



THE
DigitalCo-Op

MissionSMS:

**High-Quality, Data-Backed
SMS List Growth.**

Unrivaled Mobile Fundraising.



Nonprofit marketers have long been told they need to invest in SMS – but often find themselves stuck figuring out new deployment systems and juggling the need to acquire in yet another channel. We've got answers for you.

Using The Digital Co-Op, including its state-of-the-art modeling and a vast data lake, you can make big moves into SMS – with sustainable, effective, and high-quality mobile list growth that scales quickly and pays back fast. **MissionSMS: Find and connect with the mobile supporters most likely to donate to your mission over text in the moments you most need to drive revenue and grow support.**

How does it work?

- + Sign up for MissionSMS.
- + Our powerful new models find you the very best mobile audience for your unique needs.
- + We deploy your text to your modeled audience.
- + As your audience responds, you can add any converted supporters to your broadcast list.

What's more, every one of our co-op-modeled phone numbers goes through a validity process to ensure the number is active and ready to engage.

How is MissionSMS transforming fundraising programs?

- + For one nonprofit organization, bolstering their existing SMS list with acquisition and modeling through MissionSMS led to a **275% increase in SMS donors and a 110% increase in SMS revenue year-over-year.**
- + For another partner, MissionSMS was the top-performing source of SMS acquisition during a key fundraising campaign, driving **the strongest immediate ROI and the most new donors** when the stakes were highest for this organization.
- + MissionSMS is converting more donors over text than our competitors – and **donors identified by our model are donating not just on the first text, but again and again.**

Ready to learn more about how to grow your mobile audience with reliable new leads? Reach out to thedigitalcoop@missionwired.com to get started.