



Nonprofit Text Messaging Insights Report 2025

Foundational Metrics in
Fundraising and Engagement
Text Messaging Across Shortcode
Broadcast Programs



MissionWired

In an age when our phones are rarely more than an arm's length away, it should be no surprise that text messaging is no longer an emerging trend but **a foundational pillar of modern digital strategy.**



Success is not limited to a single demographic either: With older adult phone usage on the rise, and **88% of Baby Boomer donors using smartphones**, according to the Giving USA special report “Giving by Generation,” texting effectively reaches donors across all generations.

Organizations leveraging SMS to its fullest potential are seeing strong gains thanks to the urgency and simplicity the channel provides. A text message demands attention, with 90% opened within three minutes. This has been especially important for causes like environmental protection, health care, food assistance, and humanitarian aid, where global and domestic headlines demand immediate action. Texting’s immediacy makes it unmatched for last-chance appeals in the final hours of a deadline – yet its value is proven year-round.

Even for organizations with seasoned programs, the landscape is shifting constantly. We are closely tracking the latest developments that will shape the next era of mobile engagement, including Apple’s iOS 26, the growing role of artificial intelligence in personalization and automation, and the arrival of Rich Communication Services (RCS). While RCS adoption is still in its early stages, its potential for branded, secure, and interactive donor experiences points to an exciting future.

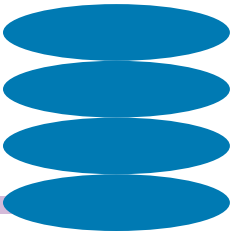
A text message demands attention, with 90% opened within three minutes.

The broader fundraising climate makes these innovations even more important. In 2025, nonprofits that depend heavily on federal funding face heightened uncertainty. To offset these challenges, organizations are turning toward high-impact, fast ROI channels like texting that efficiently connect with supporters and generate reliable revenue.

Looking more closely at program strategy, the strongest results come when texting is treated as a multi-channel amplifier, not a competitor. Coordinated campaigns that use SMS to boost email opens and drive traffic to donation pages consistently raise more overall. **In some cases, SMS performance has even offset declines in other channels, driving net increases in revenue and engagement.** The most effective programs strike a balanced message mix, blending cultivation and engagement texts with fundraising appeals. These non-fundraising texts often generate the highest click-through rates and deepen donor relationships, which are crucial for future giving.

Precision and personalization also remain essential in a competitive environment filled with app notifications and messages from friends. Programs that use donor data to tailor ask amounts and segment content achieve stronger results. The creative use of MMS elements such as images and GIFs adds visual storytelling to campaigns and strengthens emotional connection. Increasingly, AI and automation are helping nonprofits scale these strategies, saving time while improving outcomes.

In this climate, it may be tempting to pull back, but the best programs continue to invest boldly. With overall giving rebounding in 2024 (Giving USA 2025 report), now is not the time for a scarcity mindset.



The most effective programs strike a balanced message mix, blending cultivation and engagement texts with fundraising appeals.



This report looks back at 2024 and provides the benchmarks and insights that define the state of nonprofit texting today. Together, these perspectives show how nonprofits can build resilient, high-performing programs for the years ahead.

Summary

Nonprofit texting continues to prove itself as both a **high-ROI channel** and a **relationship builder**. This year's Insights Report covered a massive **138 million texts sent** from **22 nonprofits**, which drove **2.8 million clicks** and **43,853 donations**. Those aren't small

numbers; they show the scale and impact of texting as a fundraising and engagement tool.

After another year of data, it's clearer than ever: Texting is no longer an upstart. It belongs in every nonprofit's marketing mix. It's here to stay, and the ROI proves it:

Fundraising texts raised \$4.38 for every \$1 spent, while engagement texts pulled in meaningful dollars, too.

The typical nonprofit sent **36 texts in 2024**, with volume jumping from **two to three per month** most of the year to **seven texts in December** during Giving Tuesday and year-end campaigns. Newer programs start conservatively – one to two texts per month – and build volume as their lists and confidence grow.

The **mix of fundraising and non-fundraising texts remains nearly even**, with nonprofits sending slightly more engagement and cultivation messages through most of the year, then shifting heavily toward fundraising in December. This balance reflects an understanding that texting cannot be sustained as a one-way fundraising channel. Rather, constituents must feel thanked, informed, and valued.

Nonprofits sent 61% of their messages as MMS and 39% as SMS. MMS has a higher conversion rate and shines in high-urgency pushes like Giving Tuesday and year-end; SMS drives stronger ROI and click-throughs.

Performance differs by program maturity and list size. **Newer programs** see higher ROI, conversions, and clicks – though higher opt-outs as well – while **mature programs** stabilize but must rely on segmentation and automation to maintain efficiency. Smaller lists often outperform larger ones on engagement, conversions, and ROI, though larger lists win on reach and scale.

Timing matters: **Evenings and late afternoons** remain the best windows for fundraising, especially between 4 p.m. and 5 p.m., while **Saturdays** had the highest clicks and conversions.

Giving Tuesday remains the strongest single day of the year, but the **day after Giving Tuesday** now consistently beats the day before in ROI and conversions. Like other channels, the **last three days of December** are strong performers.

22

nonprofits sent

138M

texts that drove

2.8M

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43,853

donations.

**The story of nonprofit texting is clear:
Balanced, personalized, and well-timed
messaging creates the highest impact.**



Top Trends Observed



Text Volume & Frequency:

- Nonprofits averaged **36 texts per year**.
- **December drives the spike** with seven texts, while other months average two to three. Mature programs lean into campaign bursts (four to eight texts in a week), while newer programs build gradually.



Fundraising vs. Non-Fundraising Mix

- Nearly a **50/50 split** overall between fundraising and non-fundraising texts once again.
- Nonprofits lean slightly toward engagement/cultivation most of the year.
- In December, the ratio shifts dramatically: **Five fundraising to every one non-fundraising**.



ROI & Performance

- **Fundraising texts:** \$4.38 ROI; 0.13% conversion rate; \$71 average gift.
- **Engagement texts:** Highest click-through-rate (3.28%) and meaningful ROI (\$3.03).



SMS vs. MMS

- **SMS:** Higher ROI (+66%), stronger CTR, lower opt-outs.
- **MMS:** 25% higher conversions and nearly 2x higher at Giving Tuesday/EOY.
- **Ratio:** 61% MMS and 39% SMS sent.
- **MMS media choices:** Images used 65% of the time; animated-image GIFs 25%.



Program Maturity & List Size

- **New programs (<2 years):** Higher ROI, clicks, and conversions, but more opt-outs.
- **Mature programs (2+ years):** Lower ROI/conversions but more stable retention.
- **Small lists:** Higher engagement and ROI.
- **Large lists:** Lower median performance, but reach scales impact. Segmentation is critical to boost ROI.



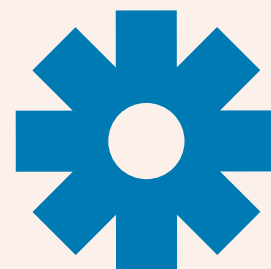
Timing

- **Best hours (fundraising):** Late afternoon (4 p.m. to 5 p.m. ROI leader), dinner hour (6 p.m. to 7 p.m.), and evening (8 p.m. to 9 p.m.).
- **Best days (fundraising):** Saturday (highest conversions + CTR); Monday (top ROI). Wednesday underperforms.
- **Engagement texts:** Strongest between 6 p.m. and 7 p.m.



Key Months and Giving Days

- **November and December** deliver **89% higher ROI**, larger average gifts, and fewer opt-outs compared with the rest of the year. However, conversion rates and ROI in other months like **February, July, and September often rival** – and sometimes exceed – those seen in December.
- **Giving Tuesday** continues to beat December 31 as the single most lucrative day for fundraising.
- **December 29 through 31** consistently performed well, even on weekends.



A Baker's Dozen Burning Questions About Nonprofit Texting

Nonprofit texting has grown up fast – but like any channel, people have questions. Lots of them. We've pulled the data, sifted through the trends, and boiled it all down into some of the biggest questions we hear about texting. Think of this as your field guide to manage your texting program.

1. How many texts should I send?

Nonprofits, on average, sent 36 texts per year in 2024. That works out to about **three texts a month**. But that's not the whole story.

- **December is different.** Nonprofits sent **seven texts in December alone**, thanks to Giving Tuesday and year-end giving campaigns.
- **Other months are quieter**, averaging **two to three messages per month**.
- **New programs start smaller.** New nonprofit text programs often begin with **one to two texts per month** while they find their footing. Early on, it's essential to balance fundraising asks with non-fundraising content – things like engagement or cultivation messages – so donors see value in their first texts from a new nonprofit and not just requests for money.

As programs grow, texting frequency usually increases. Mature programs with large lists often scale up during their biggest campaigns, **sending four to eight texts in a single week**. And not all of those texts are asked for money: Engagement campaigns like “sign a card” also make regular appearances. Outside of the big pushes, these programs typically check in with constituents **once or twice a month** with a mix of cultivation, engagement, and fundraising. Even at scale, donors need to hear from you about a variety of topics, not feel like they're just an ATM, making a balanced messaging strategy key.

36

average number
of texts per year

3

average texts
per month

7

average texts
in December

1-2

texts per month for
new programs

4-8

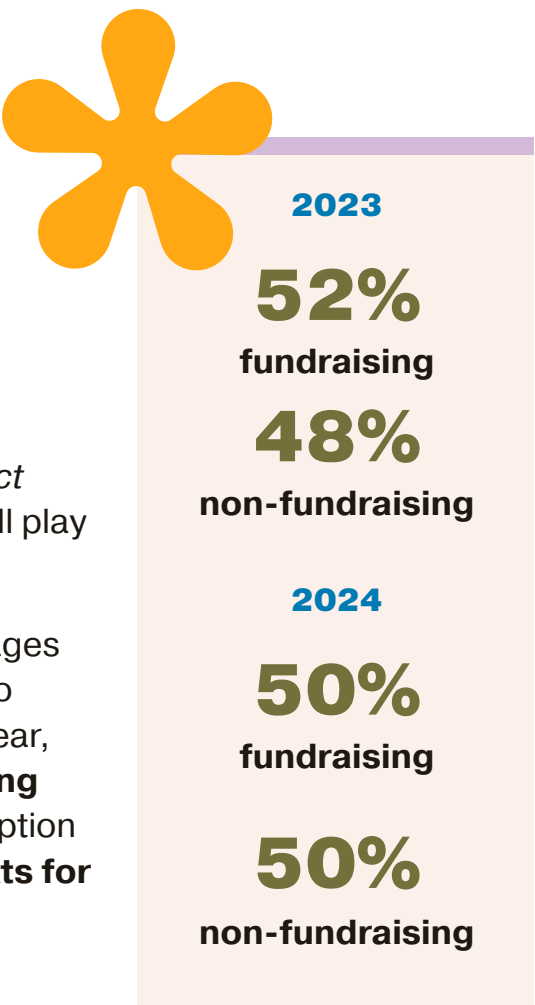
texts per week for
mature programs
during their biggest
campaigns

2. What types of texts do nonprofits send?

For the second year in a row, the mix was nearly **evenly split between fundraising and non-fundraising messages.**

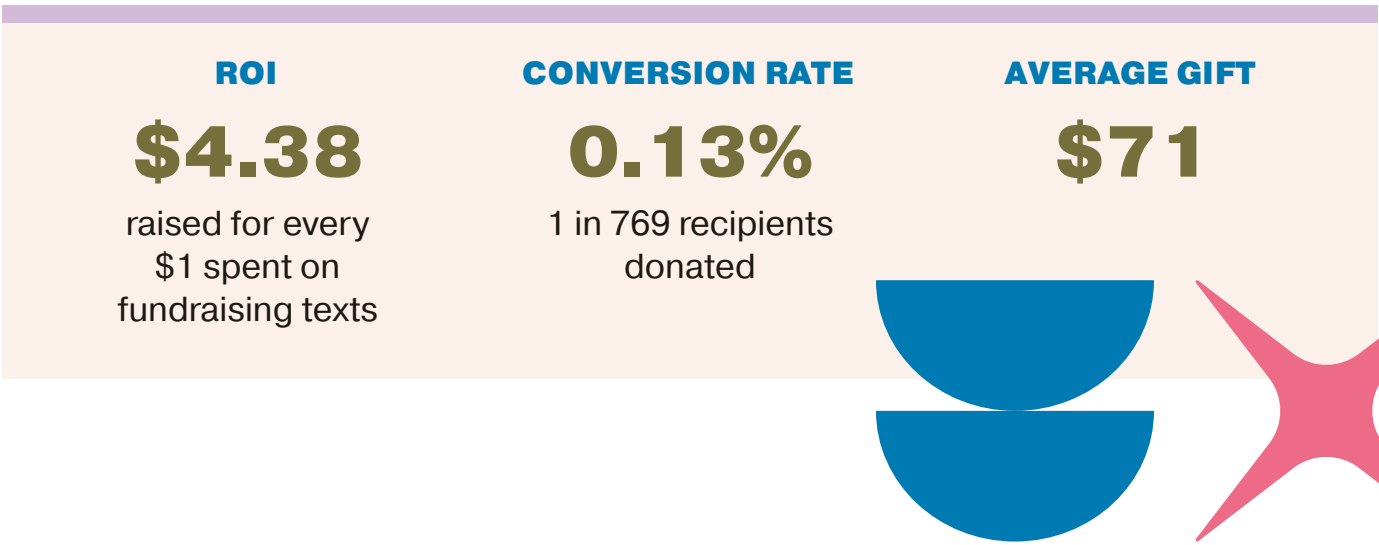
This balance matters: **Texting is not just pressing the *OPEN* key on a cash register.** It’s an ongoing communications channel for building relationships. That means messages that say *thank you*, share *impact stories*, or invite audiences to *sign a petition or card* all play a role.

If you tip too far into constant fundraising, your messages can start to feel predictable, transactional, and easy to ignore. More people will opt out. During most of the year, nonprofits actually sent **slightly more non-fundraising than fundraising texts.** But December was the exception that shifted the overall ratio, with **five fundraising texts for every non-fundraising text.**



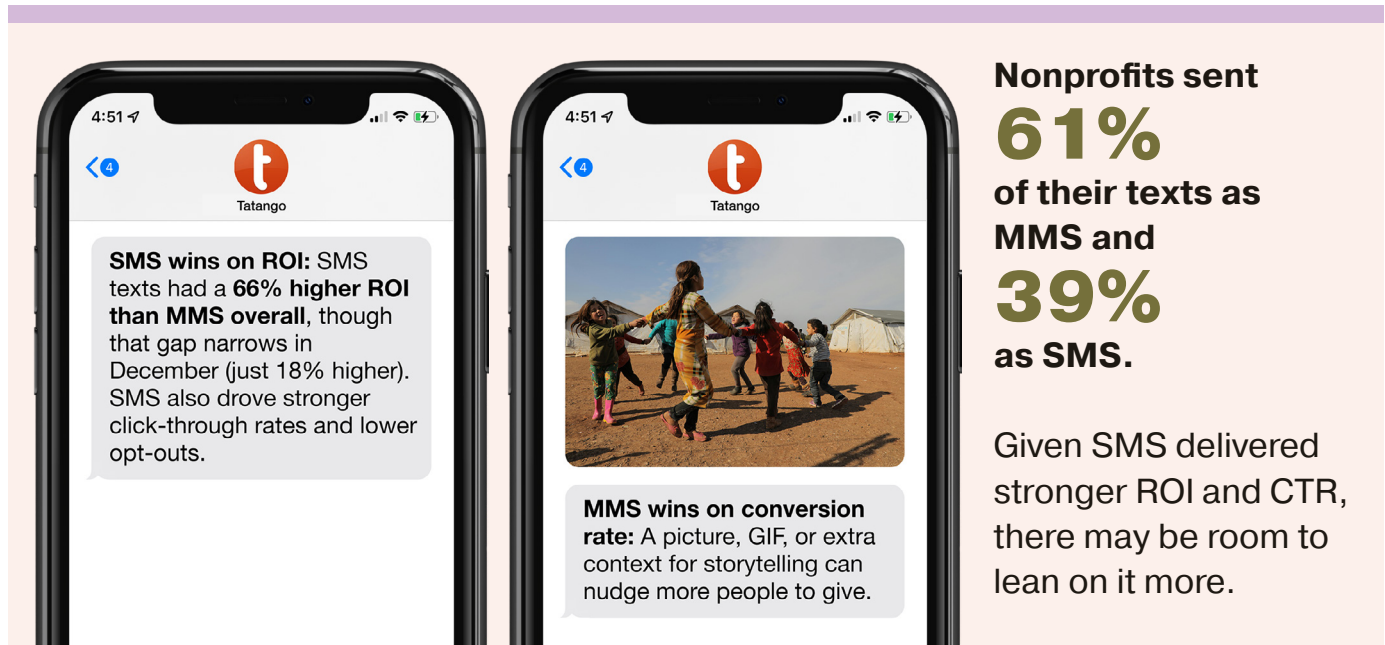
3. For fundraising texts, what’s the conversion rate, average gift, and ROI?

Even non-fundraising texts can generate revenue. Engagement texts delivered a **\$3.03 ROI** and cultivation texts brought in **\$0.69 ROI**. The lesson? Always include a link, even in a “non-fundraising” message.



4. Does SMS or MMS perform better?

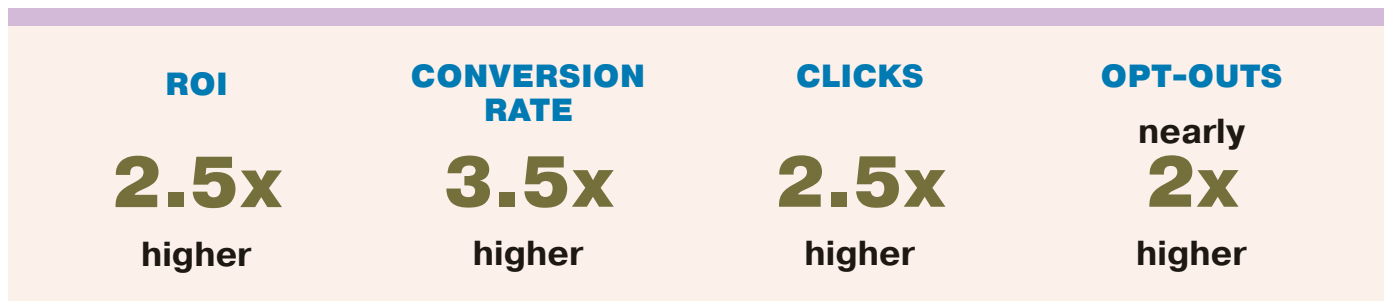
It depends on what you're sending and care most about.



The key is balance. SMS may feel restrictive with its 160-character limit, but those concise messages can outperform.

However, nonprofits love the expanded storytelling visuals that MMS provides to emotionally connect with their supporters. Visuals like countdown clocks, match GIFs, and photos of impact can also play an important role. **When MMS was used, images accounted for 65% and GIFs 25%.**

5. How do newer and mature programs compare?



Newer programs (2 years or less) drove higher revenue, though had higher opt-outs:

Older programs (2+ years) stabilize. They don't have the same ROI or conversions as newer programs, but they do see lower unsubscribe rates.

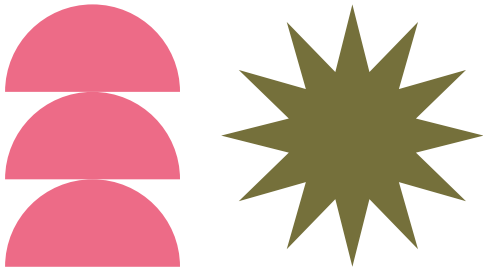
Why the difference? New programs often start with their most loyal, active donors – the people most likely to give – so early results are very strong. Mature programs broaden their lists to include new subscribers and prospects. That brings in new donors, but lowers ROI. When you’re growing your SMS supporter file, it’s important to consider **segmentation strategies** and **automations**, so you’re using your budget efficiently and welcoming new subscribers in a way that drives early revenue and strengthens ROI.

6. Does sending more texts increase opt-out rates?

Surprise: Sending more doesn’t mean losing more. **Nonprofits that sent 46+ texts a year had lower opt-outs (0.48%) than those that sent 29 or fewer (0.80%).**

And here’s the kicker: More texts also delivered better performance. Higher conversion rates. Higher ROI. Even with smaller average gifts, the steady drumbeat of messages raised more dollars overall.

So the lesson? Frequency, done right, doesn’t push people away. It keeps them engaged – and giving.



7. What should I expect from engagement and cultivation texts?

ENGAGEMENT TEXTS:	CULTIVATION TEXTS:
3.28%	3x lower
click-through rates, and a stronger-than-expected ROI at \$3.03. Great for surveys, petitions, “sign a card” asks, and providing value.	than engagement messaging. Surprisingly, cultivation also had the highest opt-out rate (0.81%).

Just think about when you text a friend: It’s usually with a request, question, or update. Donors expect every text to add value to their relationship with your organization, so including relevant links – like those that show the impact of a recent gift or share a donor story – is key to success and retention.

It may also indicate a personalization gap. Cultivation works best when messages feel personal. Examples include using a supporter’s name, referencing their last gift, or showing the direct impact of their support.

8. Best days around Giving Tuesday and year-end?

GIVING TUESDAY	THE DAY AFTER GIVING TUESDAY	DECEMBER 29, 30, 31
the strongest ROI of the season, outperforming December 31 in both conversion rate and revenue.	performed well, producing 2.5x higher conversions and 3x higher ROI than the day before Giving Tuesday.	all had high conversion rates and ROI, even with December 29 landing on a Sunday.

9. How does December fundraising compare to other months?

December is the heavyweight champion of online fundraising. According to the M+R Benchmark Report, **40% of one-time online revenue comes in December**, and texting reflected that same surge. Nonprofits went from sending **two to three texts in a typical month to about seven in December**, right alongside increased emails.

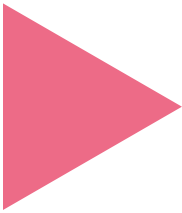
And it worked: **Fundraising text conversion rates jumped 38% in December, ROI climbed 35%**, and average gift amounts ticked slightly higher. Even better, opt-out rates dipped a little, suggesting donors were more forgiving of extra messages when the giving season was in full swing.

But don't sleep on other months: **Conversion rates and ROI in other months like February, July, and September often rivaled – and sometimes exceeded – those seen in December.** While December grabbed the spotlight with volume and urgency, your texts may quietly work the hardest in other months.

10. Best day of the week overall?

It's tempting to crown a winner, but the truth is that the offer and timing matter more than the day. **Still, the data gives some clues:**

SATURDAY	WEDNESDAY
Highest conversion rates, revenue per recipient, and click-through rates.	Lowest ROI and conversion rates.



The best advice is to treat this data as a starting point and keep testing. You want to catch audiences when they're less distracted. Saturday might be one of those times, but so could Sunday evenings or even late Friday afternoons when the work week is winding down. And if something major happens on a Wednesday, that doesn't necessarily mean you need to sit back while others are texting.

11. Best time of day for fundraising texts?

In last year's report, evenings stood out as the prime window for fundraising texts, with **the highest conversion rates coming between 4 p.m. and 5 p.m.**

This year's data suggests late afternoons and evenings are your friend.

4 P.M. TO 5 P.M.	6 P.M. TO 7 P.M.	8 P.M. TO 9 P.M.
Highest ROI at \$11.18 , driven by both high conversions and an average gift of \$88 .	Strong performance with lower unsubscribe rates .	High conversions , but the highest opt-outs, too.

Pro tip: Reserve **8 p.m. to 9 p.m. for urgent, last-day pushes**. Use 4 p.m. to 5 p.m. and 6 p.m. to 7 p.m. for regular fundraising. And don't forget to constantly replenish your list, since evening texts carry a slightly higher unsubscribe risk.

12. Best time of day for engagement/cultivation texts?

- **Engagement texts:** Shined between **6 p.m. and 7 p.m.**, with a click-through rate of **10.6%** (2x to 3x higher than other hours) and one of the lowest opt-out rates (0.27%). **7 p.m. to 8 p.m.** also performed well.
- **Daytime texts:** Generally weaker, with lower click-throughs and higher opt-outs.

Perhaps these are times of day when people step back from the bustle of life. They're wrapping up the workday, sitting down to dinner, or unwinding with evening activities. It's in those moments of transition that supporters may be more open to reading a message and taking action.



13. How does list size affect performance?

SMALLER LISTS

Higher click-through, higher conversions, stronger ROI, and larger average gifts.

LARGER LISTS

More reach, but lower median performance.

Both small and large lists can succeed, but the playbook is different. For larger lists, strong segmentation remains essential. For example, nonprofits with larger lists might send more non-fundraising texts to keep active donors engaged while using targeted acquisition efforts to strategically engage and convert non-donors.

BONUS QUESTION: Which fundraising tactics are effective?

Here's a clever tactic we've seen drive results: **pairing MMS and SMS fundraising texts.**

When nonprofits sent an MMS fundraising text followed by an SMS fundraising text within three days, **conversion rates rose 53%** and **ROI increased 46%**. It's a pattern worth testing, especially around tight-window campaigns like Giving Tuesday or late December.

The lesson across every question: **Texting is most powerful when it's balanced.** Fundraising drives ROI, but engagement and cultivation build the trust and provide value that make fundraising possible. Too many asks, and more people will leave. Too few, and you miss opportunities. The sweet spot? A thoughtful mix that makes donors feel informed, appreciated, and ready to contribute when it counts.



Looking Ahead: The Future of Nonprofit Texting



These takeaways aren't theoretical; they represent tangible learnings that have contributed to tens of millions of dollars in texting revenue for nonprofits of all sizes. These results prove texting is here to stay: an essential, high-performing part of any modern engagement and fundraising program. If you're not already texting, you're falling behind – but there's still time to leverage the channel to elevate your critical work. **Because, while texting has matured into a channel with clear rhythms, benchmarks, and strategies, it's still flexible enough to reward experimentation.**

In this way, the next stage of nonprofit texting will likely be about sophistication, not just scale: Smarter segmentation from integrations. More personalized cultivation. Better integration with email, direct mail, and social. And, yes, more testing of strategies like SMS follow-ups to MMS asks.

Looking ahead to 2026, we'll continue to see developments in the texting landscape that will influence how nonprofits engage with their audiences. The broader adoption of RCS on all devices, for example, will offer a more dynamic, app-like experience within native text messaging, opening doors for branded, interactive content that goes far beyond SMS and MMS. Likewise, future iOS updates will undoubtedly introduce changes to privacy, notifications, and link previews that will require organizations to remain agile and adapt their strategies.

These constant evolutions can feel daunting, but they also present new opportunities for organizations bold enough to capitalize on them. **In this way, the texting playbook is still being written, and you can play an active role in the next chapter.** Use this guide to help you get started, keep testing, and you'll keep finding new ways to raise more and increase engagement.

Numbers

Text Messaging Statistics

	Fundraising	Engagement	Cultivation	All Texts
Click-through rate	0.76%	3.28%	1.03%	1.41%
Donation conversion rate	0.13%	0.21%	0.00%	0.12%
Average gift amount	\$70.86	\$21.74	\$50.91	\$49.05
Revenue/recipient	\$0.12	\$0.05	\$0.03	\$0.07
ROI “For every \$1 spent, this much is raised ...”	\$4.38	\$3.03	\$0.69	\$3.51
Opt-out rate	0.60%	0.42%	0.81%	0.53%



SMS vs. MMS



Fundraising Texts

Values	SMS	MMS
Click-through rate	0.92%	0.70%
Donation conversion rate	0.12%	0.15%
Average gift	\$69.32	\$70.86
Revenue/recipient	\$0.12	\$0.12
ROI	\$6.20	\$3.74
Opt out rate	0.66%	0.57%

Engagement Texts

Values	SMS	MMS
Click-through rate	4.43%	2.33%
Donation conversion rate	0.17%	0.27%
Average gift	\$20.98	\$22.89
Revenue/recipient	\$0.04	\$0.07
ROI	\$3.42	\$2.62
Opt out rate	0.33%	0.50%

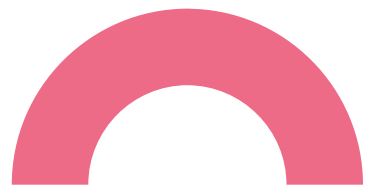
Fundraising Texts - January to November

Values	MMS	SMS	Grand Total
Click-through rate	0.66%	0.95%	0.78%
Donation conversion rate	0.12%	0.12%	0.12%
Average gift	\$65.64	\$60.21	\$61.89
Revenue/recipient	\$0.09	\$0.10	\$0.09
ROI	\$2.83	\$6.03	\$3.20
Opt out rate	0.65%	0.72%	0.67%

Fundraising Texts - December

Values	MMS	SMS	Grand Total
Click-through rate	0.72%	0.89%	0.73%
Donation conversion rate	0.22%	0.12%	0.18%
Average gift	\$78.23	\$80.86	\$78.82
Revenue/recipient	\$0.29	\$0.13	\$0.17
ROI	\$5.43	\$6.42	\$5.90
Opt out rate	0.50%	0.63%	0.52%

Note: ROI = For Every \$1 spent, this is how much is raised



Giving Tuesday and Late December

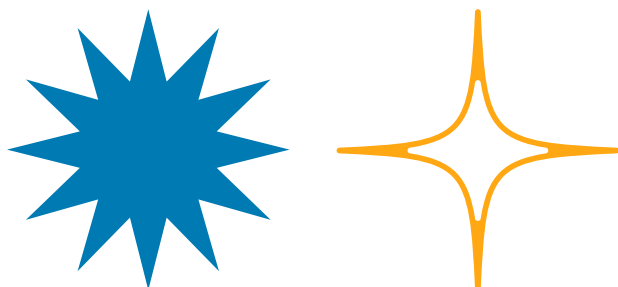
	Dec. 2	Dec. 3 Giving Tuesday	Dec. 4	Dec. 29	Dec. 30	Dec. 31
Click-through rate	0.61%	0.96%	0.89%	1.40%	0.73%	0.90%
Donation conversion rate	0.05%	0.27%	0.12%	0.39%	0.11%	0.17%
Average gift amount	\$67.74	\$73.92	\$93.12	\$228.62	\$75.39	\$89.15
Revenue/recipient	\$0.04	\$0.21	\$0.16	\$0.29	\$0.17	\$0.18
ROI	\$1.27	\$7.64	\$4.46	\$6.48	\$5.49	\$7.04
Opt-out rate	0.60%	0.52%	0.58%	0.61%	1.26%	0.47%

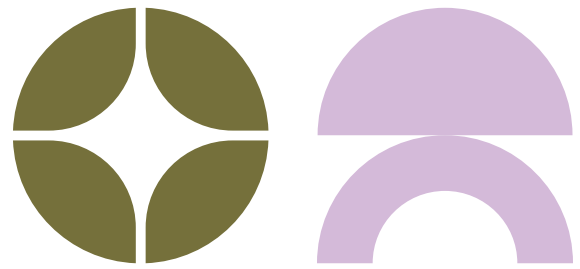
By Month* - Fundraising Texts

Values	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Click-through rate	1.06%	0.59%	0.66%	0.58%	0.59%	1.15%	0.78%	0.93%	0.84%	0.66%	0.73%
Donation conversion rate	0.23%	0.16%	0.14%	0.11%	0.10%	0.14%	0.08%	0.24%	0.12%	0.09%	0.18%
Average gift amount	\$49.71	\$59.46	\$52.07	\$71.65	\$60.50	\$68.52	\$57.37	\$78.86	\$68.15	\$67.58	\$78.82
Revenue/recipient	\$0.10	\$0.10	\$0.07	\$0.09	\$0.05	\$0.14	\$0.06	\$0.21	\$0.08	\$0.10	\$0.17
ROI	\$3.57	\$3.58	\$2.26	\$3.21	\$1.80	\$4.33	\$1.75	\$7.29	\$2.70	\$3.79	\$5.90
Opt-out rate	0.83%	1.82%	0.44%	0.16%	0.64%	1.28%	0.60%	0.62%	0.24%	0.91%	0.52%

*January's sample size was too small to include

Note: ROI = For Every \$1 spent, this is how much is raised





Time of Day - Fundraising Texts

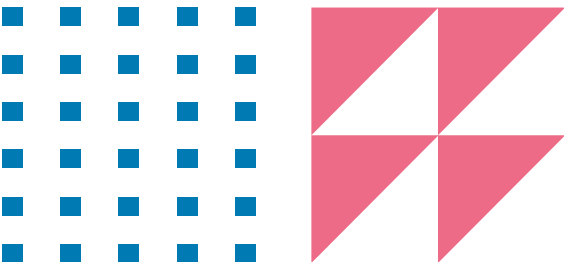
Values	10-11am	11-12pm	12-1pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm	7-8pm	8-9pm
Click-through rate	0.79%	0.45%	0.70%	0.55%	0.58%	1.21%	0.64%	0.88%	0.69%	0.92%
Donation conversion rate	0.11%	0.10%	0.11%	0.08%	0.12%	0.23%	0.11%	0.16%	0.08%	0.19%
Average gift amount	\$70.78	\$84.54	\$94.88	\$51.14	\$78.28	\$87.98	\$78.81	\$60.39	\$60.73	\$62.19
Revenue/recipient	\$0.10	\$0.10	\$0.11	\$0.03	\$0.08	\$0.24	\$0.10	\$0.14	\$0.06	\$0.13
ROI	\$3.39	\$4.34	\$5.87	\$1.01	\$3.07	\$11.18	\$3.25	\$3.88	\$1.89	\$4.72
Opt-out rate	0.66%	0.44%	0.73%	0.82%	1.22%	1.17%	0.65%	0.70%	1.18%	1.48%

*Sample size for 9am- 10am and 1pm-2pm were too small to include

New vs. Mature Programs - Fundraising Texts

	New Program (two years or less)	Mature Program (over two years)
Click-through rate	1.60%	0.64%
Donation conversion rate	0.35%	0.10%
Average gift amount	\$68.03	\$71.20
Revenue/recipient	\$0.29	\$0.08
ROI	\$7.52	\$2.89
Opt-out rate	0.88%	0.44%

Note: ROI = For Every \$1 spent, this is how much is raised



Definitions

Fundraising texts: Texts that ask recipients to make a donation.

Engagement texts: Texts that do not ask for a donation and instead feature a call to action of non-financial ways to get involved with the nonprofit. Examples include signing a petition, volunteer opportunities, taking a survey/quiz, or learning more about the nonprofit's mission.

Cultivation texts: Texts that do not ask for a donation but are sent to supporters to thank, update, or report back on the impact of their gift. Examples include thanking donors for past gifts on an awareness day, reporting back on the impact of gifts, or sharing a story made possible by donors.

Click-through rate: The number of click-throughs divided by the number of people sent a text message.

Conversion rate: The number of donations divided by the number of people sent a text message.

Opt-out rate: The number of opt-outs divided by the number of people sent a text message.

Average gift: The total revenue in donations divided by the total number of donations

MMS texts: Stands for Multimedia Messaging Service (MMS) texts. MMS texts that include up to 5,000 characters and contain images, short videos, audio files, or animated images called GIFs. MMS texts can include bolded or italicized text, emojis, and a subject line.

SMS texts: Stands for Short Message Service (SMS) texts. SMS texts can contain up to 160 characters in a text-only format, including links. Images, videos, GIFs, bolding, italics, emojis, and subject lines cannot be included in SMS texts.

Short code: A five- or six-digit number (e.g. 30032) nonprofits use to send and receive text messages. Texts are delivered much faster via short codes than long codes, especially MMS texts.

Long code: A 10-digit phone number (e.g. 312-555-1212) organizations use to send and receive SMS messages.

Broadcast texting: Broadcast texting is one-to-many texting. Like email, text messages are sent to large audiences with one click. Broadcast texting requires your recipients to consent to receive your text messages.

Peer-to-peer (P2P) texting: With peer-to-peer texting, texts are sent one at a time to supporters. This is also known as one-to-one texting. Each text to each supporter requires a separate click to send and allows for extended back-and-forth conversations with supporters. Since you are texting one at a time, you do not need permission to text anyone.

RCS texts: Stands for Rich Communication Services (RCS) texts. RCS texts allow nonprofits to send messages with rich features like branded sender IDs, larger image and video files, image carousels, graphic buttons, and read receipts. Unlike SMS and MMS, RCS messages require both the sender and recipient to have RCS-enabled devices and carriers.