



MissionSMS

**High-Quality, Data-Backed SMS List Growth.
Unrivaled Mobile Fundraising.**

Find the best supporters to text – in the moments you need them most.

SMS is a fast-growing channel that has proven to drive growth for nonprofit programs even in a challenging landscape. As more nonprofits diversify into SMS and build up strong programs, MissionSMS is a key acquisition product for your organization.

MissionSMS by The Digital Co-Op connects you with sustainable, effective, and high-quality SMS list growth that pays back fast.

Simply put: The Digital Co-Op is the answer to your nonprofit organization's biggest list-growth challenges. An award-winning suite of digital acquisition tools and data modeling solutions, The Digital Co-Op is a collaborative, data-driven tool made up of over 330 organizations sharing mission-aligned data points to grow smarter together.

With MissionSMS, you can find the mobile supporters most likely to donate to your organization via text using the unrivaled predictive modeling power of The Digital Co-Op. MissionSMS is driving immediate ROI for nonprofits and adding high-quality new donors to their digital audiences.

Here's how MissionSMS is transforming fundraising programs:

- + Leveraging MissionSMS to drive revenue for rapid response efforts in U.S. emergencies in December 2024 and January 2025, one nonprofit member saw their investments **return 149% immediate ROI and add 924 new donors to their list.**
- + For one nonprofit member of The Co-Op, using MissionSMS in their end-of-year text campaigns in 2024 helped them achieve an **immediate ROI of over 140% and drive over 600 gifts.**



- + Another nonprofit saw a text campaign powered by MissionSMS over just two days on Dec. 30 and 31, 2024, **return over 100% immediate ROI and add 894 new donors to their list.**
- + MissionSMS is converting new donors over text at exciting rates – and donors identified by our model are giving not just on the first text but again and again. **One nonprofit member saw 25% of all MissionSMS donors give at least two or more gifts.**

How does it work?

Get started with MissionSMS investments beginning at \$0.10 per SMS and MMS.

1

Sign up for MissionSMS.

2

Our powerful models find you the very best mobile audience for your specific needs.

3

We deploy your text to your modeled audience.

4

As your audience responds, you can add any converted supporters to your broadcast or email list.

Ready to learn more about how to grow your email audience with reliable new leads? Reach out to thedigitalcoop@missionwired.com or your Digital Co-Op contact today to get started.

