



PARTNER TEXT MESSAGE MARKETING SAMPLES UPDATED MAY 13, 2021

Partners: Following are summaries of OUR Florida that can be used to promote the program through text message services. There are multiple options to choose from below, each with a different angle or target audience, but all with the same message. Choose the text that best fits your organization and the people you serve.

APPROACH

The sample text messages provided below are based on the following information and best practices for SMS marketing:

- Offer important information.
- Be clear and succinct in your message.
- Use common language.
- Some platforms limit text messages to 160 characters or less.

Remember to confirm you have permission to text. Your audience or customers may have previously opted in to receive communications from you. Be sure to use appropriate disclaimers and opportunities to opt-out if this is the first communication your audience receives from you.

To learn more about guidelines and best practices tied to SMS marketing, view CTIA's [messaging principles and best practices](#).

CONTENT

TEXT #1

TARGET AUDIENCE: GENERAL

CHARACTER COUNT: 150

OUR Florida is a federally funded program that provides eligible Florida renters with relief on unpaid rent & utility bills. Apply now. OURFlorida.com

TEXT #2

TARGET AUDIENCE: GENERAL

CHARACTER COUNT: 144

OUR Florida is here to help Floridians struggling with unpaid rent or utility bills as they recover from the pandemic. Apply now. OURFlorida.com

TEXT #3

TARGET AUDIENCE: TENANTS

CHARACTER COUNT: 113

Facing eviction? OUR Florida helps Floridians stay safely in their homes. Get relief, apply today. OURFlorida.com

TEXT #4

TARGET AUDIENCE: TENANTS & UTILITY CUSTOMERS

CHARACTER COUNT: 155

Struggling to pay rent or utility bills? OUR Florida is a federally-funded relief program to get Floridians back on their feet. Apply today. OURFlorida.com

TEXT #5

TARGET AUDIENCE: UTILITY CUSTOMERS

CHARACTER COUNT: 160

Need to get back on track with unpaid utility bills? Apply to OUR Florida, a federally funded program helping Floridians come back from COVID-19. OURFlorida.com

TEXT #6

TARGET AUDIENCE: PROPERTY OWNERS/LANDLORDS

CHARACTER COUNT: 152

Are your tenants behind in payments due to COVID-19? OUR Florida is a federally-funded program that pays landlords back-rent. Learn more. OURFlorida.com

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