

GENERAL OUTREACH SAMPLE TEXTS

Below are a few text templates to send to your network of Texas State supporters. Texts work best when you personalize the content and include engagement unique to your area.

Pro Tips:

- **Develop a communication strategy that does not spam people; create a balance of informing your audience but not being annoying. Spread out your communication across platforms and text sparingly.**
- Create your **contact list** from past donors to your fund, your family, friends, peers, and anyone in your and your networks that may support your cause. The larger your list, the more potential donors you have.
- Create a **fundraising timeline** for you and your team to plan out when your communications will be launched and specify which platform. The more planning you do in the beginning, the smoother and more successful your fundraising efforts will be. The closer you get to the end of the fundraising period, the more you will want to create a sense of urgency so that they are more likely to make their gift.
- Clean up your text list before each send! If you hear from someone that they can't give right now, or you know they already donated, remove them from your list to respect their wishes.
- **If someone responds they do not want to be contacted from Texas State University, or do not want to be solicited – you must send their name, contact information and request to annualgiving@txstate.edu so we can update their record in our database.**

Two weeks before fundraising (to past supporters):

Hi \$RECIPIENT_FIRST_NAMES\$, this is \$SENDER_FIRST_NAMES\$ with {Organization Name}. Big things are happening at [fund name]. Because of supporters like you, we have [include the impact of past donations; focus on one person's story rather than numbers.]

First Day of Fundraising:

Hi \$RECIPIENT_FIRST_NAMES\$, this is \$SENDER_FIRST_NAMES\$ with {Organization Name}. We are raising money for [explain what you are fundraising for ex. Conference, supplies, travel expenses, etc.] To make this possible, we need your help and every dollar counts! Whether it's \$5 or \$10, your support helps us get closer to our goal!

LINK TO YOUR DONATION PAGE

Last Day of Fundraising:

Hi \$RECIPIENT_FIRST_NAME\$, this is \$SENDER_FIRST_NAME\$ with {Organization Name}. We are running out of time – the last day to support us is today! So far, [current donor #] generous people have made an impact to help [insert population]. Will you join us? **LINK TO YOUR DONATION PAGE**

Day after fundraising period is over (to donors):

Hi \$RECIPIENT_FIRST_NAME\$, thank you for supporting {Organization Name}!

Because of your generous gift, we will be able to **[insert impact here – bring more students to the conference? Buy new equipment? Find impact even if you didn't reach your goal!]**

Stay connected with [fund name] by [how can people connect? follow on social media? Check your website for updates/news? Volunteer or attend an event?] Thank you for making a difference in the lives of students. Eat em up Cats!

CONTACT US

You can email annualgiving@txstate.edu with any additional questions!