

## Tatango Nonprofit Message Templates: Welcome Series After an Import

Below is an example of a 2-part welcome series to existing donors/constituents who are imported into Tatango.







### MESSAGE 1: WELCOME & CONTACT CARD

#### Version 1

Timing: Immediately after import

Subject Line: Welcome to (ORG NAME) texts

Example: Welcome to Children in Need texts

Template	Actual Message
<p>(IMAGE)</p> <p>(FIRST NAME), as a supporter of (ORG), you've been added to our new text messaging program.</p> <p>Periodically, you'll receive:</p> <ul style="list-style-type: none"> <li> Reporting back on the impact of your donations</li> <li> Timely alerts and updates on (THOSE YOU SERVE) you've helped</li> <li> Opportunities to get involved</li> </ul> <p>If you'd prefer not to receive these messages, just reply STOP.</p> <p>Please add (ORG NAME) to your contacts so you don't miss</p>	<p>(IMAGE)</p> <p>Mary, as a supporter of Second Chance Sanctuary, you've been added to our new text messaging program.</p> <p>Periodically, you'll receive:</p> <ul style="list-style-type: none"> <li> Reporting back on the impact of your donations</li> <li> Timely alerts and updates of the animals you've helped</li> <li> Opportunities to get involved</li> </ul> <p>If you'd prefer not to receive these messages, just reply STOP.</p> <p>Please add Second Chance Sanctuary to your contacts so you don't miss any updates.</p>

any updates.

Click the link and "Create New Contact" then "Save."

-(FIRSTNAME), at (ORG NAME)

Click the link and "Create New Contact" then "Save."

John at Second Chance Sanctuary

## MESSAGE 2: REPORTING BACK ON RECENT CAMPAIGN

### Version 1

Timing: 7 days after import

Subject line: Reporting back on (PROBLEM TO SOLVE)

Example: Reporting back on fighting hunger in schools

Template	Actual Message
<p>(Add Image)</p> <p>Last (SEASON/MONTH), we asked you to help (THOSE YOU SERVE) overcome (PROBLEM).</p> <p>They (EXPAND BRIEFLY ON PROBLEM).</p> <p>I'm excited to report back that - thanks to supporters like you - these (THOSE YOU SERVE) now (NEW OUTCOME).</p> <p>(BRIEFLY EXPAND ON OUTCOME). Learn more at (LINK)</p> <p>This wouldn't be possible without caring individuals like you!</p> <p>-(FIRSTNAME), at (ORG NAME)</p>	<p>(Add Image)</p> <p>Last summer, we asked you to help kids overcome hunger during their school day.</p> <p>Too many kids were going to school hungry and their academics suffered. Hungry kids have lower math scores and are more likely to repeat a grade.</p> <p>I'm excited to report back that - thanks to supporters like you - these kids now go to school with full bellies!</p> <p><b>They're eating a healthy lunch during the day. And their test scores have improved. Learn more at: (LINK)</b></p> <p>This wouldn't be possible without caring individuals like you!</p> <p>John, at Children in Need</p>