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cadence

15 Texting Templates for Advancement

Make every message count™ with alumni and donors with texts that have proven success at 750+ institutions.

Capterra 4.8

Users Love Us
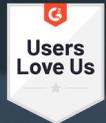
| ● Start | Graduating Students & New Graduates | Alumni | Prospective, Targeted, & Pledged Donors |

Why should you use SMS templates?

Crafting a message on-the-spot is time-consuming and less efficient. SMS templates allow you to plan and write your text messages ahead of time.

Texting templates also:

> Promote using proven best practices
> Ensure quality communication
> Increase efficiency while communicating with alumni and donors

What will you get out of this guide?

The ability to achieve a better response from your SMS texting.

These templates will help with:

> Staying in contact with recent grads
> Reminding contacts of alumni events
> Increasing donations from Giving Days and fundraising texts
> Creating a more personalized approach to stewardship

Considerations when using SMS templates

Flexible character limits

Some platforms restrict you to 160 characters, which can make it very difficult to communicate effectively We provided templates that have proven to be highly effective. Some happen to be over 160 characters, so feel free to modify to fit your platform's requirements.

Use of emojis and MMS

When appropriate, you can add personality to your messages with emojis and multimedia messages.

Long codes vs. short codes

While your current platform might utilize short codes, experience shows that people are more apt to respond to and engage with an actual phone number (long code). Save short codes for emergency texts.

Merge fields

The variable fields provided in these templates are for example only. Be sure to update them accordingly for your use.

If you're already using Cadence but you're not sure how to use these templates, feel free to reach out to your Client Success Lead or our support team at: support@mongooseresearch.com.

Let's get started.

Not a current Cadence user? Explore the benefits and features of using Cadence for texting at:
> Mongooseresearch.com/Cadence

Loved By:

WELLESLEY | UNIVERSITY OF NOTRE DAME | Brandeis | PennState | SDSU San Diego State University | THE OHIO STATE UNIVERSITY

Graduating Students & New Graduates

Initial Contact
> Prior to Commencement

Hi **<FIRST NAME>**, this is **<STAFF FIRST NAME>** from the **(School Alumni Office)**. Congrats on your upcoming graduation! We want to help you stay connected - we will not send spam. Can you confirm this is the best number for you? Reply "STOP" to opt-out of these communications.

Opt-Ins
> One Month After Commencement

Congrats **<FIRST NAME>**! Welcome to the **(School Name)** alumni family! Could you let us know what you'd like to in hear from us by updating your interests? Check your email for the link, and please feel free to text back any time with questions!

New Student From Outside Region

<FIRST NAME>, this is **<STAFF FIRST NAME>** from the **(School Alumni Office)**. Are you heading to a new state after graduation? Moving to a new city can be tough, so we'd love to connect you with the alumni chapter to make your transition easier! Any interest?

Check-In
> 12 Weeks After Commencement

<FIRST NAME>, it's **<STAFF FIRST NAME>** from **(School Name)**. Alumni chapters are a great way to stay in touch with fellow alumni from **(Area and/or Career)** and I have more info I can share. Are you interested in joining an alumni chapter? **Reply "STOP" to opt-out of alumni office communications.**

We recommend following **compliance best practices** and reestablishing consent with students (aka new grads) that may not have received texts from your office before.

🐾 Smart Messages

Save staff time with Smart Messages in Cadence. Cadence will interpret incoming texts and respond automatically if the student's intent is known with a high degree of certainty, while also notifying staff when a human needs to intervene.

* Fields located within **(parenthesis)** indicate location for customization.

One of the most important parts of my job is alumni outreach. With a simple texting campaign, I can check in with all of our alumni in the areas of academics, emotions, and finances with the click of a button. What used to take me about a month to do now takes me about a day with Mongoose! It has really revolutionized the way we communicate with our alumni!

Nathan Olmeda, *University of Southern California Hybrid College Prep*

Alumni

Affinity/Chapter Event
> 2-4 Weeks Before Event

Hi <FIRST NAME>, this is <STAFF FIRST NAME> from (School Name) Alumni Relations letting you know about (Event) at (Location) on (Date). Are you interested in learning more?

Major Event
> 2-4 Weeks Before Event

Hi <FIRST NAME>, it's <STAFF NAME> from (School Name). (Homecoming/Alumni Weekend/Other Event) is approaching and I'm here to help if you have any questions about travel/accommodations. Are you interested in attending?

Reverification
> Annually

Hi <FIRST NAME>, it's <STAFF NAME> at (School Name) just checking in to see if I can help connect you with other alumni or answer any questions! Can you also verify this is the best mobile number for you? If you'd like, you can reply "STOP" to opt-out of these communications.

Mentoring/Networking
> 2-4 Weeks Before Event

Hi <FIRST NAME>, this is <STAFF FIRST NAME> from (School Name). We have a networking event on (Date) at (Location) and current students are hoping to meet with successful alumni from (Career/Field). Are you able to attend?

Prospective, Targeted, & Pledged Donors

Challenge/Ambassador Message
> Giving Day, Year End Appeal, Annual Appeal

Hi <FIRST NAME>, this is <Alumnus/a First Name>. I volunteered to help with (School Name)'s Giving Day. If we reach ($ Goal), (Donor) has pledged to contribute an additional ($ Amount). We appreciate any help! Are you able to donate to the cause?

Challenge/Ambassador Message
> Occasional

Hi <FIRST NAME>, it's <STAFF FIRST NAME> from (School Name)! I'll be meeting with alumni in your city on (Visit Date) and I was hoping to treat you to lunch as a thank you for your ongoing support. Are you free on (Date)?

Stewardship/Affinity
> Occasional

Hi <FIRST NAME>, this is <STAFF FIRST NAME> from (School Name). One of your fellow (Affinity Group) alums, (Alumnus/a Name) just (Accomplishment). You can read more about it on our website.

Student Appeal
> Annual Appeal

Hi <FIRST NAME>, this is <Student Name>. Just like you, I (Common Interest). With your support, we could accomplish (Objective). We appreciate any help! Please help us continue (Tradition/Cause) by visiting our website.

* Fields located within (parenthesis) indicate location for customization.

Prospective, Targeted, & Pledged Donors

Pledge Solicitation
> Occasional

Hi <FIRST NAME>, thank you for everything you do for (School Name). We're looking for support for (Campaign Name) and no gift is too small. With your donation we can (Objective). Could you offer your support? You can reply "STOP" to opt-out of these communications.

Soft Pledge
> Giving Day, Annual Appeal, Year-End, Fiscal Year

Hi <FIRST NAME>, thank you for taking the time to speak with (Student Caller's Name) today and for considering supporting (Campaign Name) . You may make a gift or read more about how your gift would help students with (Cause) on our website.

Hard Pledge
> Giving Day, Annual Appeal, Year-End, Fiscal Year

Hi <FIRST NAME>, thank you for taking the time to speak with (Student Caller's Name) today and for your pledge of support for (Cause)! Please visit our website to complete your pledge.

Save The Date
> Annual Giving Day

Hi <FIRST NAME>, this is <STAFF FIRST NAME> from (School Name) Alumni Relations inviting you to save the date for this year's (Giving Day/Giving Tuesday) Campaign! Giving Day is coming up on (Date) - can we count on your support again this year?

* Fields located within (parenthesis) indicate location for customization.

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From text to chat, make every message count™. Mongoose believes that having the right communications between the right people at the right time helps students, alumni and staff reach their goals and aspirations. Colleges and universities enjoy as much as a 200% inquiry increase, a 98% student retention rate, and doubled donations with Cadence, the industry's first and only solution built by higher ed professionals for higher ed leaders. Cadence engagement solutions empower 750+ institutions to advance and inspire students' success by increasing enrollment, engagement, retention, and alumni gifts.

The Cadence platform exists to create successful outcomes for students and staff alike.

> **Learn more:** MongooseResearch.com/Cadence

View and share this guide > MongooseResearch.com/Advancement-SMS-Templates