

Quick Start Guide: Texting & Messaging for Alumnae Associations

As Kappa transitions to [MyKappa](#), the OmegaOne service (and its texting capability) will end on June 30, 2026. To help alumnae associations continue communicating with members in simple, effective ways, we have researched free or low-cost texting and messaging services that associations can use to share updates, increase event attendance, and build connections quickly and easily.

Note: Associations are independently responsible for compliance with applicable texting and privacy laws when using third-party platforms.

Option 1: Start With a Group Messaging App

MOST ASSOCIATIONS SHOULD START HERE

Starting with a **free** group messaging app is often the easiest and most practical first step for associations looking to message members. Platforms like GroupMe, WhatsApp, and Slack make it simple to share reminders, updates, and event information in a way that feels personal and conversational. Members must provide **prior express consent** to join these groups. Because members choose to join, these tools work especially well for building connections with engaged members, coordinating volunteers, and keeping momentum going between events.

Associations can add a messaging app invitation link to their MyKappa dashboard, making it easy for members living within the assigned ZIP code radius to discover and join your messaging platform. Consider adding an invitation link within email newsletters or via QR code at events.

Note: Joining a group messaging app (e.g., GroupMe and WhatsApp) constitutes consent within that platform but does not authorize the association to send SMS text messages separately.

RECOMMENDED PLATFORMS FOR FREE GROUP MESSAGING

App Name	Group Size Limit	Benefits
GroupMe	5,000 users, unlimited sub-groups/topics.	✓ Can create interest groups ✓ Available for non-smartphone users ✓ Simple and reliable for all users
WhatsApp	Up to 2,000 users can be on the primary announcement channel. Ability to link up to 50 individual sub-groups to a community with each of those groups holding up to 1,024 users.	✓ Can create interest groups ✓ Seamless media sharing
Slack	Unlimited users in a channel, but invite links are only valid for 30 days and 400 uses. Will need to generate a new invite link monthly or after 400 uses.	✓ Best used for boards or leadership teams ✓ Offers seamless collaboration ✓ Lessens clutter of notifications

The list above is not exhaustive but should meet basic needs. All apps are available for both Android and iPhone devices.

EXAMPLE MESSAGES FOR GROUP MESSAGING PLATFORMS

- **Event Promotion:** “Reminder! Sip & Shop is tonight at 6 p.m. See you there ❤️”
- **Last-Minute Updates:** “Weather update: Tonight’s walk is canceled. Stay safe!”
- **Engagement Touchpoints:** “Happy Founders Day! ❤️ Reply with a photo of how you’re celebrating!”
- **Volunteer Coordination:** “We still need two volunteers for Saturday. Like this message if you can help!”

Option 2: Add SMS Texting (When You’re Ready)

FOR ASSOCIATIONS LOOKING TO EXPAND THEIR REACH

While messaging apps are great for engaging members who are already connected, texting allows you to reach a broader audience, including those who may not be actively checking email or participating in group chats. This can be especially useful for sharing timely reminders, increasing event participation, and reconnecting with less-engaged alumnae.

The Fraternity is not currently offering a solution for mass-texting to members through the MyKappa portal. Associations may only send text messages to individuals who have directly opted in to receive SMS communications from the association. Existing email or membership lists do not constitute consent for texting.

Associations that choose to explore texting independently should be aware of important legal requirements in both the United States and Canada.

Important: Consent and Opt-In/Opt-Out Required

Before sending text messages, associations must obtain express written consent from members and provide a clear way to opt out universally (e.g., “Reply STOP to unsubscribe”) and must honor opt-out requests immediately and maintain a do-not-contact list to prevent future messaging in accordance with the local, state/provincial, and federal laws.

At the time of opt-in, you will need to clearly disclose:

- What types of messages the member will receive.
- Expected message frequency (e.g., once or twice per month).
- That message and data rates may apply.
- That consent is voluntary and can be withdrawn at any time.

Each message should clearly identify the sending association (e.g., “Columbus Alumnae Association”).

Note: Canadian laws (CASL) require that messages include the sender's identification and a valid mailing address or contact method.

POSSIBLE PLATFORMS FOR LOW-COST SMS TEXTING

Platform Name	Pricing	Features
SimpleTexting	\$29/month includes 500 credits	✓ Custom keywords for members to text to subscribe (e.g., Text "KAPPA" to subscribe) ✓ SMS polls and surveys to learn what keeps members engaged ✓ URL shortener for links to events
Textedly	\$24/month includes 1,000 credits	✓ Schedule mass text messages to groups to remind them of upcoming events ✓ Customizable messages for special occasions such as birthdays and anniversaries ✓ MMS (multimedia message service)
SlickText	\$29/month includes 500 credits	✓ URL shortener for links to events ✓ SMS polls and surveys to learn what your members want to see from your association ✓ QR code generator for in-person events
Mailchimp	Add-on only: \$20/month includes 1,000 credits	✓ Can be added on to a current Mailchimp CRM plan ✓ Recommended for associations already using Mailchimp for emails ✓ Seamless integration with other Mailchimp marketing tools

The list above is not exhaustive but has features for associations looking to connect with their members in a more direct way than social media or email.

While these platforms may not have enough credits to reach everyone, associations should target their time, effort, and money toward those most interested and willing to engage.

Example Messages for SMS Texting Platforms

- **Opt-In Confirmation:** "You're subscribed to [association name]'s updates! Expect one or two texts per month. Message and data rates may apply. Reply STOP to unsubscribe."
- **Event Promotion:** "Hi from [association name] ❤️ Join us for Yoga in the park this Saturday at 9 a.m.! RSVP here: [link] Reply STOP to unsubscribe."
- **Young Alumnae/Recent Grad Outreach:** "Hi from [association name] ❤️ Thanks for opting in to our texts! We'd love to help you get connected in your new city. Want event info? Text "KKG EVENTS" for more details."
- **Opt-Out Confirmation:** "You have messaged STOP to unsubscribe from [association name]'s updates. If at any time you'd like to resubscribe, reply KAPPA to opt back in."

SMS Compliance Requirements (U.S. and Canada)

Associations choosing to send text messages must comply with applicable laws, including the U.S. Telephone Consumer Protection Act (TCPA) and Canada's Anti-Spam Legislation (CASL). At a minimum:

- Obtain **prior express consent** before sending text messages.
- Clearly disclose at opt-in:
 - Message purpose and content.
 - Expected frequency.
 - "Message and data rates may apply."
- Include the association's name in each message.
- Provide a clear opt-out method (e.g., "Reply STOP").
- Honor opt-out requests promptly and maintain a do-not-contact list.
- Retain records of opt-in consent.

Note: Email lists or membership records do **not** constitute consent for SMS messaging.