

Introduction to FrontlineSMS



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- **FrontlineSMS** is the first text messaging system to be conceived, designed and written firmly with the needs of the non-profit sector in mind. Until now, the majority of systems have not taken into account the nature of non-profit work, and the specific conditions (financial and physical) which many NGOs work under. The FrontlineSMS software is provided **free** to charities and other non-profit organisations. FrontlineSMS has been successfully deployed in over forty countries in many areas by grassroots NGOs including the Nigerian and Philippine elections, in the sending of security alerts to fieldworkers in Afghanistan, market prices to smallholder farmers in Aceh, and to circumvent government restrictions in countries including Zimbabwe and Pakistan

- *In short, FrontlineSMS turns a laptop - or desktop - computer and a mobile phone or modem into a two-way group messaging hub (see image, above). Since it works anywhere there's a mobile signal, it doesn't need the Internet, a major advantage for many grassroots NGOs*

What can FrontlineSMS do for me?

- Are you a locally- or internationally-based NGO looking at the potential to use mobile phone text messages to reach specific groups of individuals within a target community? Or to run an awareness raising campaign? Or to run a competition, or carry out a text-based survey? Or to simply keep in touch with your fieldworkers or staff?
- If you have already identified applications for text messaging within your organisation and are looking for a simple, comprehensive, affordable and complete entry-level system then you're in the right place. If you think text messaging could work for you but don't know where to start, and are looking to try a service without having to dig too deep into your pockets, then you're also in the right place

What can FRONTLINESMS do for me cont..

- **FrontlineSMS** is the complete text messaging solution for the non-profit sector:
 - > Create and manage all of your SMS-related contact groups
 - > Send and receive messages via special on-screen consoles
 - > Provides incoming and outgoing message history for each contact
 - > Engage with your contact groups - run surveys, competitions etc. via the SurveyManager
 - > Run your own text-based information service via the automated ReplyManager
 - > Export data to Excel and other programs
 - > No need to be on-line - works on any GSM network via your own PC or laptop

