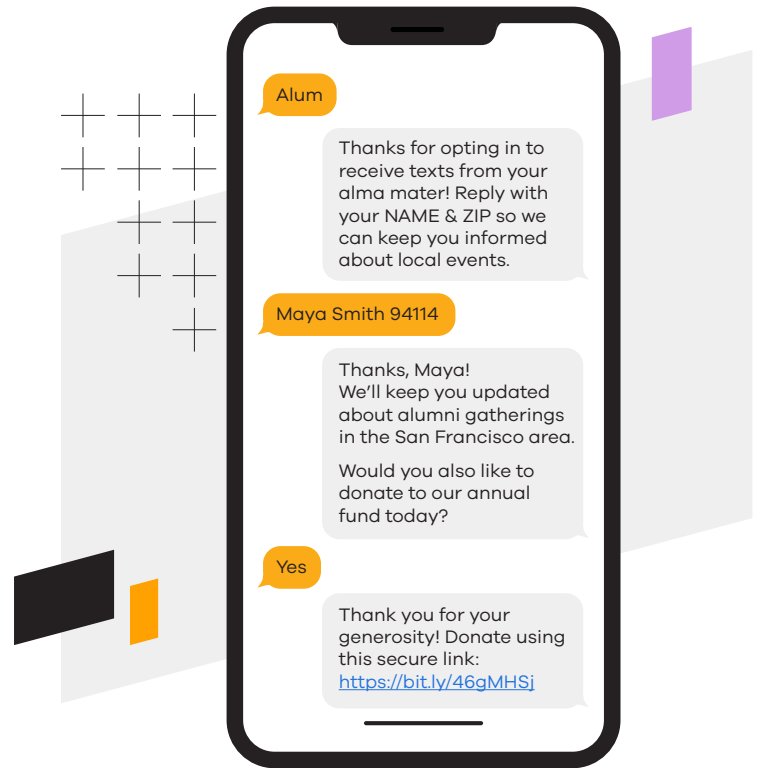


# Elevate alumni engagement and donations with text messaging

Strengthen alumni relations, increase donations, and drive attendance at in-person events by humanizing the way you connect with your campus community with Mobile Commons



## Connect with alumni on a one-to-one level at scale.

Reach your audience and engage your university community with hyper-personalized messages in less time and with fewer resources

- Send texts in a matter of minutes, keeping alumni informed, up to date, and connected with their college
- Build donor relationships and trust via text conversations using segmented audience filters, dynamic message copy, and text surveys to gather insights
- Nurture new subscribers and recent graduates with automated and responsive message flows to create engaged and activated alumni



## Boost your fundraising efforts.

We help drive tens of millions in annual donations by engaging supporters with personalized, relevant, and inspiring campaigns

- Engage your community based on their interests and past actions to boost donations through more relevant and targeted campaigns
- Share a link to online donation forms via SMS or use text-to-donate to make fundraising easy
- Encourage recent graduates to give back with a series of automated texts reminding them how their own college experience was supported by generous donors

## **Experts in texting. Partners in community building.**

Engage and build stronger relationships with personalized text campaigns designed for universities to create community and drive donations.

### **Grow and enrich your audience lists**

Use keywords and web forms to grow lists, and continuously enrich your subscriber database, enabling smarter audience segmentation and message targeting

### **Automate supporter outreach**

Create responsive and automated journeys that keep your community engaged with your campus, without the need for multiple one-off campaigns or time-consuming work by your staff

### **Expand your annual fundraising campaigns**

Include links to donation forms or use text-to-donate to make mobile giving easy. Use past donation data to optimize outreach strategies

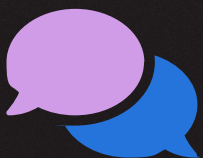
### **Push your mobile strategy to new heights**

Each university is paired with a mobile strategist who has real-world experience helping alumni and donor relations departments meet their goals



### **Advanced mobile messaging features:**

- In-platform list segmentation for advanced targeting
- Hyper-personalized text conversations
- University-specific event promotion features
- Click-to-call and automated call routing
- Surveys, quizzes, and polls to increase engagement
- Mobile CRM
- Custom fields to enrich subscriber data
- 1-1 conversations to enhance donor relationships
- In-house compliance support
- Library of integrations
- Build your alumni community around the world



**Are you ready to engage your alumni?**

Speak to one of our mobile strategists today.

**Talk with us**