

Updates to New SMS Texting in Daxko Engage

As you likely saw with our [Rapid Recovery Toolkit](#), we recently launched new SMS Texting in Daxko Engage. Many organizations have been using this new feature to send texts through initiatives, and we have been receiving a lot of helpful feedback around how we can improve SMS.

Thanks to that feedback, we're thrilled to release a few updates! These updates make it simpler for you to collect opt ins from your members and give you the ability to send texts in ongoing and multi-step initiatives.

Text to Opt In

We know it's important that the text opt-in process be as simple and painless as possible for your members, while also making sure you are compliant with SMS opt-in guidelines. Now, you have the ability to establish a unique keyword. Members can text this keyword to the Daxko Engage short code and opt themselves in.

With this simplified opt-in process, your team can use social media posts, in-branch flyers, email, and other materials to promote your text messaging service to your members.

Send Texts in Ongoing Initiatives

Your members want to hear from you via text message through Ongoing initiatives. Many initiatives such as new member welcome campaigns or program registration follow up can be enhanced through text messaging.

Now, simply add text message steps in Ongoing initiatives or in initiatives that include multiple workflow steps.

These new features will be available on **Tuesday, June 16**, for organizations using SMS Texting. Read more about these new features and more in the [user guide](#).

Or, if you want to learn more about how SMS Texting can help you connect with

your members in a new way, email marketing@daxko.com.

Read the previous user guides for SMS Texting:

- [**Text Messaging in Daxko Engage \(v1 - one-time initiatives\)**](#)
- [**Text Messaging 101: Best Practices and Compliance**](#)
- [**“Allow SMS” Member Question in Daxko Operations**](#)