



Ways to notify your supporters using BrightArrow:

- Impact messages that showcase your cause.
- Real-time campaign updates.
- Reminders and volunteer information.
- Pledge fulfillment and expired recurring gift notifications.
- Donation opportunities.
- Campaign results.

Smartphones are the most personal and ubiquitous type of device. Everywhere you look, people are constantly on their mobile phone and utilizing all the access they can gain by it. There is not a better or more instant connection to the masses than by sending a message that lands directly and literally in the palm of their hands. By using BrightArrow's products and features, you can ensure your supporters receive every update you send — this will strengthen your fundraising and communications.

Text messages and voice calls are the best way to reliably connect with your supporters, as they tend to rise above the clutter of the massive email inbox and get noticed. Messages and notifications that are cross promoted over mass text messages and phone calls yield the highest response rate, allowing your supporters to be instantly notified of your time-sensitive messages.

BrightArrow allows you to integrate a mobile communication strategy by delivering text messages, emails and direct phone calls to your supporters, instantly. This boosts your existing fundraising efforts and improves supporter participation.

Fundraising is changing and the way you communicate with supporters is more paramount than ever. Mobile devices make it easy for donors to connect with your cause and engage with online giving. Capturing sponsorship for your cause is now easier and BrightArrow has all the tools to help you reach the masses and develop your call-to-actions in order to see results.

For more information on fundraising opportunities with BrightArrow, please reach out to Sales@BrightArrow.com or visit our website at www.BrightArrow.com.

We aim to connect you to the future, today!