

## **ADVERTORIAL**

**BULKSMS.COM**

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### **SMS messaging calls faith to action**

Faith-based organisations are readily adopting mobile text messaging. They see text message communications as enabling an instantaneous and cost-effective way of staying in contact with members who have access to a mobile phone.

In small towns, faith-based organisations benefit from its members regularly communicating with each other. Everybody knows everybody, and everyone is connected to their social and support network. In modern cities, communication with and between members have become more challenging due to distance and the stresses of the modern day working life. The mobile phone, however, is being used as a powerful tool for re-establishing the fluid, casual modes of informal communication typical for traditional communal life.

Faith-based organisations can now rival mass media in terms of gathering information in real-time, and disseminating and distributing information in real time. For example, the local faith based organisation could be notified instantaneously of flooding in the area, and its members could be mobilised immediately via bulk text messaging to assist the families affected.

According to Dr Streicher, "SMS is a good way to get the message out to a small group – whether it is a notification reminder for a prayer meeting, a change in time for a religious service, an announcement for a forthcoming youth event, or a call to action to support those in need."

A growing number of faith-based organisations are using the BulkSMS Text Messenger service to send text messages. This desktop application is user-friendly, making texting as easy as sending an email. In addition, BulkSMS.co.uk offers faith-based organisations with a part-sponsored tagline discount when they register on the Community.bulkSMS.co.uk website. This has the advantage of offering faith-based organisations a reduced cost when sending text messages.

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### **About BulkSMS.co.uk**

BulkSMS.co.uk is a division of Celerity Systems (Pty) Ltd, a South African holding company based in Cape Town. Celerity Systems has been providing messaging services since 2000 through its global BulkSMS.com brand. BulkSMS.com has a world-wide market presence, including Asia, Europe, South Africa, and the United States of America.

Celerity Messaging UK Ltd, a company based in the United Kingdom and incorporated in 2007, represents Celerity Systems (Pty) Ltd in the UK. The company has offices in Crawley, West Sussex.

BulkSMS.co.uk is a leading wireless application service provider offering bulk text messaging solutions to large and small businesses, third sector organisations, and individuals. BulkSMS.co.uk offers two-way text messaging to support clients' business communication (notifications, alerts, customer relationship management, etc), information services (weather, financial markets, etc) and mobile marketing campaigns. BulkSMS.co.uk provides the following messaging solutions:

- *BulkSMS Text Messenger* (desktop SMS application).
- *Web to SMS* (online messaging interface).
- *Email to SMS* (messaging using MS Outlook).
- *Mobile2Group* (messaging to phonebook groups using a cell phone).
- *SMS integration* with client applications via an e-API (electronic application programming interface).
- *Reseller solution* (provides clients with a value-added messaging service to their customers).
- *Community.BulkSMS.co.uk* (sponsored messaging for third sector organisations).

BulkSMS.co.uk helps its clients fully comply with wireless industry opt-out requirements by offering an automated STOP reply feature.

BulkSMS.co.uk is a member of the following industry associations:

- Wireless Application Service Provider Association (WASPA)
- Wireless World Forum (W2F)
- 160Characters

For more information about BulkSMS.co.uk's services visit [www.bulksms.co.uk](http://www.bulksms.co.uk). For direct enquiries please email [support@bulksms.co.uk](mailto:support@bulksms.co.uk) or contact the company telephonically on 0871 284 1472.