



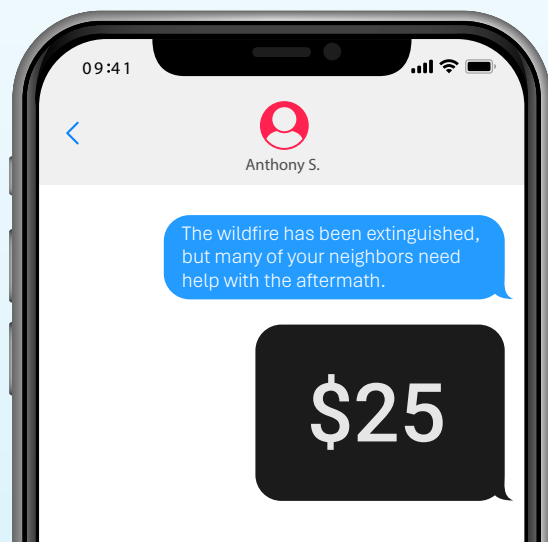
Moore MOBILEpurpose

Text the Right Message at the Right Moment

Your constituents don't want the same, generic text messages.

Moore MOBILEpurpose customizes your texts for 1:1 donor communications with SimioCloud, the nation's largest nonprofit data platform.

AI automation manages follow-ups, and real-time insights help optimize every transaction. So you get stronger relationships and greater impact.



See MOBILEpurpose In Action

See what's possible when you reach donors with the right message, at the right moment.



Scan the
QR code to
learn more!

wearemoore.com/moore-mobilepurpose

What MOBILEpurpose Delivers



Know Who to Reach

Identify upgrade opportunities, lapse risks, and donor interests before every campaign.



Personalize Every Message

Deliver relevant text, media, and interactive content based on donor behavior and interests.



Automate Responses with AI

Chatbots handle replies, follow-ups, and delivery timing so you reach every supporter at exactly the right moment.



Optimized Texts Live

Track engagement, replies, clicks, opt-outs, and sentiment as campaigns run.



Built-In Compliance

Carrier registrations, automatic opt-outs, privacy safeguards, and audit logs are built in so you can focus on the campaign.



How it Worked for A National Children's Charity

Challenge

A national children's charity needed to move donors from interest to action via text messaging.



Solution

Deployed MOBILEpurpose to deliver personalized SMS renewal messages powered by SimioCloud donor modeling.



Results

- \$22,393 in revenue generated.
- 22x ROI.