Bonterra™

Mobile Messaging

Reach Supporters Instantly. Maximize Engagement.

Cut through the noise to engage with your supporters, activists and volunteers with text message communications.

Fully integrated mobile tools

Send text messages to your supporters with mobile phones directly from your database. Easily search, segment, track and analyze your data in one place.

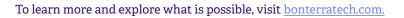### Sky-high conversion rates

Take advantage of today's best performing communications channel. With click-through rates of 4.2% for fundraising messages and 9.8% for advocacy messages, mobile delivers outstanding conversion results for nonprofits.

Engage your supporters in new ways

Mobile Messaging gives you new tools and strategies to interact with your highest engaged supporters. Augment existing activities by sending text message reminders for upcoming events, advocacy campaigns, fundraising appeals, local neighborhood activities, and more.

Mobile Messaging

Available as an add-on to Bonterra's Digital, Development, Volunteer Coordination, Advocacy, and Organizing tools

Bonterra™

To learn more and explore what is possible, visit bonterratech.com.

FEATURE HIGHLIGHTS

Grow your mobile list

Capture mobile numbers using forms and store them in your supporter contact records alongside all your other constituent data.

Integrated search & segmentation

Our Mobile Messaging tools are fully integrated to allow you to easily search and segment your data to target your supporters, activists and donors.

See the full picture

Integrated reporting lets you track and analyze your mobile engagement rates alongside your other engagement metrics, to give you a holistic view of how you're communicating with your supporters.

Automate multi-channel communication

Reach supporters with the right message, at the right time, in the right channel with multi-channel and branched automation, including mobile messages.
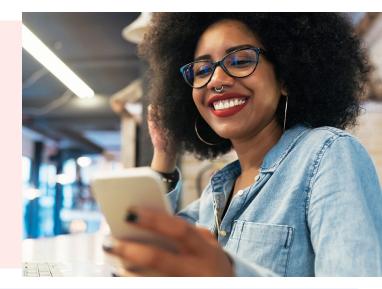
Personalized conversations

Create unlimited custom keywords and responses to personalize outreach and engage supporters in new ways.

Engage supporters with SMS & MMS

Stand out with both text and multimedia messages, including pictures, video, and audio.

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