



## Turning students across the country into an army of advocates with the power of text

International Justice Mission (IJM) is a global nonprofit with the mission of eradicating the slave trade in our lifetime. To achieve that goal, they need a strong army of advocates ready to act on behalf of their cause.

IJM has a robust college outreach program that educates and mobilizes more than 25,000 students across the country. Just a few years ago, they were using another advocacy tool that lacked SMS capabilities. To acquire new supporters, IJM opted to collect signatures with pen and paper to avoid issues with the unreliability of wifi on college campuses. As a result, they found that acquiring new supporters could be a cumbersome process.

IJM would send their 90 campus chapters 1,000 postcards each and ask them to acquire 1,000 signatures, said Dan Mackett, IJM's college mobilization manager. If campus leaders were able to obtain those

signatures—a slow process—they would then send those postcards back to IJM. From there, the IJM team would individually hand deliver them to Congress.

Apart from the obvious shipping problems they encountered, IJM also had to record all of those letters in their database—an extremely laborious task. That process could sometimes take up to four months, Mackett said, and came with problems such as dealing with illegible handwriting.

Now, Mackett uses text messaging. He sends print and social marketing materials to their 90 campus chapters with IJM's personalized keyword on display asking supporters to text "AMITA" and "ABOLISH" to 52886. In one swift text message, students can send messages to their lawmakers over Twitter or via a phone call and they are saved in the IJM database instantly.

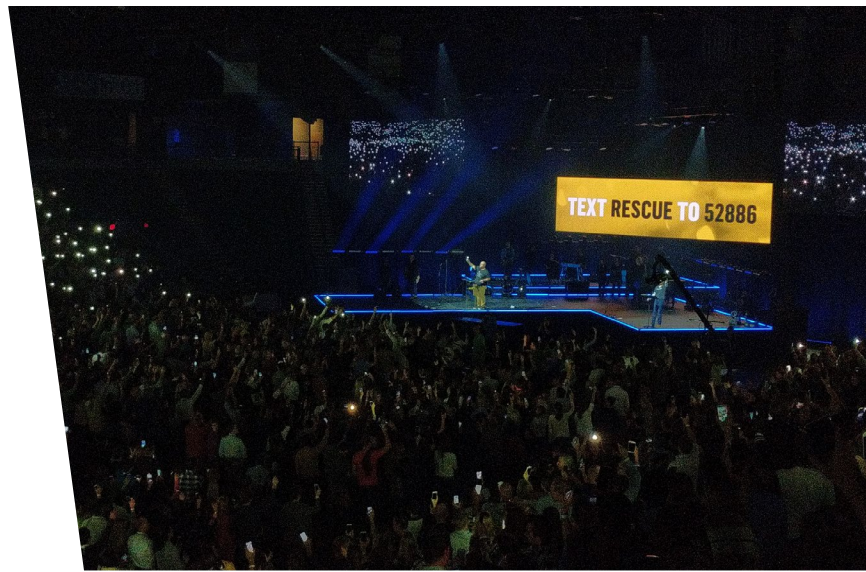


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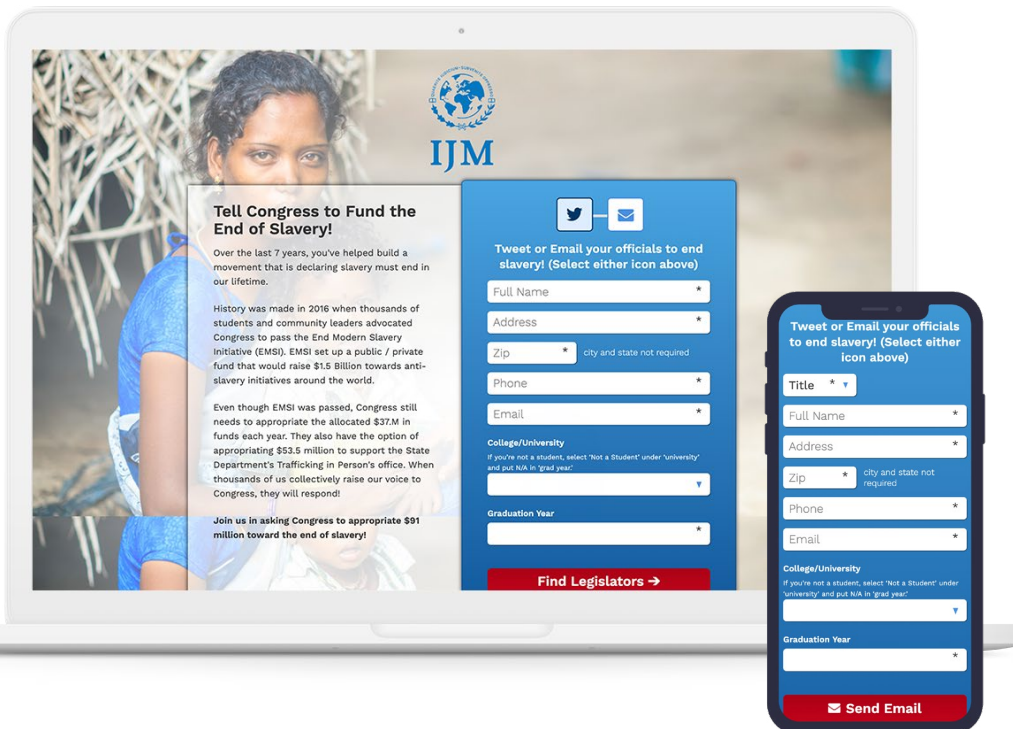
Dan Mackett, College Mobilization Manager,  
International Justice Mission

Moreover, IJM hosts events at college campuses that leverage their Phone2Action keyword to capture everyone in the audience. One event in particular acquired more than 15,000 advocates in one night, an unprecedented achievement in the organization's history.

Phone2Action's technology has been vital to their success. "Texting is the key differentiator for mobilizing college students across the country," he said. "Having a unique custom keyword at conferences or live calls to action has been a game-changer for acquiring and engaging with college students and beyond."



With the use of SMS and Phone2action, IJM has digitized the pen-and-paper process that was being used to gather signatures and acquire supporters on college campuses. With a streamlined advocate acquisition strategy, they can allocate their resources and focus on the latter end of the advocate funnel: mobilizing those supporters to act. Mackett says texting has been the best and most efficient way to acquire new supporters for their cause.



"Phone2Action is more than just a vehicle for connecting supporters with their lawmakers, it's an incredibly powerful tool that allows you to unleash the possibility of mobilizing people toward meaningful action that's scalable," Mackett said. "The entire constituent journey is enhanced with the use of Phone2Action."

Find out how advanced advocacy tools can drive engagement at your organization. Schedule a demo now at [Phone2Action.com/schedule-a-demo](https://Phone2Action.com/schedule-a-demo).