

Set Up Texting (SMS) Subscriptions

Last Modified on 09/07/2023 11:28 am PDT

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



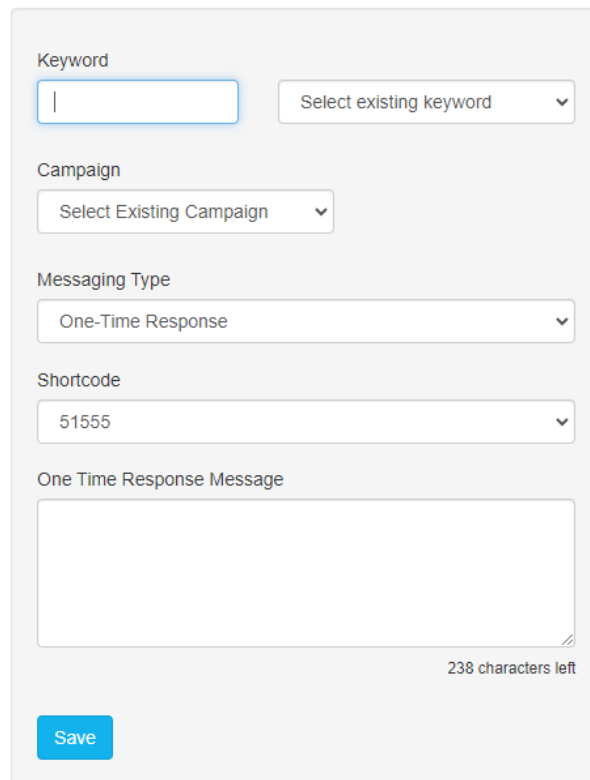
Texting keyword

Capture texted donations and new subscribers

[Text-to-Donate](#)

[Text-to-Subscribe](#)

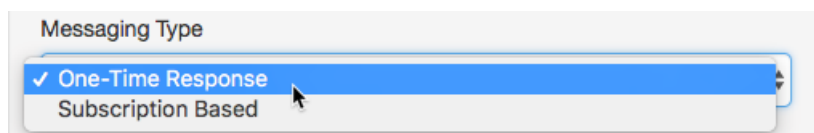
After clicking on the Text-to-Subscribe activity, the next step is to setup the keyword.

A screenshot of a web form for configuring a campaign. The form has a light gray background and contains several input fields and dropdown menus. At the top, there is a 'Keyword' section with a text input field containing a single vertical bar '|' and a dropdown menu labeled 'Select existing keyword'. Below this is a 'Campaign' section with a dropdown menu labeled 'Select Existing Campaign'. The 'Messaging Type' section has a dropdown menu currently showing 'One-Time Response'. The 'Shortcode' section has a dropdown menu showing '51555'. The 'One Time Response Message' section features a large text area for writing a message. At the bottom right of the text area, it says '238 characters left'. A blue 'Save' button is located at the bottom left of the form.

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

A screenshot of a dropdown menu titled 'Messaging Type'. The menu is open, showing two options: 'One-Time Response' which is selected and highlighted in blue with a checkmark to its left, and 'Subscription Based' below it. A mouse cursor is pointing at the 'Subscription Based' option.

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	