TEXTING

5 Ways to Gain Text Opt-Ins

Build an engaged texting audience, the right way

Where to Promote Your Texting Number

The best way to get contacts to opt in to texting is to promote your texting number everywhere they might see it. Map every place a student, family member, or donor could share a mobile number with you, then ask for consent there.

1. Send an email letting contacts know they can opt in to text updates
2. Keep inquiry forms short, friendly, and to the point
3. Add your Mongoose texting number to your social media pages
4. Add your Mongoose texting number to staff email signatures
5. Add opt-in language for text messaging to your online application

EXAMPLE

Text "Go Cats" to xxx-xxx-xxxx for University updates

Using Mongoose Web Chat? Lead Capture and Text Follow-Up collect and document text-messaging consent right in the conversation.

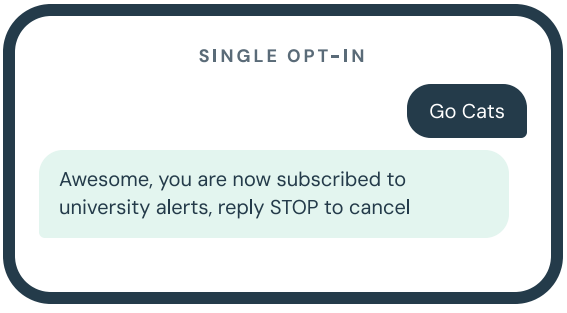
What Changed?

Industry-wide rules now require consent before you text contacts, including through Mongoose. Consent also gives you something else: an audience that actually wants to hear from you.

Mongoose stays ahead of new carrier and regulatory rules so institutions can keep texting with confidence and avoid issues before they start.

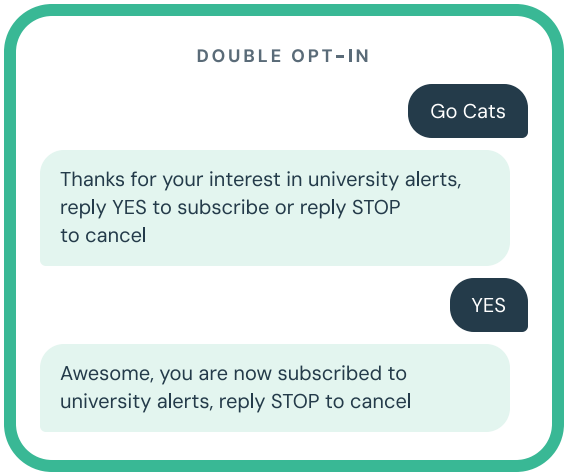
Single Opt-In

A single opt-in is one step. A person texts a keyword and becomes a subscriber right away, with no confirmation needed.



Double Opt-In

A double opt-in is two steps. A person texts a keyword, then confirms their subscription.



Book a live demo to see how Mongoose, the AI Engagement Platform, helps your team reach every student.

hellomongoose.com/book-a-demo