

CASE STUDY COMMUNITY ORGANIZATION

YMCA of Greater Kansas City manages communication across 12 locations and many programs by text

YMCA of Greater Kansas City · Kansas City area

4 years

Active with iVision Mobile

7,800

Community members joined

95%

Message delivery rate

THE RESULTS

The YMCA of Greater Kansas City is one of many facilities nationwide that use text messaging for sports activities, after-school programs and summer camps.

**Alerts for every program**

Messages cover inclement weather notifications, facility closings, after-school program care, registration deadlines and much more.

SAMPLE OPT-IN SIGN

Sign up for text alerts to receive updates on Y sports cancellations and changes due to weather. Text the code word for your sports program to 55678 to enroll.

Jackson County	Text YSportsJackson to 55678
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Northland	Text YSportsNL to 55678
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Johnson County	Text YSportsJoCo to 55678
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Wyandotte	Text YSportsWyCo to 55678
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Reply STOP to cancel. Message and data rates may apply.

ABOUT THE YMCA OF GREATER KANSAS CITY

The YMCA of Greater Kansas City manages 12 locations and numerous activities for youth and adults.

TOOLS USED

- ✓ Keyword opt-in by program
- ✓ Short code 55678
- ✓ Group messaging
- ✓ Text alert broadcasts

ABOUT IVISION MOBILE

Since 2006, iVision Mobile has helped businesses, organizations and agencies reach people by text. Its platform combines SMS and MMS marketing, a digital loyalty kiosk and two-way messaging, with 45,000+ users and 3.5B+ messages delivered.

Get results like these

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(866) 655-5302