

Sample: PHFE WIC Texts and Auto-Responses

Auto Response to “APPLY” texts:

Thanks for your interest in WIC!

Please gather: ID for all applicants, Medi-Cal numbers OR proof of income (if available), proof of pregnancy (if applicable).

We will call you within 1-4 days to complete your application by phone.

Appointment Solicitation Text

This example is a Monday text blast to families with no future appointment, with child pending recertification in the family.

WIC benefits are going UP! Get \$35 for fruits and veg PER CHILD this summer.

Let's renew your WIC benefits by phone!

Reply with your preferred day for a phone appointment

- 1- Mon/Today
- 2- Tues
- 3- Wed
- 4- Thurs
- 5- Fri

Report Values:

1 = Monday

2= Tuesday

3= Wednesday

4= Thursday

5= Friday

Auto Response to participant's numerical reply:

Great! Would you prefer to receive a phone call from WIC in the morning or afternoon on this day?

Appointment confirmation text templates:

Your phone appointment on {appt date} is confirmed. Expect a phone call that morning before 12pm.
Thank you!

Your phone appointment on {appt date} is confirmed. Expect a phone call that afternoon between 12-4:30pm. Thank you!