

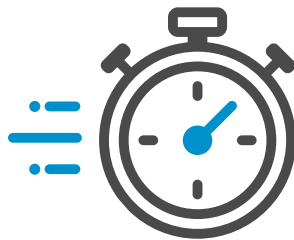
Mobile Messaging and SMS for Non-Profits

Upland Mobile Messaging is the leading enterprise-grade mobile engagement platform for managing, executing, and analyzing personalized mobile messaging campaigns at scale. For NPOs and causes, we help customers engage supporters, raise awareness, and motivate action and positive outcomes with text messaging.

The Most Effective Way to Reach People



99 percent
of all texts
are opened



90 seconds
is the average
text response time



4X higher
click-through
rate than email

Raise Awareness and Engage Your Supporters

- ✓ **Launch** a text-to-give campaign
- ✓ **Send** text reminders to donate
- ✓ **Promote** your campaign at live events
- ✓ **Direct** supporters to online web forms
- ✓ **Recruit** volunteers to take action
- ✓ **Raise** money with Quick Donate
- ✓ **Drive** phone calls with a mobile advocacy campaign



Out-of-the-Box Features



Text Messaging

Send text messages to one person or a million people.



Scheduling & Targeting

Reach the right person at exactly the right moment.



Fundraising & Donations

Make it simple for donors to support your cause, no matter where they are.



Phone Calls

Run highly effective advocacy call campaigns and measure results in real-time.



Mobile CRM

View detailed profiles of every user and track every text, click, call, and action.



Information Lookup

Help people find the information they need with a simple text message.



Surveys, Polls & Quizzes

Run surveys and quizzes to gather data and save results directly to users' profiles.



Reports & Analytics

Analyze your campaign performance at all levels and track every action.

Customer Success Stories



“Upland Mobile Messaging made it easy for us to contact Sierra Club supporters with breaking environmental issues to mobilize them to take action. It was simple to set up campaigns and use the system.”

– Andy Wilson, Sierra Club



No Kid Hungry used the Mobile Messaging locator tool to help parents find free summer meals and received over 48,000 texts in 2013.



Planned Parenthood gives teens a safe way to have text message “chats” with live health educators.



The Humane Society of the United States sent a text message donation reminder and increased donor response rates 77%.



Food & Water Watch used Mobile Messaging to drive a pressure surge of phone calls and voicemails to the White House about fracking.

About Upland Software

Upland Software (Nasdaq: UPLD) is a leading provider of cloud-based Enterprise Work Management software. Our family of applications enables users to manage their projects, professional workforce and IT investments; automate document-intensive business processes; and effectively engage with their customers, prospects and community via the web and mobile technologies. With more than 4,000 customers and over 450,000 users around the world, Upland Software solutions help customers run their operations smoothly, adapt to change quickly, and achieve better results every day.