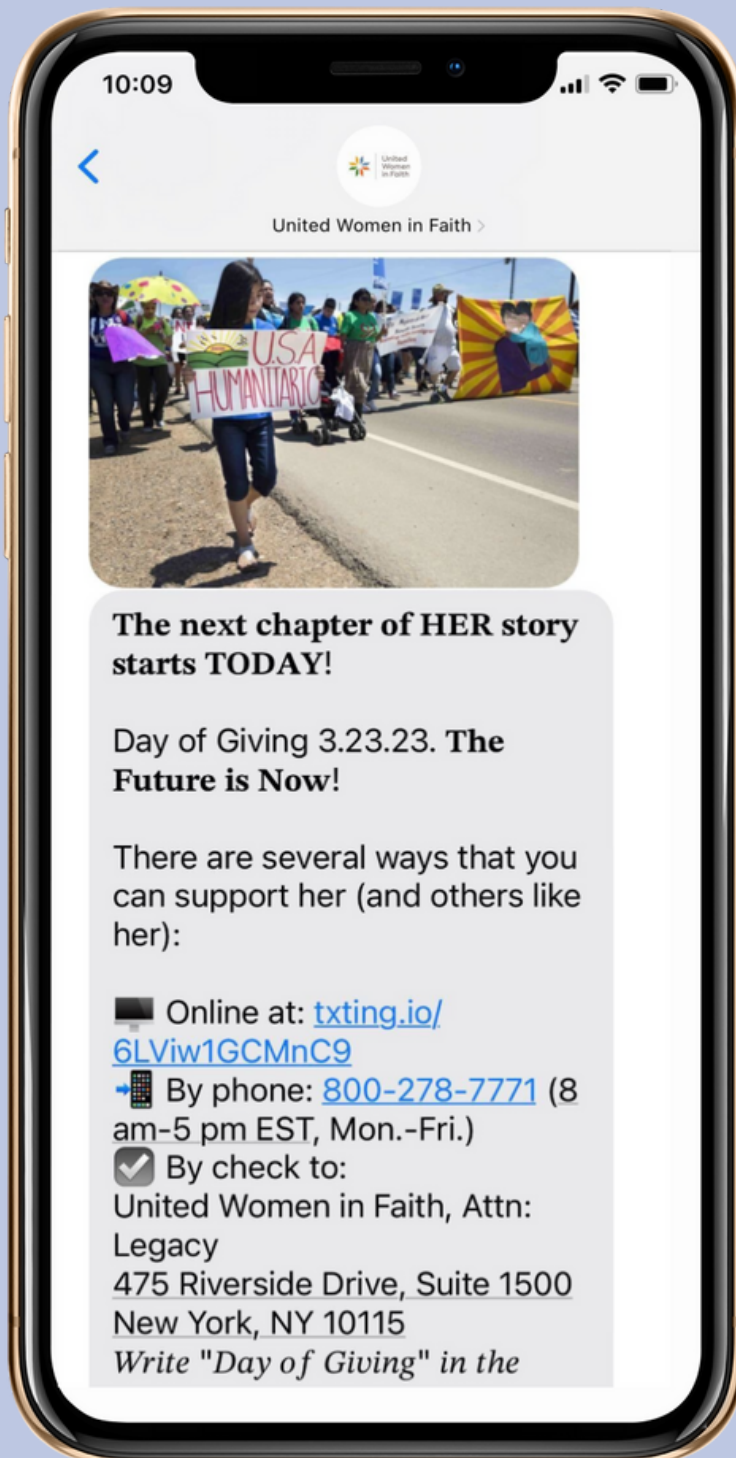
Thanking supporters for their donation makes them feel valued.

Hyperlinks allow users to complete a call to action easily.

# TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause

## Example 3: Showcase Key Information



## WHY THIS WORKS

Create a v-card in your automated welcome series so that your supporters can always know who is messaging them.

Highlight important information with bolded text or hyperlinks to direct the action of the user.

Using emojis communicates with supporters in a familiar language. Hyperlinked text directs the user experience with clear calls to action.



CONTACT US TODAY

# READY TO INCREASE DONATIONS?

Tatango partners are ready to help you increase donations and meet your fundraising goals in 2024 and beyond.

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