

CREATE AN ENGAGING PROGRAM

PERSONALIZE

Personalize messages with participant information, like first name. Personalized messages get more responses.

BE THOUGHTFUL

Participants' time is just as important as yours. Limit your messages to 2-5 per month, and be ready to respond as soon as you send a message.

TIME IT RIGHT

Schedule reminder text messages one week, three days, and one day before a deadline to nudge participants to complete things on time.

ADD AN ACTION PLAN

Give participants the resources they need to complete tasks. Send links or infographics with key information, or ask questions to check in on their progress.

STAY RELEVANT

Not every participant needs every text. Avoid sending irrelevant information, and filter messages using data to keep your texts relevant.

KNOW LESS IS MORE

Participants are more likely to reply if they receive only a single message. Use abbreviations and link shorteners (like bit.ly) to keep your message brief.