

Set Up Texting (SMS) Subscriptions

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A Text-to-Subscribe activity is an opportunity to create awareness through marketing your organization, events or partnerships, and grow your supporter database without asking for money.

When promoting, the marketing should be entertaining or offer valuable information that connects people to your cause to optimize and engage supporters.

To create an Text-to- Subscribe activity, click **New Activity** > **Texting Keyword** > **Text-to-Subscribe**.

What kind of activity do you want to create?



Online form

Collect donations, sell tickets, recruit volunteers, and more



Texting keyword

Capture texted donations and new subscribers

[Text-to-Donate](#)

[Text-to-Subscribe](#)

After clicking on the Text-to-Subscribe activity, the next step is to setup the keyword.

Keyword
| Select existing keyword

Campaign
Select Existing Campaign

Messaging Type
One-Time Response

Shortcode
51555

One Time Response Message
238 characters left

Save

Enter the **Keyword** or **Select Existing Keyword**. Then choose an **Existing Campaign**.

Note: If the campaign has not been created, return to the dashboard and follow the steps to **Create a Campaign**.

Messaging Type

Messaging Type

- ✓ One-Time Response
- Subscription Based

There are two Messaging Type options. Both options yield the same result when a supporter texts in your keyword: they are added to the subscriber database. What separates the two options is what the supporter experiences.

One-Time Response

1. Someone texts your keyword to 51555.
2. They immediately receive the response you have written.
3. They are added to your list of subscribers for that keyword.

Your response can say whatever you want and can include links.

Subscription Based

1. Someone texts your keyword to 51555.
2. They receive an automated response telling them they have been subscribed.
3. They are added to your list of subscribers for that keyword.

The preset message that subscribers will receive if Subscription Based is selected will be:

Thank you for subscribing!
You'll hear from us up to 4x per month.
GSFAcademy
Text HELP for help
Text STOP to end

Click **Save** to save the Text-to-Subscribe activity and begin marketing it to supporters.

To view all your Text-to-Subscribe activities, navigate to the left navigation bar and select Existing Activities > Subscription. All existing Text-to-Subscribe activities will be listed.

[← Back to Dashboard](#)

SMS Subscription

Keyword	Campaign	Actions
CLASS	Fundamentals	
BALLOONS	Fundamentals	