

## REACH ANY COMMUNITY

*SMS is the world's most universal messaging technology. Frontline puts the power of SMS to use for smart, interactive, impactful communication with groups who need it.*

*Whether it's 100 people or 100,000, FrontlineSMS allows you to interact with the communities you want to reach – anywhere, any time.*

SINCE 2005, THOUSANDS OF CHARITIES, UNIVERSITIES AND NGOS HAVE USED FRONTLINESMS TO HAVE MEANINGFUL INTERACTIONS WITH COMMUNITIES THEY NEEDED TO REACH.

WE WORK WITH ORGANISATIONS IN 120+ COUNTRIES, ON ALL SORTS OF CAUSES:

FROM WHEELCHAIR USERS IN INDONESIA HAVING A SAY IN THEIR CHAIR DESIGN, TO CENTRAL AMERICAN FARMERS FROM MULTIPLE REGIONS SENDING ANONYMIZED DATA ABOUT THEIR WORKING CONDITIONS TO SUPPORT RESEARCH AND ANTI-SLAVERY CAMPAIGNS.

» [SEE IF WE CAN HELP YOU](#)



As a result of the system developed by FrontlineSMS, visitors of the museum were able to engage with the artists and send them private messages about the art. The automated SMS workflows allowed us to add a bridge between our incarcerated artists and attendees, and capture additional information from our attendees, all without adding to our daily workload, which was also critical.

— Tatiana von Furstenberg, Project Creator, *On the Inside*

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## WHAT IS FRONTLINESMS?

Clever automation and logic (a combination of technology and our team's expertise) that sits on top of an SMS message delivery service. This means that you can send *smart* messages at scale – that can make sense of keywords in people's replies, with automated responses tailored to your community, or set to trigger on specific prompts.

This ability to interact over SMS is invaluable for community management, information tracking or collecting research data.

### Why SMS?

SMS is the most inclusive means of communication in the world. 99% of text messages are read, almost every human on earth has access to a phone, and every model of mobile phone can send and receive text messages. The barriers to entry are incredibly low:

- there is little to no literacy requirement to short messaging
- it's inexpensive for both senders and recipients
- text messages encourage people to take action

- hearing back immediately is satisfyingly responsive

It's easy and rewarding for people to connect with information sent via FrontlineSMS. That's why we have a 98% recommendation rate.

#### **What do people use FrontlineSMS for?**

- Universities collecting data for research projects
- Medical teams running clinical trials administration and results
- Charities closing the feedback loop on their services and impact
- Aid organizations building information for reports and legal cases
- Community managers staying in touch with their groups
- Organizations gathering feedback on pilot projects
- Civil society organizations maintaining communications in all conditions

» [GET IN TOUCH TO HEAR MORE STORIES RELATED TO YOUR ORGANISATION](#)



## HOW DO I USE IT?

*It starts with you and your community needs:* typically our clients have communication problem to solve, or messaging workflow design, or some administration that can be automated over 2-way SMS.

*Then you'll have a conversation with our expert team:* we will translate your goals into a set of SMS automations that run on the FrontlineSMS platform called "Activities". We define the inputs and outputs and advise on the best way to interact with your community.

*So that ultimately:* the right people can interact with you via SMS. They can give direct quick feedback, send automated scheduled reminders, seamlessly register for a service, provide test results, send reports, share project outcomes and more

*You manage this on our platform:* once a project is up and running on FrontlineSMS our team will provide you with the tools to manage and administer it all yourself from anywhere in the world. With detailed documentation and support material the project is easy to use and provides you with the autonomy to scale without barriers.

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## PRICING AND PACKAGES

FrontlineSMS is a paid service. Projects usually being with a small up-front setup package combined with an even smaller monthly subscription fee. We can work around most budgets, even pretty tiny ones, so if you're interested in what we do, get in touch and we'll try to work out the details.

TALK TO  
US

**We've helped communities to mobilize, governments to provide services, universities to undertake research and organizations to improve their processes. How can we help you?**



OUR TEAM

TECH SPECS

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