



ALLIANCE *Serve-a-Thon*

BRIDGING THE GAP BETWEEN TUITION AND THE COST OF EDUCATION

Digital Communication

TEXT OR SOCIAL MEDIA MESSAGING

Texting or social media messaging is a great method for contacting a potential donor outside of making a phone call. Call those with whom you feel comfortable speaking; text or message the rest. The most important rule in fundraising is that people give to the people they know.

STEP 1: SEND YOUR TEXTS OR MESSAGES

TIP 1: Text or message people **ONE AT A TIME**. Never send group texts or messages. These are impersonal and feel like ‘junk mail’ to your recipients.

TIP 2: **ENGAGE** your friends in conversation **FIRST** before asking them to sponsor you. Make your texts or social media messages personal and individual to them.

TIP 3: Once you’ve personally engaged your friend, you can “**Copy and Paste**” your longer ask message that includes the giving link & appreciation for their consideration.

TIP 4: If you’re fundraising with your child, have all your texts come from your child’s name.

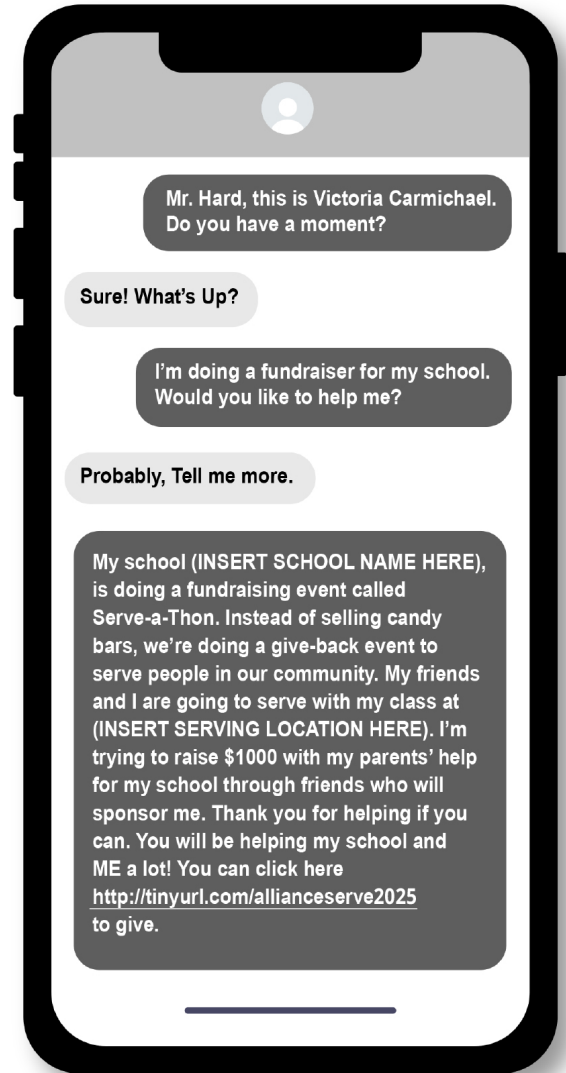
STEP 2: FOLLOW UP TEXTS OR MESSAGES

TIP 1: Send **TWO FOLLOW UP TEXTS OR SOCIAL MEDIA MESSAGES** to all unresponsive recipients. The greatest donation response rate is on the second follow up text. Most people are willing to give and intend to respond but may get distracted and forget.

TIP 2: If your first text or message isn’t answered, send a follow up text or message one day later with the same intro message. If that goes unanswered, send one final follow up text or message the next day.

STEP 3: RECORD ON FORM

Record your sent texts or messages on the form on the back of this sheet. **Turn in your form to the school office for your re-enrollment discount.**



2 Ways To Give



ONLINE

alliancechristian.org/serveathon

TEXT OR MESSAGE

[allianceserve2025](tel:allianceserve2025) to 44321



DIGITAL COMMUNICATION FORM
(RECORD TEXT OR SOCIAL MEDIA MESSAGE)

