



Today you receive texts from many different sources. Your doctor texts you. Your hair salon texts you. Your child's school and/or teacher sends text reminders. You even receive texts from restaurants to let you know your table is ready. Texting is OK and, frankly, it's expected!

Text messages have a 98% text open rate.

Text messages also have a 45% response rate.

### Why Texting?

- Text messaging open rates are exponentially higher than email open rates. People typically open and read a text message **within 5 minutes** of receiving it.
- Phones are always with people, taken EVERYWHERE.
- It is a truly personal way to connect.
- Texting can be automated.
- Even older folks text!

### What kinds of texts should we send?

You want to be careful not to overuse text messaging. And you want to be sure folks know what kinds of messages you plan to send and how often you plan to send them. Remember—many folks will accrue charges to receive texting.

- Weather updates/We're closed
- Something special is happening on Sunday
- Reminder for a big event
  - send two one a week before, one day before
- Daily devotions during Lent or Advent
- Just because - thinking about you, know things have been tough, etc.
- Promote a new sermon series
- "We've missed you" - follow up (series of three over four weeks) (Sending you a copy of her follow up plan in separate email)
- Thank you - be sure to pull in first name!

## How do we begin texting?

First you need to choose a text messaging service. Be sure to check your current church database system. Many have text messaging add-on plans that can allow you to text message while keeping all your data in the same place.

If that is not an option, or is not a cost effective option for your church, check out some of these other companies.

- Remind (remind.com) This service is free, but is designed for schools and has some school language that can be confusing to church users. For example, to join you have to confirm whether you are a student, teacher, or parent.
- EZText (go.eztexting.com)
- Text in Church (textinchurch.com)
- Express Text (expresstext.net)
- Flocknote (flocknote.com)
- Mojo Text (mojotxt.com)
- Pastors Line (pastorsline.com)
- Pro Texting (protexting.com)

As with anything your church invests in, do your research and your homework to discern what is best for your size, context, and budget.

## Things to keep in mind:

- How many numbers does your texting plan allow for?
- How many messages can you send per month?
- What kinds of messages do you plan to send....and does the plan you've chosen allow for enough contacts and messages?
- How will folks sign up or opt in to using your new texting service?
- How will you communicate that this is now being offered?
- Who will send the messages on behalf of the church?
- Do you need a texting plan that allows for back and forth communication? (Meaning if you send a message, do you want/need the ability to receive replies?)