



Strengthening Community Outreach and Emergency Communication for 211 San Diego

Find out how 211 San Diego improved outreach, donor engagement, and funds using 360 SMS.

About 211 San Diego

211 San Diego is a trusted local non-profit organization operating 24/7, 365 days a year, serving as a trusted access point for community, health, social, and disaster-related services. By dialing 211, individuals can connect to free and confidential support available in more than 200 languages. The organization provides access to over 6,000 services, resources, and programs through its comprehensive online database. Its mission is to connect individuals and organizations efficiently while delivering critical data and insights for proactive community planning.

What Drew the NPO to Us

As a community-first organization, 211 San Diego needed a reliable and scalable way to communicate with large and diverse audiences during emergencies, health crises, and awareness campaigns. Ensuring timely outreach, maintaining engagement with members and donors, and reaching people in remote or low-connectivity areas became increasingly important. The organization sought a messaging solution that could support mass communication, automation, and engagement without operational complexity.



Pre-existing Systems and Shortcomings

Before implementing 360 SMS, 211 San Diego primarily relied on phone calls and email communications to reach members, donors, and the broader community. Outreach efforts were largely manual, and campaigns had to be executed through separate tools, making coordination time-consuming and resource-intensive.

01

Limited ability to reach a large audience simultaneously, especially during emergencies.

02

There was no efficient way to share trackable links through messaging, forcing reliance on email-based communication.

03

Inability to run automated or scheduled campaigns or surveys related to health, social, or disaster services.

04

Challenges in reaching individuals without smartphones or those in remote areas with limited internet access.

05

High dependency on manual effort, resulting in delayed communication and reduced outreach effectiveness.

Processes and Solutions Implemented

With the implementation of 360 SMS, 211 San Diego modernized and streamlined its communication and outreach efforts:

- **Targeted Audience Outreach:**

Automated bulk messaging enabled 211 San Diego to reach the right audience simultaneously through a single sender number. This helped the organization engage donors, beneficiaries, and members efficiently while maintaining consistent communication.

- **Bulk SMS Campaigns:**

The organization created and executed large-scale SMS campaigns for awareness drives, disaster alerts, and fundraising initiatives. Campaigns could be scheduled in advance and sent to targeted groups without manual effort.

- **Automated Surveys for Rapid Insights:**

During health emergencies or disaster situations, 211 San Diego used automated SMS surveys to gather real-time feedback from the community. This allowed it to better understand immediate needs and respond with appropriate resources faster.

- **Pre-scheduled Automated Messaging:**

Predefined and automated messages ensured the timely delivery of critical information, enabling uninterrupted outreach even during high-pressure situations or limited staff availability.

Results and Benefits Achieved

After implementing 360 SMS, 211 San Diego experienced measurable improvements:

01 **Improved outreach**, enabling communication with a broader audience during emergencies and disasters.

02 **Higher audience engagement**, driven by timely, relevant, and automated messaging.

03 **Increased funds raised** through more effective donation and awareness campaigns.

04 **Reduced campaign execution time** due to automated message scheduling and delivery.

05 **Increased survey participation** delivered faster insights during crises.

06 **Improved accessibility**, reaching individuals in remote areas or those without reliable internet access.

Conclusion

By adopting 360 SMS, 211 San Diego modernized its communication strategy, enabling faster, wider, and more effective engagement with communities, donors, and responders. The solution empowered the organization to automate outreach, respond proactively during critical situations, and strengthen its mission of connecting people to essential services—ultimately driving greater impact with fewer operational hurdles.



About Us

360 Degree Cloud, a Salesforce Summit Partner with 13+ years of experience and 3,000+ projects delivered across 30+ industries. As an ISV, PDO, and Managed Service Provider, we deliver end-to-end Salesforce services and build AI-powered, agentic CRM solutions that help businesses elevate their digital engagement and communication strategies.

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