



## DonorBase Peer-to-Peer Texting Program

DonorBase's Peer-to-Peer Texting program enables marketers to drive FCC compliant text messages to your current and lapsed donors, or your DonorBase prospects, for one-time, sustainer, or reactivation campaigns that generate enormous fundraising support!

90% of texts are read within 5 minutes, generating 5 times the click-thru rate of email and 12 times email's conversion rate.

### DonorBase Peer-to-Peer Texting program features:

- DonorBase matches your current, lapsed, or prospect donor data to our central database, matching corresponding cell phone numbers at a household level and loading the results to execute FCC compliant Peer-to-Peer text campaigns.
- Our campaigns are delivered "human-to-human" so they are compliant with all FCC rules and regulations. We use hundreds of employees to send real-time text messages by hand to our custom audiences.
- Our delivery systems automatically remove all unsubscribes from our texting campaigns in real-time; they are suppressed from all future text campaigns
- Upon completion of each campaign, delivery reports indicate the numbers of texts sent/delivered with details on clicks through rates, etc.

**Partner with DonorBase now and take advantage of the enormous potential available to all organizations through Peer-to-Peer Texting campaigns!**

### Contact:

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