

### Reward Text Messages

**Initial sample message:** Welcome! Each time you take your medications this week, a donation will be made to \_\_\_\_\_ to help [mission].

**Follow-up messages:** By taking your medication, you helped [mission]. Thanks to you, [charity] will be able to [X]

- By taking your medication, you helped take care of animals. Thanks to you, the Animal Rescue League has been able to feed a homeless dog for 2 days.
- By taking your medication, you helped people struggling with hunger. Thanks to you, the Greater Boston Area Food Bank has been able to prepare 8 free meals.
- By taking your medication, you helped improve children's health. Thanks to you, UNICEF has been able to provide a family with 1 week of clean water.

#### Reward by PDC:

PDC	Animal Rescue League	Food bank	UNICEF
0%	Feed a homeless dog for 0 days.	Prepare 0 free meals.	Provide a family with 0 days of clean water.
12.5%	Feed a homeless dog for 1 day	Prepare 1 free meals.	Provide a family with 2 days of clean water.
25%	Feed a homeless dog for 2 days.	Prepare 2 free meals.	Provide a family with 4 days of clean water.
37.5%	Feed a homeless dog for 3 days	Prepare 3 free meals.	Provide a family with 6 days of clean water.
50%	Feed a homeless dog for 4 days.	Prepare 4 free meals.	Provide a family with 1 week of clean water.
62.5%	Feed a homeless dog for 5 days	Prepare 5 free meals.	Provide a family with 8 days of clean water.
75%	Feed a homeless dog for 6 days.	Prepare 6 free meals.	Provide a family with 10 days of clean water.
87.5%	Feed a homeless dog for 7 days	Prepare 7 free meals.	Provide a family with 12 days of clean water.
100%	Feed a homeless dog for 8 days.	Prepare 8 free meals.	Provide a family with 2 weeks of clean water.

#### Timepoints at which texts will be received:

Timeline	Animal Rescue League	Food bank	UNICEF
Day + 4	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 8	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 12	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 16	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 20	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 24	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 28	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 32	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 36	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 40	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 44	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 48	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 52	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 56	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 60	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 64	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 68	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 72	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 76	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 80	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 84	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 88	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.
Day + 92	Feed a homeless dog for [0-8] days.	Prepare [0-8] free meals.	a family with [0-2] weeks of clean water.

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