

**Cook up a
high-impact
humanitarian
response
with digital
communications**



See how nonprofits are using Twilio to scale their mission and increase their impact

With 345 million people estimated to need humanitarian assistance and protection in 2023, responding to the humanitarian crises of tomorrow requires an eye towards flexibility, efficiency, and accessibility.¹

Organizations must reach people where they're at, and in ways that are quicker than traditional face-to-face support. Twilio digital engagement technology serves as the accelerant to serve people affected by crises and disasters, provide help on demand, and empower your team to serve people around the globe from anywhere. So how can you make it happen? Let's open up that cookbook and gather our ingredients so we can start creating the digital communications experiences that support humanitarian action.



Twilio.org, Twilio's social impact division, supports nonprofits, social enterprises, healthcare, and education institutions serving half a billion people every year with Twilio technology and funding. Our aim is to amplify your organization's reach over communication channels such as SMS, WhatsApp, voice, and video.



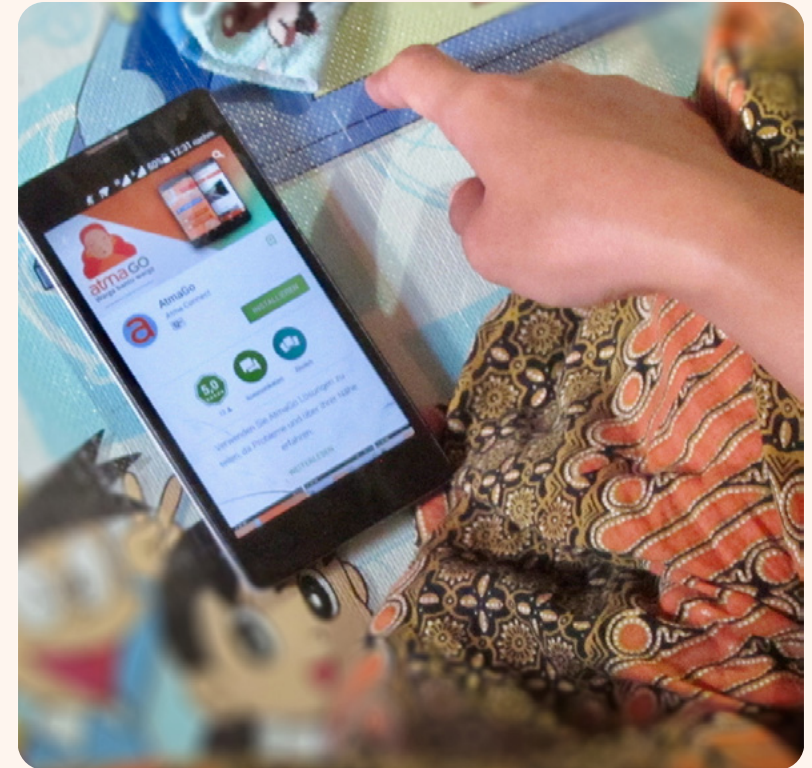
Efficient reach

Research from the UN shows that available funding for humanitarian aid has largely flatlined while needs continue to grow.²

Now, humanitarian organizations are being asked to serve these growing needs with the same or fewer resources, while improving program outcomes. This is leading many nonprofits to look for ways to scale their impact efficiently. The right digital tools can help. Even down to every call, text message, or webchat inquiry—digital communication channels can automate outreach, registration, and resource referrals so you can redirect your frontline team to support people who require in person support.

That means using intelligent bots and automated phone systems to not only enable 24/7 coverage but also escalate those conversations to a human the moment that it is needed. Or even at a larger scale, using mass notifications over SMS or voice to reach large groups of people quickly.

The global economic slowdown will impact humanitarian funding for years to come and technology is a cost-efficient approach to delivering aid at scale.



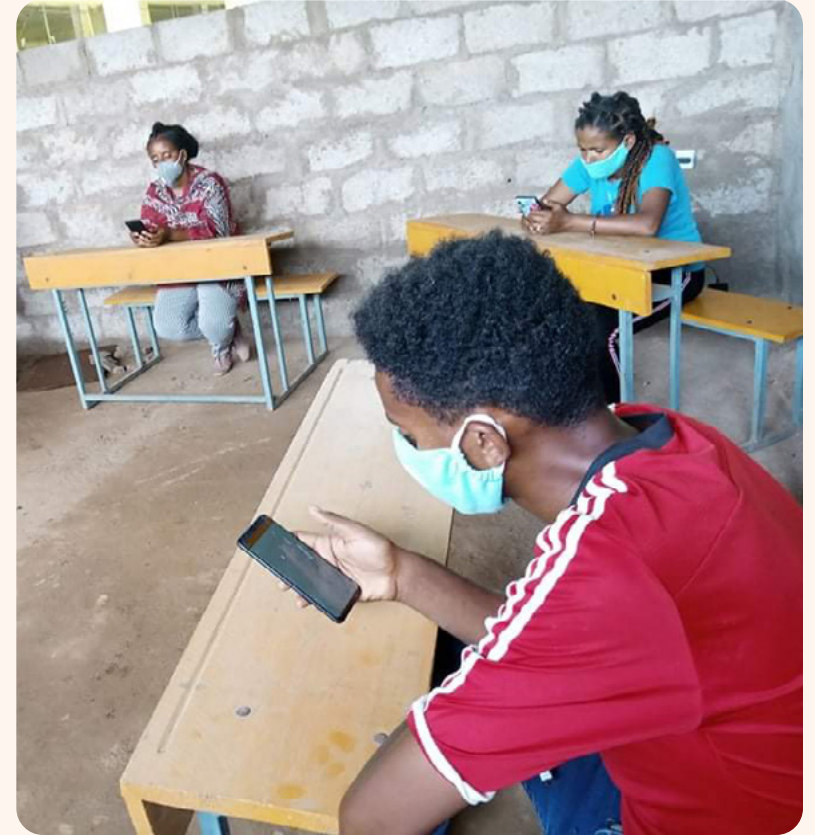
Atma Connect

When developers at Atma Connect found that spotty Internet service in Indonesia limited their app's effectiveness as a disaster warning tool, they implemented Twilio Programmable SMS, creating a text-based alert system that uses local phone networks to get the messages out faster.



Flexibility

Flexibility is crucial during a humanitarian response, as conditions on the ground change frequently and local connectivity varies per region. Nonprofits need the ability to take control of their communications: to iterate, build as they go, and tailor digital engagement to their own unique program needs. Twilio integrates communication channels into existing systems, including popular CRM systems such as Salesforce or cash management systems such as Red Rose and Stripe, and Twilio tools even integrate into your partner referral databases. That way no matter your existing system or tech stack, your staff can communicate using relevant, real-time context every time.



Norwegian Refugee Council

The Norwegian Refugee Council adapted its Twilio-powered digital solution used for migrants in Libya for recently displaced people in Ukraine, by changing language preferences and adding channels that are popular in the Eastern European region such as Viber.



Accessibility

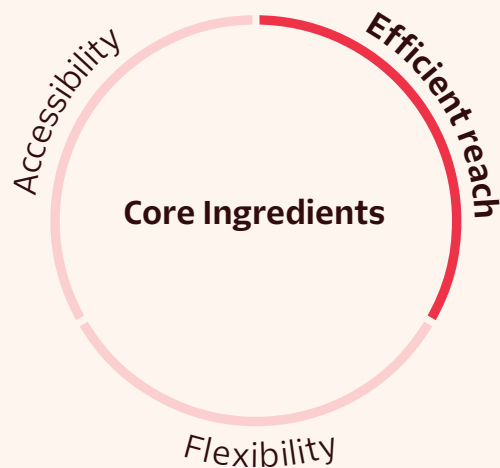
Humanitarian organizations need to consider not only how they can efficiently reach many people, but also how they can reach people without prejudice for access.

The right digital communications platform can increase access to your nonprofit services by engaging your program participants on the channels they use everyday. This allows organizations to build programs that are inclusive and available across different technology methods, languages, and preferences. 89% of nonprofits say digital communications, like text messaging, WhatsApp, and video, are critical to achieving their organizations missions. These tools make it possible not only to reach individuals where they're already communicating every day, it gives organizations the power to make sure everyone they serve is seen and heard.



Save the Children

According to a survey of connectivity access across 11 emerging and developing countries, virtually all respondents had access to a mobile phone of some kind, while 53% of respondents across these nations had access to smartphones specifically.³ The team at Save the Children saw that chatbots accessible on smartphones or basic phones through WhatsApp and SMS were critical to getting trusted information to their users in underserved countries.



Chapter 1

Drive faster humanitarian outreach over more networks

The most successful cooks know how to react quickly to what's happening on the stove. They turn down the heat just before the water boils over, or they save the cake just in time before the edges begin to burn. Nonprofits who are further on their digital journey also show a lot of skill by varying their outreach or engagement based on their communities preferred channels - ramping up or slowing down the pace of communication based on the severity of the crisis.

Twilio's digital communication tools enable nonprofits to reach at-risk people faster, during any given crisis. For instance, nonprofits publish phone numbers, short codes, and WhatsApp numbers where impacted populations are located in order to automatically respond to any inbound message. Similarly, when a crisis hits, nonprofits can message previously opted-in community members to share immediate support options. Speed, adaptability, and scalability are key in these crisis situations. That's where solutions like SMS show their value, allowing nonprofits to free up time for staff to focus on frontline support, inspiring a more effective outreach.

Our first recipe will show you how one Indonesian based nonprofit uses Twilio-powered text messages to connect to people with immediate needs.

How Atma Connect gets people to safety fast with text-based disaster warnings

Atma Connect (Atma) is a nonprofit using tech to improve how underserved communities build resilience to disasters and climate change.

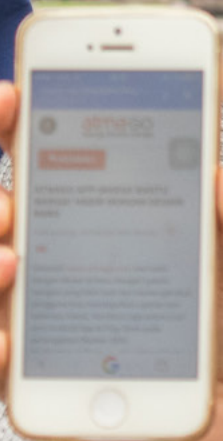
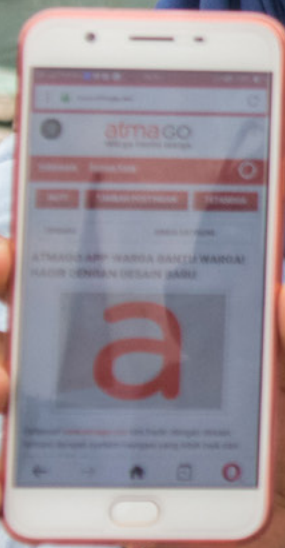
Their flagship tool, AtmaGo, is a social networking app designed to foster neighbor-to-neighbor communication, letting users share real-time information about what's happening in their community.

The Atma team uses Twilio Programmable SMS to drive urgent communications when a crisis hits. This enables Atma to give people they serve a quicker way to learn about disasters or critical news via text instead of relying on internet powered mobile applications and websites. By leveraging more reliable local phone networks, Twilio-powered text messages help AtmaGo do more of what they do best: prepare families for the latest natural disaster.

Ingredients



Twilio Programmable SMS



Atma Connect

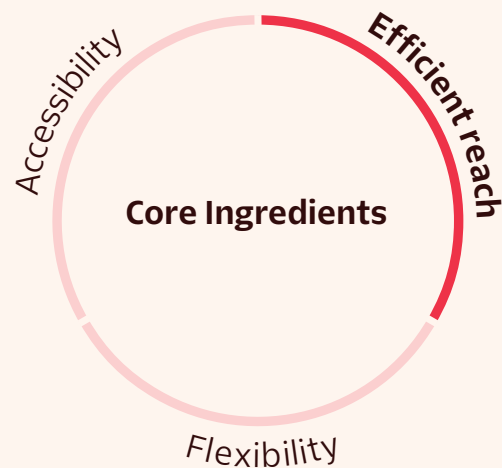
A Note From the Chef

“*Twilio allows us to break through the mobile phone environment ... You're always going to get a notification on SMS. It gives us a way to immediately reach users.*”

Meena Palaniappan

Founder & CEO, Atma Connect

atma
CONNECT



Chapter 2

Opt for scalable solutions as your mission grows

The most reliable kitchen recipes are those that meet the growing demands of your household. Sometimes you're only cooking for two, while other times you are cooking for a large gathering. Whatever the occasion, you need tools that can scale to meet your demands and can do so efficiently. With Twilio, you only pay for what you use and scale up on demand.

As humanitarian assistance rises, nonprofits are being asked to adjust their strategies on the fly to meet larger underserved populations—often without more funding or headcount. That's why they need solutions that can keep delivering a timely humanitarian response while preparing for increases in the number of at-risk individuals.

One Twilio tool that gives organizations the ability to scale their outreach response strategies as this demand grows are chatbots.

At their core, chatbots are a key part of a digital communications strategy that can give your organization the ability to do more by doing less. Where you'll have the power to leverage tools that can take pressure off you and your staff during the most critical phases of your outreach.

Our next recipe will show you how one nonprofit uses chatbots to scale its access to emergency care for at-risk and vulnerable populations.

How the Norwegian Refugee Council is assisting individuals displaced in Ukraine using Twilio-powered chatbots

The Norwegian Refugee Committee's (NRC) mission is to protect displaced people and support them as they build a new future. Since the war in Ukraine began in February 2022, the NRC has helped over 1/2 million people affected by the crisis.

One year after the war in Ukraine began, as many as 8 million people remain displaced.⁴ To assist as many people fleeing conflict as possible, NRC uses a Twilio-powered chatbot to register, score, and deliver requests for financial support. The bots gather vital information required for the NRC to identify who is eligible for cash support based on their household characteristics. Then, NRC securely delivers codes to pick up cash at local Moneygram locations. Chatbots provide NRC with scale, enabling those affected to register and request assistance to thousands of individuals at a time. The Twilio platform also gives NRC the insight into what the biggest needs are, so they can adjust their programming and fundraising. Because the chatbots are doing the admin work, staff can focus on providing assistance to those who need it face-to-face.

Ingredients



[Building a Chatbot, Twilio Studio](#)



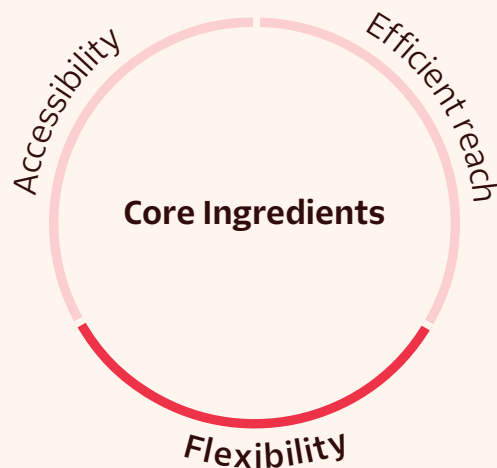
A Note From the Chef

“...NRC was able to utilize the tools that have been tested in more than 27 countries to immediately roll out a needs assessment and registration communication channel over WhatsApp... This service is now operating in all countries affected by the crisis and providing a life-line for communication to those in need.”

Christopher Hoffman

Director of Digital Community Hubs, Norwegian Refugee Council





Chapter 3

Choose an adaptable solution that can share information on demand

Cooking up the perfect masterpiece is a bit easier when you have some flexibility in the kitchen. It's why many of our nonprofit customers use Twilio-powered chatbots because of their ability to maximize staff capabilities, especially when it comes to outreach. Whether it's creating future chatbot templates or building out framework solutions, the tool's flexibility allows nonprofits to use drag-and-drop tools alongside custom code to create and iterate prototypes that go live quickly.

Once nonprofits discover what they may need to respond to impending humanitarian crises, Twilio's team, or a [Twilio Implementation Partner](#), can help guide the creation and implementation of chatbots.

Our next recipe will show you how these ingredients came together in support of COVID-19 awareness.

How Save the Children built their own communication platform to **serve children** during the pandemic

For more than a century, Save the Children has worked to find better ways to give children a healthy start in life.

Today, Save the Children partners with local communities in over 100 countries to help at-risk children through health, education, and protection programs. Recently, Save the Children turned to Twilio when they needed chatbots to share accurate information on COVID-19 in Indonesia. After partnering with their behavioral insights division, the Save the Children team adjusted the chatbots based on misinformation floating around in each specific region and adapted the chatbots to the language and to the level of vaccine hesitancy of each local area. Using accessible communication channels like WhatsApp or SMS, Save the Children was able to reduce behaviors that put children and families at risk of contracting the disease.

Ingredients ---

[Twilio-powered Chatbots](#)



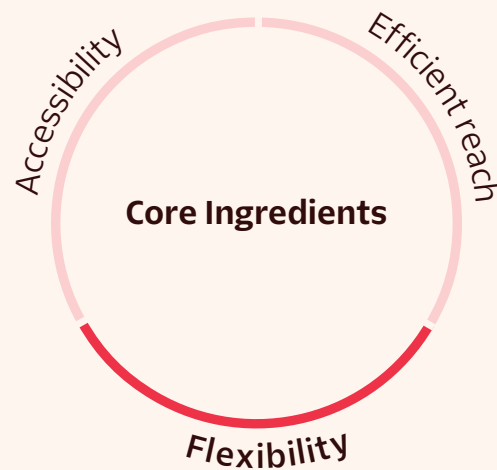
A Note From the Chef

“ *We tested users’ knowledge in weekly quizzes, and, most important, completed a risk assessment to identify any areas where risk of exposure could be reduced by adjusting their habits. This chatbot would be called “Sahabat Peduli Corona,” which roughly translates to “Your COVID Protection Buddy.”*

Mark Sumner

Senior Advisor, Technology and Data for Development, Save the Children





Chapter 4

Drive social impact with a customizable contact center

The best chefs have this ability to cater to who's at the table. They can add a personal touch for anyone, to any dish, for any kind of meal. For many, custom-made is the surest way to guarantee a masterpiece.

For Twilio Flex, customization is our go-to ingredient. As Twilio's cloud contact center, Twilio Flex enables organizations to meet the rising demands of the people they serve in customizable, multichannel format.

While most people who are at risk just want to talk to a person, sometimes it's impossible for a nonprofit to have the staff and resources to answer every call. In these cases, Twilio Flex allows for the opportunity to digitize your customer service solution by providing automatic answers to common questions, and routing the highest risk callers to staff. This means, no calls are left unanswered, and agents can quickly and seamlessly triage and address the most critical callers.

Here's how Child Helpline International used Twilio Flex to make this all possible.

Child Helpline International created a contact center that enables their global helplines to soon reach 100 million children a year

Accessed via a three digit emergency number, such as 119 for Childline France, Child Helpline International (CHI) was founded in 2003 as a nonprofit consortium of 160 helplines across 140 countries.

The team at CHI teamed up with the nonprofit Tech Matters to upgrade its helplines technology to reach as many children as possible, with the lowest cost possible, and without sacrificing service quality. At the time, CHI volunteers and staff counselors were in need of a way to not only answer the 30 million calls placed each year but also address the 10 million calls for help that went unanswered due to limited resourcing.

Tech Matters teamed up with Twilio as the leading partner because of Twilio's global coverage and its customizable solutions. With Twilio Flex, counselors have the option to hold conversations over phone, SMS, or social channels such as Facebook Messenger. In addition, Twilio's programmable and cloud-based features provide a single-screen, browser-based interface that enables more counselors to help more children at once because they can click between ongoing message streams. This upgrade lets counselors more efficiently manage the queue without sacrificing care quality.

Ingredients

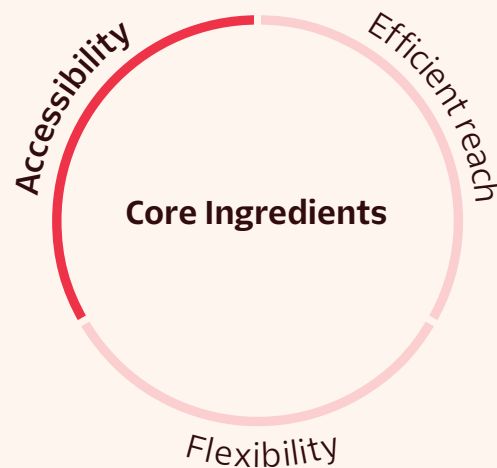


[Twilio Flex](#)

A Note From the Chef

“*[Twilio Flex] is the equivalent of what a modern, big, for-profit international company would have in its contact center. Instead of scheduling deliveries of products or tech support services, [Twilio Flex] is helping children in crisis.*”

Jim Fruchterman
Founder, Tech Matters



Chapter 5

The power of preferred channels

Cooking up the next generation of business messaging—that’s exactly what we’ll call this kitchen recipe.

Today, nonprofits are turning to text and WhatsApp to build deeper relationships with the people they serve, on the channels they want to be reached. At Twilio, our messaging solutions are helping nonprofits bring this personalized dish to the table.

It’s built on the belief that the best engagement strategy is one that uses communication channels that people are already engaging across. When you know where different age groups, population segments, and where countries have different preferences for how they engage—everything changes. With Twilio, you can pair the most effective communication channel to the right population segment to drive a better engagement strategy.

We recently funded Mobile Pathways, an innovative nonprofit who use the widely accessible channel of SMS, WhatsApp, and voice to support asylum seekers with trusted legal information.

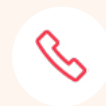
Mobil Pathways uses automated legal updates to reach asylum seekers via text or WhatsApp

A California-based nonprofit, Mobile Pathways is using mobile technology to improve the lives of at-risk immigrants.

Created by a team of lawyers, coders, and immigrants, Mobile Pathways is on a mission to help marginalized populations gain access to reliable legal information on their pathway to immigration. During the pandemic, they even leveraged their platform to send accurate and culturally appropriate information about the vaccine.

Most recently, Mobile Pathways has improved its immigrant experience using Twilio call automation and Interactive Voice Response (IVR). These added capabilities work to tap into an automated government phone system to ensure no court notification gets missed for asylum-seekers. Often, people miss their court dates because times have changed. Mobile Pathways ensures each notification gets through on an individual's preferred channel.

Ingredients



Twilio Voice

YO ME VACUNE! I GOT VACCINATED!



MANUEL DIAZ LAW FIRM, PC
ABOGADO MANUEL DIAZ

AHF
AIDS HUMAN SERVICES FOUNDATION

LOUD

ImmSchools

twilio.org

MOBILE PATHWAYS

AHF PHARMACY

DRC

PRIZER VACCINE CHECK IN
de 12 años en adelante

PRIZER VACCINE CLINIC



A Note From the Chef

“Immigrant communities depend on mobile phones for information and connection—which is why Twilio is so essential to our mission of ensuring vaccine equity. Our vaccine coalition reaches communities where they are, and on the channels and languages each person prefers.”

Bartłomiej Skorupa
Co-Founder, Mobile Pathways



A recipe that endures

The recipe for an impactful humanitarian response starts with digital communications. It needs to be flexible and adapt to crises that change based on the needs of the people on the ground. The most effective humanitarian response recipe accomplishes the following:

- Scales its support efficiently
- Enables outreach that is accessible to everyone
- Provides flexibility to adapt to changing conditions on the ground

To learn more about how Twilio's digital communications platform can help your business achieve all of this, [talk to one of our chefs–ahem–experts!](#)

Bon appétit



Our mission is to scale yours.™