



How to Engage More Volunteers With Text Messaging Campaigns

By Hinterhaus Productions

Volunteers are one of the many important lifelines for nonprofit organizations, which have many important facets to address in order to meet fundraising goals and operate successfully. To achieve goals with volunteers requires planning, organization and effective communication since engaging with volunteers is just as important to fundraising as it is to engage with donors.

During the pandemic, many organizations were forced to pivot their strategies from in-person events and celebrations to strictly virtual. While that has turned a corner, the lasting impacts remain. Virtual events led to staff and volunteers working remotely and supporters donating from the comfort of their own homes. Just as contactless giving technology has seen rapid growth, so too has the need for contactless communications among staff and volunteers. What was once discussed in a conference room or via daily in-person briefings, has moved to Zoom and messaging platforms. Enter text messaging as the tool for managing nonprofit volunteer efforts.

Having the ability to communicate with volunteers and donors by text message creates a higher level of community engagement. Organizations are able to text event reminders, new volunteer opportunities and last minute updates, while volunteers can respond back at any time. Organizations can also send out SMS fundraising campaigns to keep text communication alive between volunteers, community members and staff to raise money for their causes.

Today's supporters (both donors and volunteers) are just a text away. Here are four key reasons why every nonprofit should implement text messaging into their communication strategy.

1. Recruit Volunteers

Finding volunteers can be a daunting task, so make it easy for them to learn more about the organization and current volunteer opportunities by just texting in a keyword. Share this keyword on your social media, on your website and at events so people can quickly text in and be added to informative text message campaigns.

2. Increase Engagement

Text messaging helps to re-engage current volunteers with whom organizations have lost touch. Keeping them updated on new volunteer opportunities and upcoming events quickly and easily by text message can motivate them to stay involved with the organization. Text message is also key in quickly updating volunteers on last-minute changes while, at the same time, volunteers can text back any questions or issues of their own.

3. Provide Insight and Appreciation

An additional benefit from texting with volunteers is the ability to gather their feedback on how everything went and also offer appreciation for their efforts. Constructive feedback through short text surveys means an improved experience in the future, and volunteers will feel the satisfaction of being heard, knowing that their feedback and opinions matter. By offering the option to give feedback this way, volunteers are more likely to respond since it's a quick and convenient avenue for them to communicate their thoughts. Sending personalized "thank you" texts to volunteers for all of their hardwork and dedication goes a long way and boosts community morale.

4. Collect More Donations

Last but not least, one of the most crucial benefits of text messaging for nonprofits is the ability to collect donations by text. Nonprofit organizations are increasingly depending on contactless technology so they can collect more donations quickly and efficiently. New options like text to give allow donors to give at any time without needing a checkbook or cash, plus they have the added ability of setting up one-time or recurring donations. The ability to communicate via two-way text messaging also builds strong, personalized relationships that lead to trust and loyalty among donors.

In today's contactless world, text messaging with volunteers is a smart business move for any nonprofit and is an easy solution to integrate.

<https://www.nonprofitpro.com/post/how-to-engage-more-volunteers-with-text-messaging-campaigns/>