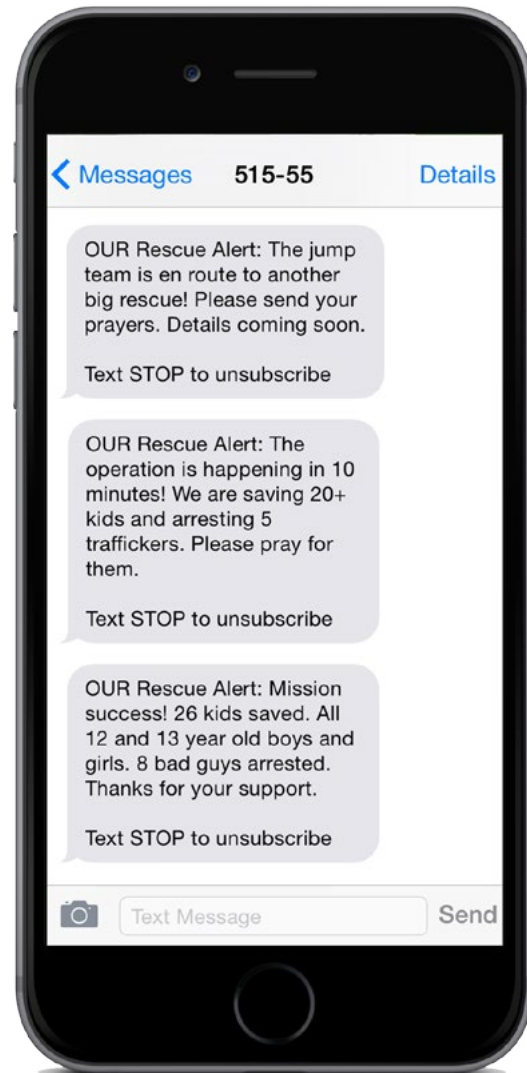


Success Story: Operation Underground Railroad

Compelling Real-Time Mission Alerts



Tags: Social Advocacy, International Affairs, Mobile Marketing



Learn more about the mission <http://mcause.us/our>

Operation Underground Railroad (OUR), founded by Special Agent Tim Ballard, rescues kidnapped children from around the globe. OUR empowers individuals to become modern day abolitionists by giving \$5 or \$25 monthly to save kidnapped children from sex slavery.

To keep donors and supporters updated during international undercover rescue missions, OUR sends real-time text message alerts to more than 3700 individuals. OUR continues to build their list of mobile subscribers with embedded online forms and keywords.

Compelling Text Messages with a 99% Open Rate

[Tues afternoon sms] OUR Rescue Alert: The jump team is en route to another big rescue! Please send your prayers. Details coming soon.

[Wed morning sms] OUR Rescue Alert: The operation is happening in 10 minutes! We are saving 20+ kids and arresting 5 traffickers. Please pray for them.

[Wed afternoon sms] OUR Rescue Alert: Mission success! 26 kids saved. All 12 and 13 year old boys and girls. 8 bad guys arrested. Thanks for your support.

“Operation Underground Railroad texts keep me on the edge of my seat and make me feel like I am part of each rescue mission.”

-Abolitionist

To subscribe for OUR rescue alerts please text UPDATES to 51555. To become an abolitionist please click here to give <http://igfn.us/f/7rl/n>