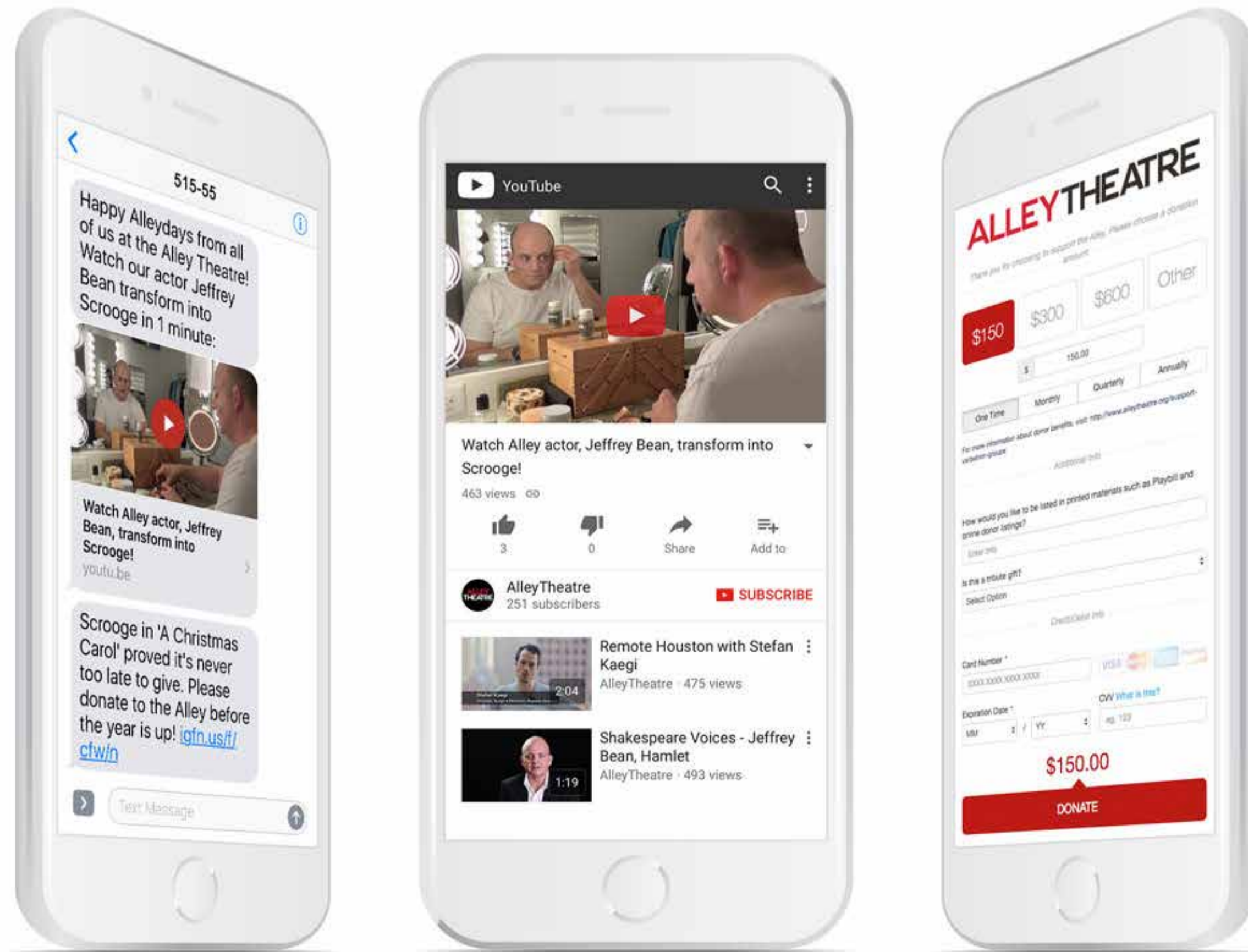


Success Story: Alley Theatre

Mobile Messaging to Help Engage Patrons, Fans and Donors All Year Long



Alley Theatre, located in Houston, TX, is one of America's leading not-for-profit theatres. The Alley creates a wide-ranging repertoire and innovative productions of classics, neglected modern plays, and premieres. A recipient of the Special Tony Award for Outstanding Regional Theatre, the Alley has brought productions to Broadway, 40 American cities, and internationally throughout its 70 year history.

To strengthen theatre communications and fundraising campaigns, the Alley partnered with MobileCause to engage patrons, fans, volunteers and donors from near and far with **text message communication**. The Alley sends monthly text messages about events, memberships, and days of giving.

Like many organizations, the Alley has been collecting phone numbers on donation, membership and event forms throughout its history with records dating as far back as 60 years. Using MobileCause's **mobile number verification**, they were able to upload their lists of supporters to verify which were mobile numbers and begin sending text messages right away using MobileCause **mobile messaging** to help inform supporters about upcoming performances, send engaging videos, and ask for donations.

Example Text Messages:

"Ever wonder how a quick costume change happens? Here's a sneak peek: www.AlleyTheatre.org/Rally. Welcome to our world at the Alley."

"Scrooge in 'A Christmas Carol' proved it's never too late to give. Please donate to the Alley before the year is up! igfn.us/f/cfw/n"

The Alley also used text-to-keywords, asking theatre patrons to text **SCENE** to **41444** to purchase an annual Scene Membership for \$75 to receive discounted theatre tickets and attend Scene events for free. Supporters that text keywords are subscribed to receive text message updates throughout the year.

Campaign Results

- **166,436** phone numbers uploaded
- **68,640** verified mobile numbers
- **32,820** supporters subscribed to receive ongoing text messages