

HOW TO BE A CHANGE CATALYST

SMS Prompts

As we seek to engage our church community in the 'How to be a Change Catalyst' video series, one crucial element to consider is communication. In our tech-savvy world, SMS marketing has proven to be an effective way to maintain connections with our community. It's direct, personal and commands high open rates.

Before we proceed with sending these text messages, there are a few factors to keep in mind:

- **Character Limitation:** SMS messages are typically limited to 160 characters. In our case, we will limit our text prompts to 120 characters to accommodate potential link shortening and ensure the entire message is delivered without being cut off.
- **Timing:** It's important to schedule our messages thoughtfully. Our aim is to engage, not overwhelm, our recipients. The two SMS prompts per week we've outlined ensure we maintain contact without becoming intrusive.
- **Clear Call-to-Action:** Every message should have a clear purpose. Whether it's encouraging members to watch a video or share their experience, our aim should be to inspire action.

Below, you will find SMS prompts designed for each week of our campaign. They are succinct, engaging, and tailored to fit within the character limits of a standard text message.

Part 1 //

Initial SMS: "Dive into 'How to be a Change Catalyst'. Watch video 1: [link]. Let's start making a difference!"

Follow-up SMS: "Did you take on the gratitude challenge? Share your experience & any noticeable changes!"

Part 2 //

Initial SMS: "Ready for a spiritual touchdown? Check out video 2: [link]. Let's deepen our connections!"

Follow-up SMS: "Have you identified your 'four'? We'd love to hear about your progress!"

Part 3 //

Initial SMS: "'Come and see' video 3 of our series: [link]. Time to extend an invite!"

Follow-up SMS: "Did you invite someone to join your faith journey? Share your story with us!"

Part 4 //

Initial SMS: "Let's embrace inclusion. Watch the final video: [link]. Time to open our lives!"

Follow-up SMS: "Have you mixed your social circles yet? Tell us how it went!"