



300% Increase in Donor Engagement with the Rally Platform

Create a strong, authentic relationship
with your donors in the most
powerful medium you can use.

- ✓ 98% of text messages are opened, most in just a few minutes
- ✓ 91% of American adults own a smartphone
- ✓ The average donation size for text-to-donate fundraisers is just over \$100
- ✓ Donors are 12x more likely to click on a giving link sent as a text message than in a newsletter

**Rally Text-2-Donate, Text-2-RSVP,
Text-2-Connect,
& Relational SMS Camapigns**

**Text DONATE to 24-365
to see it in action**



Reduce the friction to acquire new supporters

From simple short numbers (24-365) to easy-to-use QR codes, Rally gives you the best chance to connect with the 91% of American adults who own a smartphone in the moment and empower them to take immediate action.



Launch relational texting campaigns

With open rates well over 90%, texting is by far the most effective channel available today. Go way beyond blasts and impersonal texts to drive your message home with Rally.



Avoid the inbox and get people to take action

Messages sent from Rally are 12x more likely to be responded to than any other means. What would getting the word out and having a meaningful conversation mean to your cause?



Drive ongoing engagement

Launch relational texting campaigns. Rally works with over 2,000 products, giving you the option to customize your workflows to focus on the work you do best. Oh, and did we mention it requires zero coding skills?



TRUSTED BY THE BEST AND BRIGHTEST

Our team has worked with over 8,500 non-profits of all sizes. We can customize a solution to meet your needs



"Pressing play on a texting program for the first time during a pandemic was a bit scary, however, the team at Rally could not have made the process more simple. They are so responsive and helpful. Thanks to them, our donors have another easy way to support the Healthcare Heroes at all 11 of our hospitals during this critical time. I highly recommend working with Rally Corp."

STACY B.
RWJ Barnabas Health

"The Text-2-Donate process was super smooth, and some of our largest donations of the night came thru via the platform! It gave us the relevant edge we needed to win over a mature crowd as well as engage the millennials in the audience."

BLAKE S.
Executive Director Heart2Heart

"Rally has been a wonderful tool for reaching out to our community regarding upcoming events and other important pieces of news, as well as providing a streamlined method for giving via text. Rally support is incredibly responsive and helpful. They quickly got us up and running and have answered our dozens of questions throughout implementation and beyond."

HANNAH K.
Lake Forest Academy



Schedule a consultation to discuss how Rally can help you acquire, engage, and retain donors.



Join a private Facebook group and get weekly growth tips and resources.

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