



Text Messaging Distribution Lists

Cameron Estates Community Services District
Presenter: Cory Hamma

Current Challenges

- Not everyone checks their email in a timely manner
- Some residents may not have a home computer
- No way to tell if each resident receives the update
- We only collect one email address per household
- Some messages are timely – sometimes announcing an event or safety hazard – residents may not check email very often
- Newsletter is not easy to read on a smartphone screen

Solution: Text Messaging Service

- Send timely messages to all residents
- Does not replace emailed newsletters
- Allows “STOP” opt-out from receiving future messages at any time
- Can include sign-up instructions in newsletter and on web site
(Example: Text ESTATES to 12345)
- Can include a link to newsletter or other material from within the text message
- Let residents know the new gate code is in their email in-box

Cost

<u>Provider</u>	<u>Cost</u>	<u>Messages/month</u>	<u>Notes</u>
Textedly	\$29/mo billed annually	1200	Dedicated phone number slightly extra
Slicktext	\$29/mo	500	
Simpletexting	33.75/mo	1000	Includes dedicated number
Sendhub	45.75/mo	2000	Maximum 100 recipients per message
Heymarket	\$49/mo	1000 (12000/yr)	

“Textedly” service cost

- \$348 plus minimal cost for dedicated phone number (\$29/month)
- Allows messaging all residents several times per month (1200 messages per month)
- Easy 1-step to send a newsletter or message to all residents
- Can schedule message sending date/time to during the daytime

Email distribution service

- Currently the newsletters do not format well when people view them on smartphones
- Most people read emails on smartphones
- If you send newsletters via text message, people will read them on their smartphone
- Bulk emailing all 250 residents will eventually get our email account blocked by Google and others. You can't tell when your messages go through or not.
- When you send using a service, your message does not get blocked.

Cost

E-Mail Mailing List Providers		
<u>Provider</u>	<u>Cost</u>	<u>Subscribers</u>
Mailer Lite	\$84/year	1000
MailChimp	\$120/year	500
ConstantContact	\$120/year	500

Email distribution service

- Recommended “Mailer-Lite” service
- \$84/year
- Provides easy to use templates
- Easily viewable on smartphones
- www.mailerlite.com
- Provides a link to the message to use when text messaging