

Activate

The Power and Reach of SMS Conversation

● Power of SMS

- 85% of UK population owning cell phones
- 100% mobiles have SMS function
- 98% text messages opened within hours, if not minutes
 - People check their phones 150x/day

● Power of Direct Dialogue

- Interaction
- Personalization
- High response and conversion rates

Activate leverages the unsaturated market of SMS communications, making it a valuable opportunity to deepen relationships with your supporters to engage in further action, participate and/or donate.

ACTIVATE IN ACTION

| Engagement | Fundraising |
|---|---|
| <ul style="list-style-type: none">• Increase event participation: confirming attendance, reminders, engagement• Increase sponsorship: coaching, stewarding, goal-setting, fundraising tips• Drive action: join, sign, give, and attend• Get out the vote: reminders, message reinforcement, and get registered | <ul style="list-style-type: none">• Regular and one-off PSMS payments• 'Triggerless' PSMS• Mobile optimized forms for credit cards and Direct Debit• One-click card payments• Real time tracking of gift conversion• Donate, upgrade, re-activate, purchase, legacy giving |

BACKGROUND

Stratcom UK is an innovative international consultancy firm that specializes in fundraising, research and engagement campaigning. Our full-service offices with call and text banking centres are staffed with trained agents across Canada and in Brighton, UK.

Stratcom UK launches Activate, a new program that uses cutting edge technology coupled with Stratcom's qualified agents to run Peer-to-Peer text message banking for UK clients.

Activate
STRATCOM | UK

ACTIVATE IN ACTION

Rapid response

- Campaigns can be deployed quickly to reach tens of thousands of supporters within minutes. 'On-the-shelf' templated campaigns ready to be deployed at any time

Ideal for:

- Emergency, disaster relief fundraising, reactive campaigns in response to breaking news and social media movements

Why Activate

- At a lower cost than other Direct Dialogue channels, Activate is an efficient platform to reach your supporters on a personable and scalable level
- Creative development and data work is minimal comparatively to other Direct Dialogue channels

CONTACT:

Bethan Francis
Managing Director, Stratcom UK

E: bethan.francis@stratcomuk.com

T: (0)203 6951 633 ext. 92

 [stratcom_uk](https://twitter.com/stratcom_uk)

 [linkedin.com/company/stratcomuk](https://www.linkedin.com/company/stratcomuk)

stratcomuk.com

HOW ACTIVATE WORKS

1



Selection

Text messaging: List of SMS opted-in mobile numbers or direct response by SMS activity

FB Messenger: Pull supporter into Messenger conversation via FB activity

2



Script Development

(Based on Peer-to-Peer best practices)

3



Program Timing, Set-up, Agent Briefing

4



First Text Sent

(Automated Broadcast)

5



Agents Manage Replies & Steward Supporters for Engagement/Fundraising

Textback management
(1-2 day follow-up)

NEW FEATURE:

Partnership with



Stratcom has now partnered with Prompt.io to bring our clients a complete messaging experience. Create, automate and personalize Text messaging and Facebook Messenger conversations that deepen relationships, collect data and lead to actions and donations.

Prompt.io also:

- Seamlessly transitions conversations between text broadcasts and Peer-to-Peer texting
- Includes 'Instant Apps': microsites that are easily built and deployed within text conversations
- Create automated reply messages based on keywords
- CMS integration with NationBuilder, Salesforce and more
- Google Maps integration for map-based targeted and segmentation
- Robust, real-time analytics

