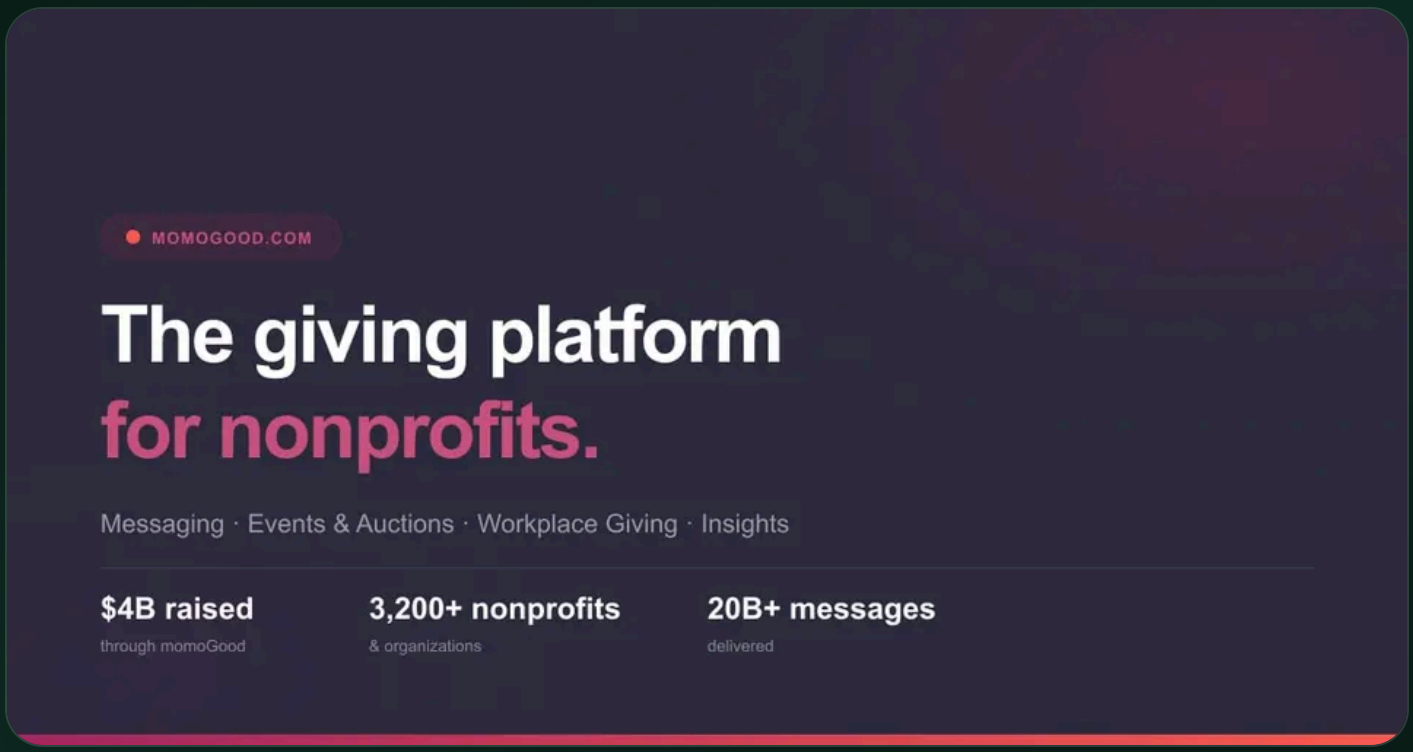
ToolGPA

NOVEMBER 2026

Tatango (now momoGood)

The Insider's Guide

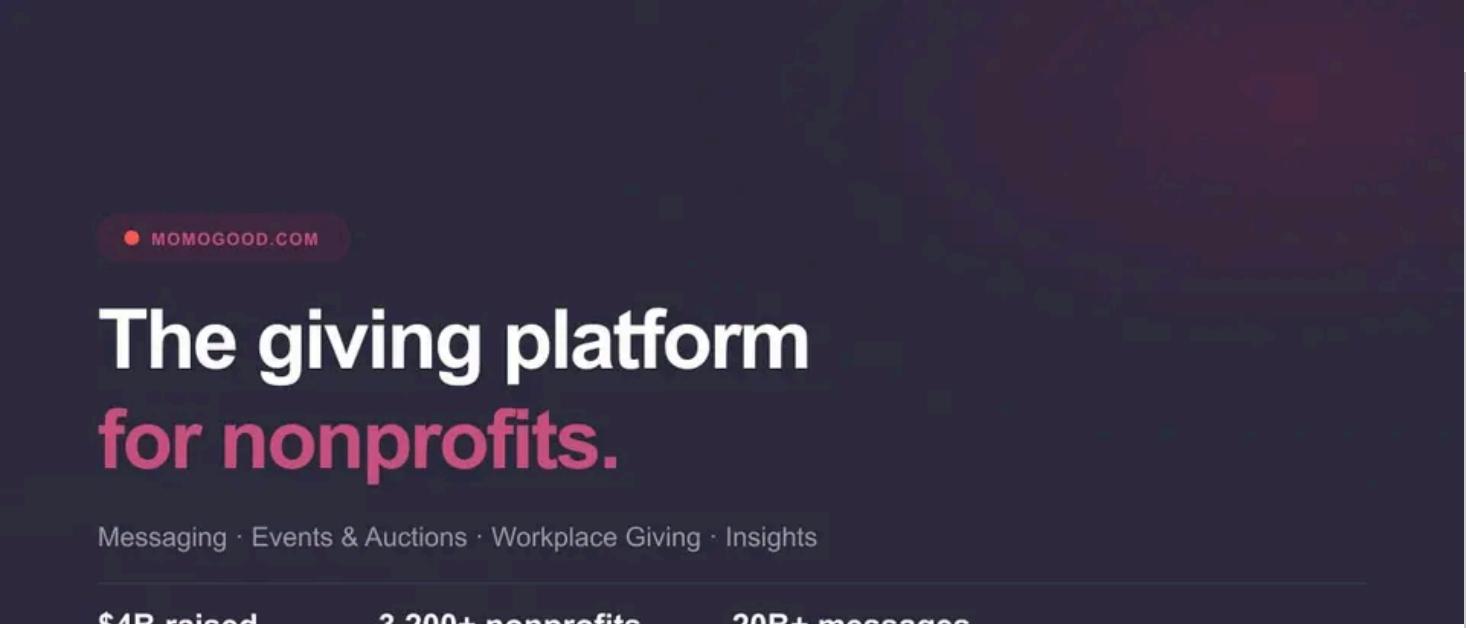
Nonprofit text messaging: broadcast, peer-to-peer and RCS



Every plan, grade, refund rule and rival among SMS and chat marketing tools, read from Tatango (now momoGood)'s own pages.

Made by momoGood · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Tatango (now momoGood)'s own pages, its app-store listings and our grades. Every fact in it is on Tatango (now momoGood)'s page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 2 of the 77 other SMS and chat marketing tools we grade

Tatango has been renamed momoGood, which also absorbed Givergy, and the Tatango address now redirects to momoGood's site. Its messaging product is aimed at nonprofits, with broadcast texts to opted-in lists, peer-to-peer texting, RCS rich messages and text-to-give. Prices are quoted by email rather than published.

To get you started, here are **7 things to know about Tatango (now momoGood)**, taken from its own pages and our grades.

> **But no prices are published, it is written for nonprofits, and it sells events and auctions beside messaging.**
>
> From our report card of Tatango (now momoGood)

1 **Best for broadcast texting for nonprofits**

Tatango is now momoGood, and its messaging side offers broadcast texts, peer-to-peer texting and text-to-give for nonprofits.

2 **It runs on Web**

Web.

3 **Broadcast texting**

Send one message to a whole opted-in list or segment over registered 10DLC numbers or short codes, with replies coming back to an inbox.

4 **Peer-to-peer texting**

Staff or volunteers send one-to-one texts, with each reply returning to the person who sent it.

5 **RCS rich messages**

Messages with a logo, image, video and buttons where supported, falling back to plain SMS on phones without RCS.

6 **A 1.6 GPA, above 2 of 77**

That is against the other SMS and chat marketing tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Tatango (now momoGood) you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

Tatango (now momoGood) at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY momoGood	CATEGORY SMS & Chat Marketing
OUR GRADE 1.6 GPA, weak	

The report card

Best for broadcast texting for nonprofits

Tatango is now momoGood, and its messaging side offers broadcast texts, peer-to-peer texting and text-to-give for nonprofits. But no prices are published, it is written for nonprofits, and it sells events and auctions beside messaging.

TOOLGPA REPORT CARD	Tatango (now momoGood)	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published, so it cannot be set against the category.
Free plan and trial	F	No free plan or trial is listed on the pricing page.
Features	C	Broadcast, peer-to-peer and RCS messages with text-to-give, aimed at nonprofits rather than general businesses.
Ease of use	C	No store rating on record, and sending needs compliance setup.
Platforms and integrations	C	Web only, with no integrations on record.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Tatango (now momoGood) is for

- ✓ Fits if you are a nonprofit that fundraises by text
- ✓ Works for teams that also run events and auctions

Who it is not for

- ✕ Not for you if you want a price first: it is quoted by email
- ✕ Not for you if you are a general business, as the page is for nonprofits
- ✕ Watch out: the company is now momoGood, and the old name redirects
- ✕ Not for you if you want a free plan or trial, as none is listed

Good to know

Good for

- ✓ Nonprofits texting donors and volunteers
- ✓ Fundraising teams that also run events and auctions

Worth knowing

- ⓘ No prices are published; the pricing page asks for your organization and size and replies with a written quote.
- ⓘ The company is now momoGood and sells events, auctions and workplace giving beside messaging.
- ⓘ The messaging page is written for nonprofits; its lists include political teams, and general businesses are not its stated audience.
- ⓘ Compliance documents are listed for TCPA, 10DLC and short codes, SOC 2 and a DPA.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Tatango (now momoGood)'s current pricing could not be confirmed from its own site.

> **No price is published, so it cannot be set against the category.**
>
> From our grade for value for money

We could not confirm Tatango (now momoGood)’s current prices from its own site, so this guide lists no plans. momogood.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Nonprofit text messaging: broadcast, peer-to-peer and RCS. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, business texting, sMS marketing.

> **Broadcast, peer-to-peer and RCS messages with text-to-give, aimed at nonprofits rather than general businesses.**
>
> From our grade for features

Broadcast texting

Send one message to a whole opted-in list or segment over registered 10DLC numbers or short codes, with replies coming back to an inbox.

Peer-to-peer texting

Staff or volunteers send one-to-one texts, with each reply returning to the person who sent it.

RCS rich messages

Messages with a logo, image, video and buttons where supported, falling back to plain SMS on phones without RCS.

Text-to-give and AI tools

Text-to-give plus AI features listed as live in Messaging: donor scoring, smart sending, an AI message composer and A/B testing.

Where it runs

Web

What it works with

Its own pages name no integrations.

Tatango (now momoGood) is made by momoGood.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

2/77

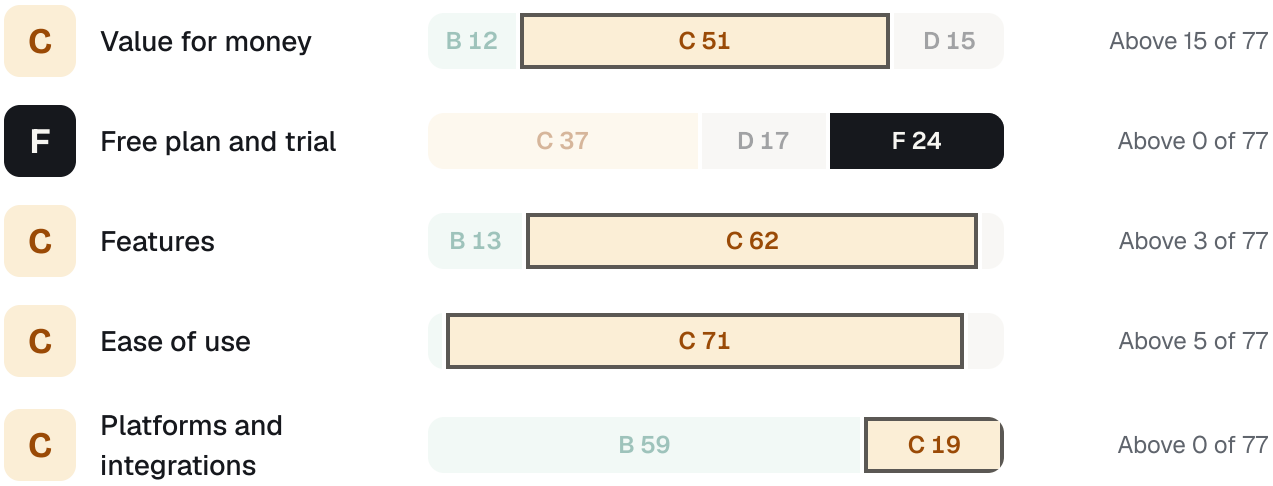
Other SMS and chat marketing tools it is graded above

Tatango (now momoGood)'s GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

It stands best on value for money (C, above 15 of 77) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Tatango (now momoGood)'s own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Tatango (now momoGood) you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 62 of the 77 other SMS and chat marketing tools grade higher.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ Email sent in volume that still reaches the inbox.
- ✕ Texts from a business number, registered with the carriers.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Tatango (now momoGood)'s listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Textedly, Trumpia, SimpleTexting, EZ Texting and Text-Em-All

The 5 tools Tatango (now momoGood) is most often weighed against, with where each one differs from it.

2.2 GPA

Textedly

Free trial · from $29/mo

Mass texting with every feature on every plan, priced by volume.

- Only Textedly lists iOS and Android apps.
- Textedly also covers review collection.

Tatango (now momoGood) and Textedly compared in full

2.0 GPA

Trumpia

Paid

Automated text and multichannel messaging for businesses.

- Trumpia also covers surveys.

Tatango (now momoGood) and Trumpia compared in full



2.4
GPA

SimpleTexting

Free trial · from $23.20/mo

SMS marketing and two-way texting priced by monthly message credits.

- Only SimpleTexting lists iOS and Android apps.
- SimpleTexting also covers forms.

Tatango (now momoGood) and SimpleTexting compared in full



2.2
GPA

EZ Texting

Free trial · from $20/mo

SMS, MMS and RCS marketing for US and Canadian businesses.

- Only EZ Texting lists iOS and Android apps.
- EZ Texting also covers qR codes.

Tatango (now momoGood) and EZ Texting compared in full



2.0
GPA

Text-Em-All

Free trial · from $19/mo

Mass texting and voice broadcasts, billed by credit or by group size.

- Only Text-Em-All lists iOS and Android apps.
- Tatango (now momoGood) also covers marketing automation.
- Text-Em-All also covers workflow automation and text to speech.

Tatango (now momoGood) and Text-Em-All compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Tatango (now momoGood) free?

No. Tatango (now momoGood) is a paid product.

What platforms does Tatango (now momoGood) work on?

Tatango (now momoGood) is available on Web.

Does Tatango (now momoGood) have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Tatango (now momoGood) is listed for Web.

Does Tatango (now momoGood) have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Tatango (now momoGood) is listed for Web.

Is Tatango (now momoGood) open source?

Tatango (now momoGood) is not described as open source on its own site, as read on Nov 13, 2026.

Who makes Tatango (now momoGood)?

Tatango (now momoGood) is made by momoGood.

What are the alternatives to Tatango (now momoGood)?

The closest alternatives to Tatango (now momoGood) in our directory are Textedly, Trumpia, SimpleTexting, EZ Texting and Text-Em-All.

How does Tatango (now momoGood) compare with other SMS and chat marketing tools?

Tatango (now momoGood)'s GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

Could I make my own version of Tatango (now momoGood)?

To replace Tatango (now momoGood) you would be making texts to thousands of numbers, registered with the carriers.

Where this guide comes from

The prices, plans, platforms and features were read from Tatango (now momoGood)'s own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Tatango's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by momoGood. Prices change, so check momogood.com before you buy.

momogood.com/pricing
momogood.com/messaging
momogood.com/contact

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Tatango (now momoGood), kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/tatango

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Tatango (now momoGood): The
Insider's Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/tatango
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Know someone choosing between SMS and chat marketing tools?

Send them this guide: toolgpa.com/tools/tatango/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SMS and chat marketing tools after Tatango (now momoGood), each with an Insider's Guide of its own.

SMS & Chat Marketing Insider's Guide

Every one of the 78 SMS and chat marketing tools we grade, compared

Chatfuel Insider's Guide

AI chatbots for WhatsApp, Instagram and Facebook with a usage wallet

2.6 GPA

Interakt Insider's Guide

WhatsApp and Instagram marketing, inbox and chatbots for Indian brands

2.6 GPA

AiSensy Insider's Guide

WhatsApp API for broadcasts, retargeting and click-to-WhatsApp ads

2.4 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Tatango (now momoGood)'s pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Tatango (now momoGood) is a trademark of its owner, and this guide is not made, paid for or approved by momoGood. Prices and plans change: check momogood.com before you buy.