

FEATURE SPOTLIGHT

FLEXIBLE FOLLOW UP MESSAGES



A donation begins the relationship. A follow-up message keeps it going.

With MGFC, charities can send a custom text message to donors within seconds of their gift—right when they feel most connected to your cause. This simple step helps you stay present, build trust, and guide donors toward what comes next.

THE CHALLENGE

Many donors give once—and then disappear. It's not because they don't care. It's because there's no clear next step. Without timely follow-up, charities miss the opportunity to:

- Reinforce the donor's impact
- Build trust and connection
- Invite deeper engagement or continued support

That moment of generosity is powerful, but it's also brief.

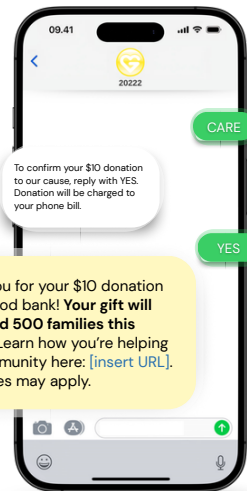
MGFC'S ROLE

MGFC's flexible Follow-Up Messages give charities a simple way to extend that moment. Each donor automatically receives a short message, sent about 30 seconds after their donation and designed to thank, inform, and guide. These messages can be tailored to your campaign goals, such as:

- Thanking donors and showing impact
- Inviting a second gift or "top-up"
- Encouraging monthly giving
- Asking donors to stay connected through updates or newsletters

With up to 300 characters (including spaces), every word is intentional, clear, and focused on the donor.

HOW TO USE FOLLOW UPS



You made tails wag! Thanks for your \$5 donation to our shelter. Want to hear more about the animals you're helping? Join our newsletter: [insert URL]. Data rates may apply.

Thank you! Your \$10 gift provides 20 pairs of socks to those in need. Want to make an even bigger impact by giving \$10 to Socks 4 Souls Canada every month? To accept reply YES. To end txt STOP. INFO: hmgf.ca/t Data Rates May Apply

Thank you for your donation! We'd love to stay in touch and send you updates about our cause Sign up here: <https://hmgf.ca/4e7i4isf>. Data rates may apply.

EXAMPLES IN ACTION

A Simple Message That Doubled Impact



The Snowsuit Fund used follow-up messages to build on donor generosity in real time. After a \$25 donation, supporters received a message explaining that a full snowsuit costs \$50 and inviting them to give a second \$25 to fully support one child. What made this work:

- It connected the donor directly to the outcome
- It made the next step clear and achievable
- It arrived at the perfect moment—right after the first gift

This wasn't a second ask out of nowhere. It was a natural continuation of the donor's impact.

Turning Donations Into Conversations



CKUA used follow-up messages to do something different: build community. After donating, supporters were invited to:

- Share their stories
- Request songs
- Receive on-air shoutouts

This created a two-way experience. Donors weren't just giving—they were participating. The result was more than fundraising.

Start your own campaign: support@mobilegiving.ca