



Learn about how the Friends of the Israel Defense Forces were able to partner with Textmunication and help raise over \$600,000 in donation pledges with a "text-to-give" option at their live events!



Background:

The Friends of the Israel Defense Forces (FIDF) is a non-political, non-military organization that provides for the wellbeing of the soldiers of the Israel Defense Forces (IDF), veterans and family members. We are the single organization authorized to collect charitable donations on behalf of the IDF across the United States, as designated by Lt. Gen. Gadi Eisenkot, IDF Chief of the General Staff in March 2017 and by Lt. Gen. Aviv Kochavi, IDF Chief of the General Staff in February 2019 and April 2021.

The Israeli government is responsible for training IDF soldiers and providing them with the necessary tools for their service. FIDF is committed to providing these soldiers with love, support, and care to ease the burden they carry on behalf of the Jewish community worldwide.

Established in 1981 by a group of Holocaust survivors. FIDF is a 501c3 not-for-profit corporation that operates 20 regional offices in the United States with headquarters in New York City.

In a nutshell, please share with us what FIDF did in order to achieve such an incredible donation amount?

After signing up for an account with Textmunication and learning its core features, on a one-on-one training

with their Textperts, we knew right away that we wanted to utilize their "text-to-donate" option.

So, for our upcoming gala event, we displayed an opportunity for our audience to text FIDF to 52236 which then auto replied with further instructions. It told our potential donors to reply back with their full name and pledge amount which ended up totaling \$600k in text pledges alone! There was even an option to automate a follow up text, which we did for a day later, with a link to our online fulfillment page in order to also close pledges online if they preferred an online option.

Another big piece was to automate the whole process as much as possible during the live event. This made Textmunication by far the best choice as their product SAM, or Smart Automated Messaging, gave us all the tools we needed to automate, engage, follow up and thank, and, ultimately, to fulfill our pledges.



“ Very friendly staff and customer support. Always eager to help. Offers a good SMS text communication platform that is easy to use and even offers API capabilities for those that have developers on their team. Recommended. ”

ALEX WONG

FIDF TEAM MEMBER

