bulksms.com

QUICK START GUIDE

monday.com Integration

with BulkSMS.com

Connect monday.com to the BulkSMS Integration Gateway, create message templates and send bulk SMS to your monday.com teams and board subscribers.



Welcome to BulkSMS.com

Trusted, scalable SMS messaging for your business

IN THIS GUIDE

01 Get your monday.com API token

02 Connect the Integration Gateway

03 Create templates and send bulk SMS

monday.com

BULKSMS.COM INTEGRATION GATEWAY FOR MONDAY.COM

VERSION 4.1 · UPDATED 2026/10/22

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01 Foreword

The monday.com integration sends bulk SMS to the people in your monday.com account—the members of a **team**, or the **subscribers of a board**—using the phone numbers on their monday.com profiles. Before you start, make sure you have the following ready.

BulkSMS account
With your BulkSMS API details saved in the Integration Gateway

monday.com API token
Your personal API token from monday.com (see the next section)

Country code
The country most of your recipients are in, e.g. 44 for the UK

The integration is for sending bulk messages from the Integration Gateway. It doesn't write anything back to monday.com: sent messages, delivery reports and replies aren't recorded on your boards or users. Track your messages on the **Sent Messages** tab instead.

02 monday.com API Token

The Integration Gateway connects to monday.com with a personal API token (monday.com API v2). The integration can only see the teams and boards that the token's owner can see in monday.com.

Any user: the Developer Center

1. Log in to monday.com at https://auth.monday.com/login.
2. Click your profile picture in the top-right corner and choose **Developers**. The Developer Center opens in a new tab.
3. Click **API token**, then **Show**, and copy the token.

Admins: the Administration area

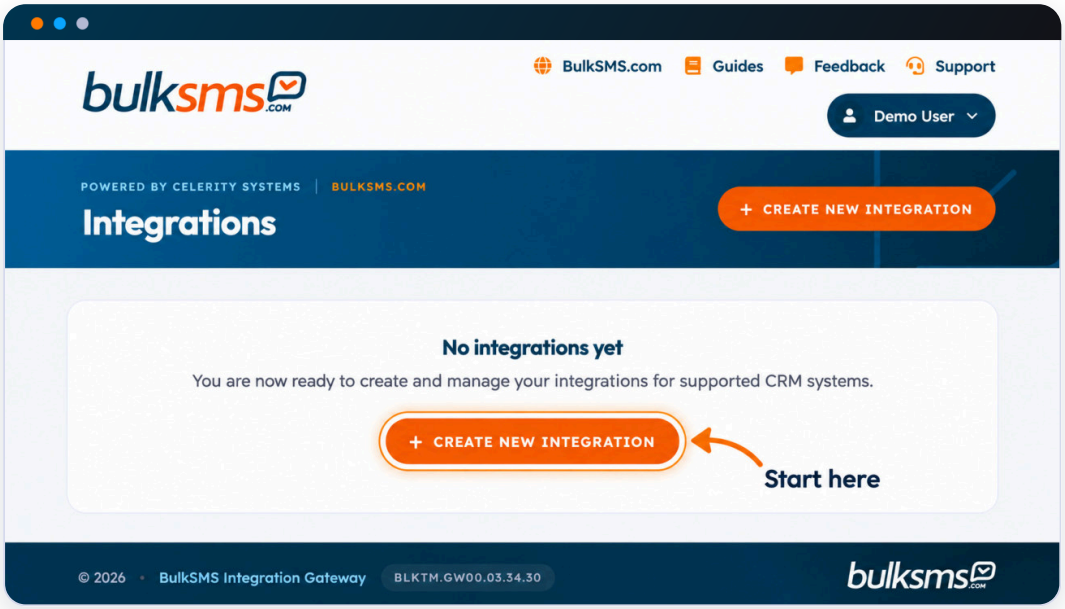
1. Click your profile picture in the top-right corner and choose **Administration**.
2. Open **Connections**, then **Personal API token**, and copy the token.

i monday.com sometimes moves these menus. If you can't find them, search monday.com's help for "API token". The token is personal: if you regenerate it, or the user who owns it leaves your account, paste a new token into the integration's Settings page.

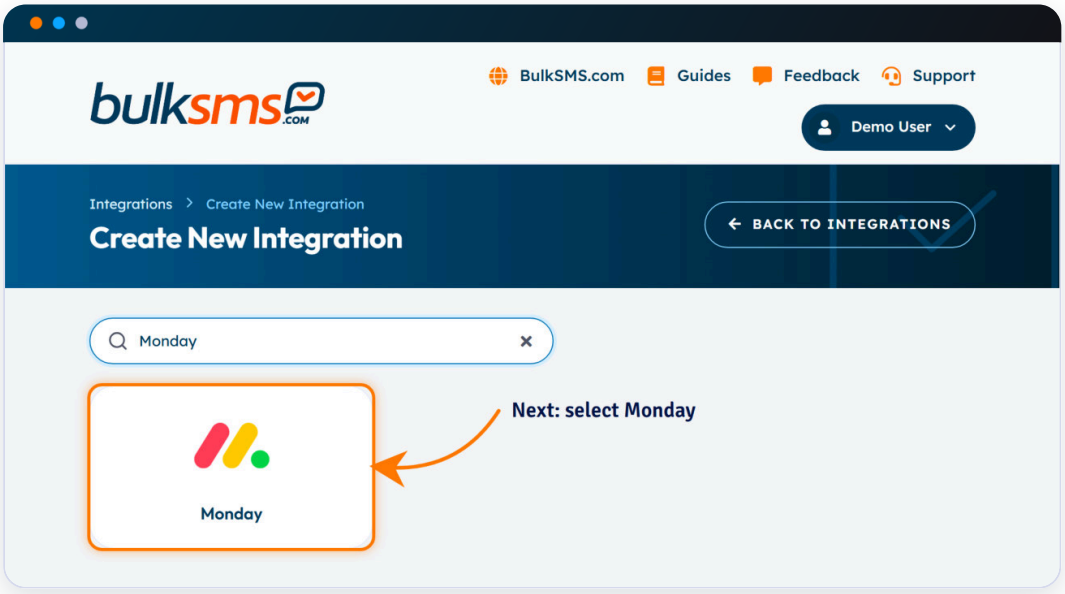
! Treat the token like a password—it gives access to your monday.com account. Paste it only into the Integration Gateway.

03 Integration Setup

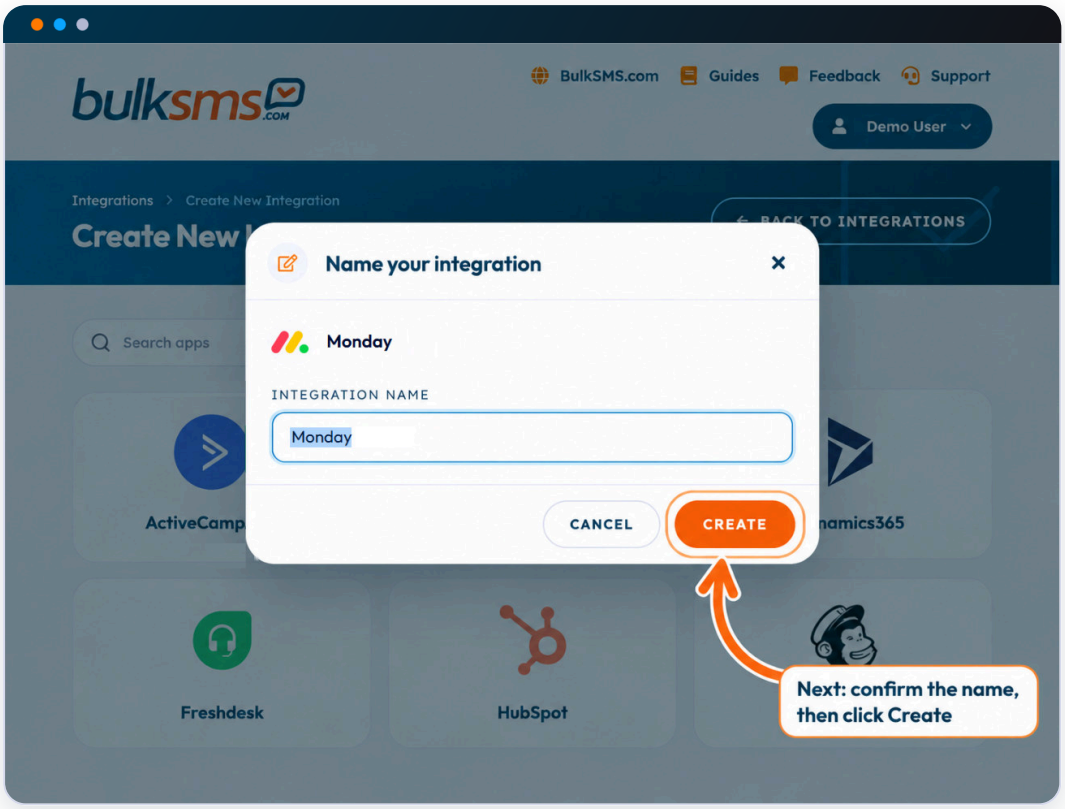
1 Sign up or log in to the BulkSMS Integration Gateway at https://www.bulksms.com/integration-gateway/ and click **Create New Integration**.



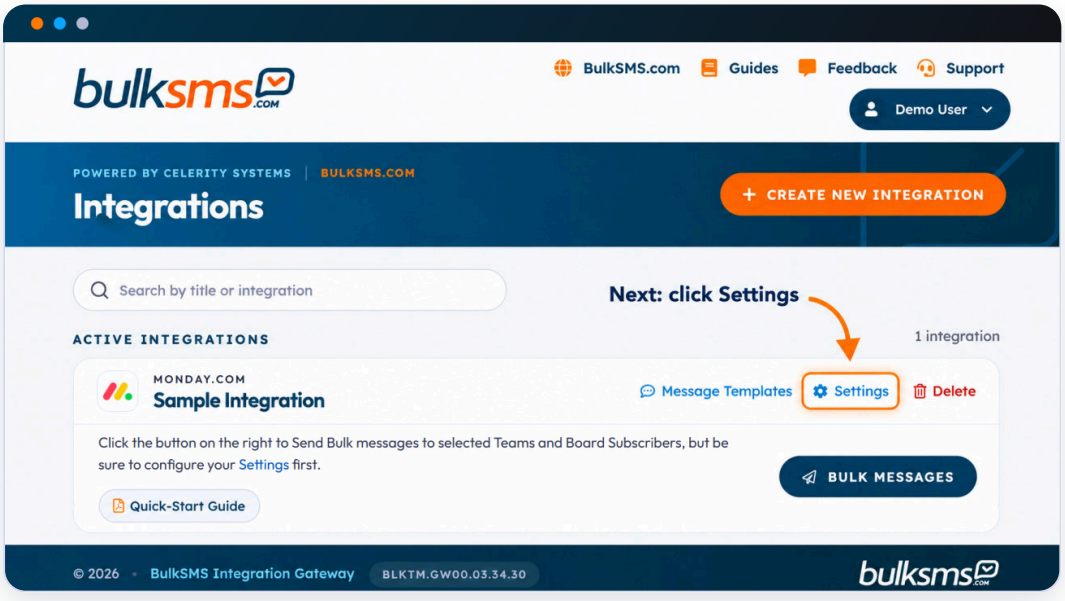
2 Select **Monday** from the list of apps. You can type in **Search apps** to find it quickly.



3 Give your integration a name, or keep the one suggested, and click **Create**. The name can use letters, numbers, spaces, hyphens and underscores, up to 40 characters.



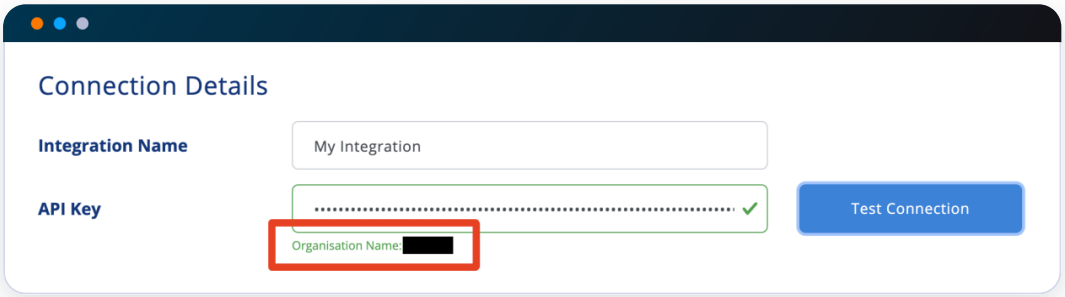
4 Your integration now appears on the Integrations page. Click **Settings**.



5 Under **Connection Details**, paste your monday.com API token into **API Key** and click **Test Connection**.



6 When the connection works, the field turns green and your monday.com account name appears underneath as **Organisation Name**.



7 Under **Settings**, complete the rest of the page, then click **Save Settings**:

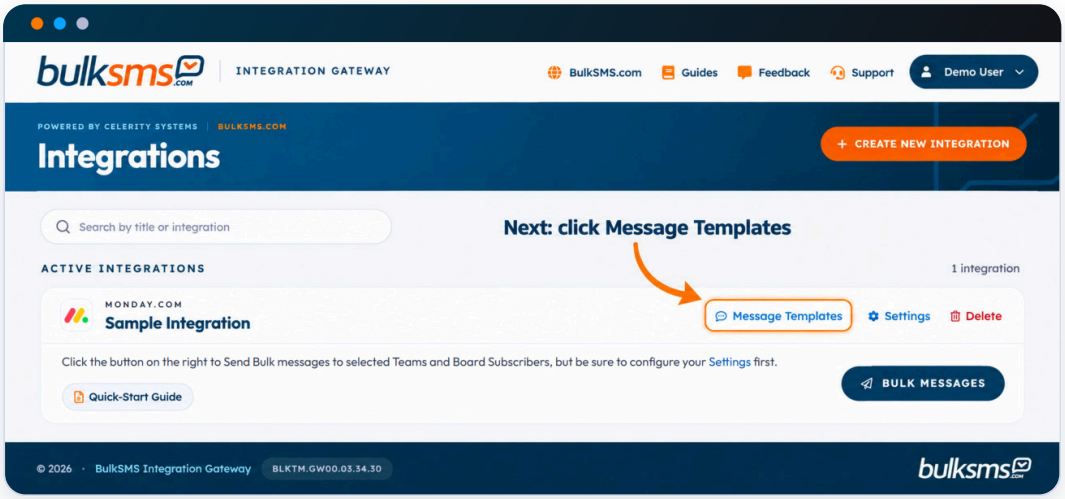
- **Default Country Code** – suggested when you prepare a message, and added to numbers that don't include one (see Sending Tips).
- **Force Country Code** – changes when the country code is added. Leave it off unless all your recipients are in one country.
- **Notification Email** – where the Integration Gateway sends notifications about this integration.

Save Settings doesn't check the token, so always click **Test Connection** first. If the test fails, see Troubleshooting.

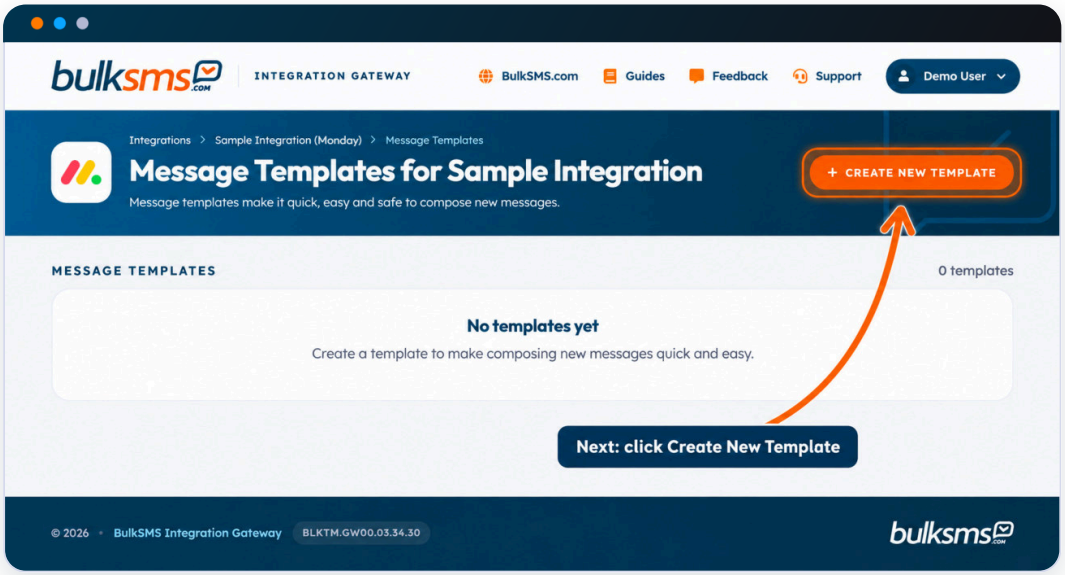
04 Message Templates

Templates let you save messages you send often, with tokens that personalise each message for the recipient.

1 On the Integrations page, click **Message Templates** for your integration.

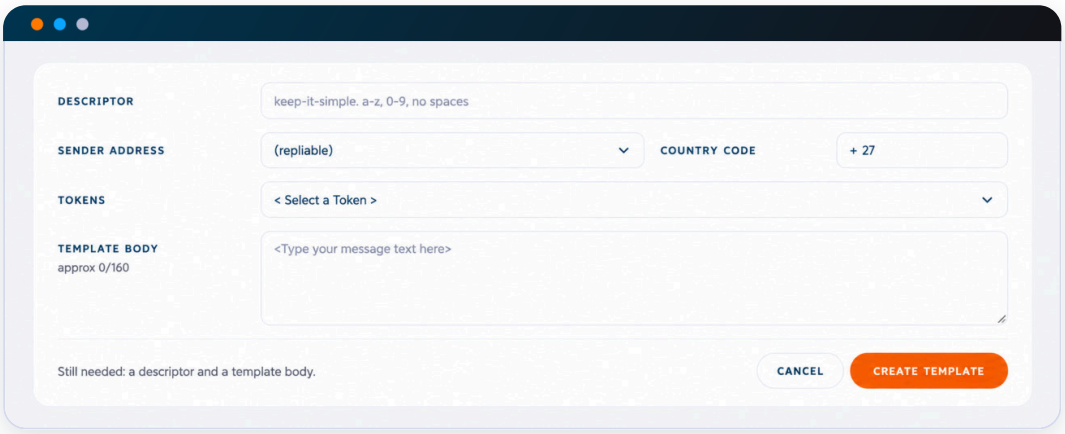


2 Click **Create New Template**.

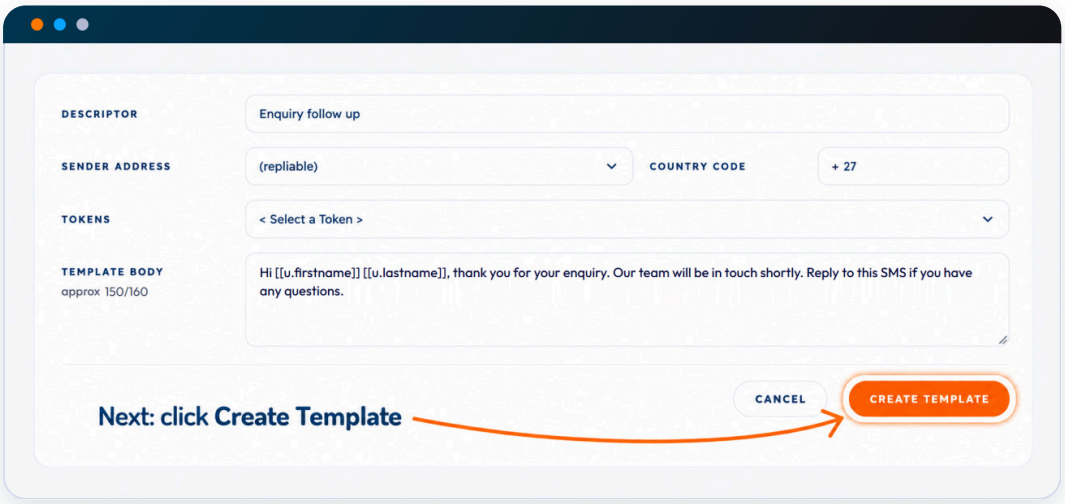


3 Fill in the template:

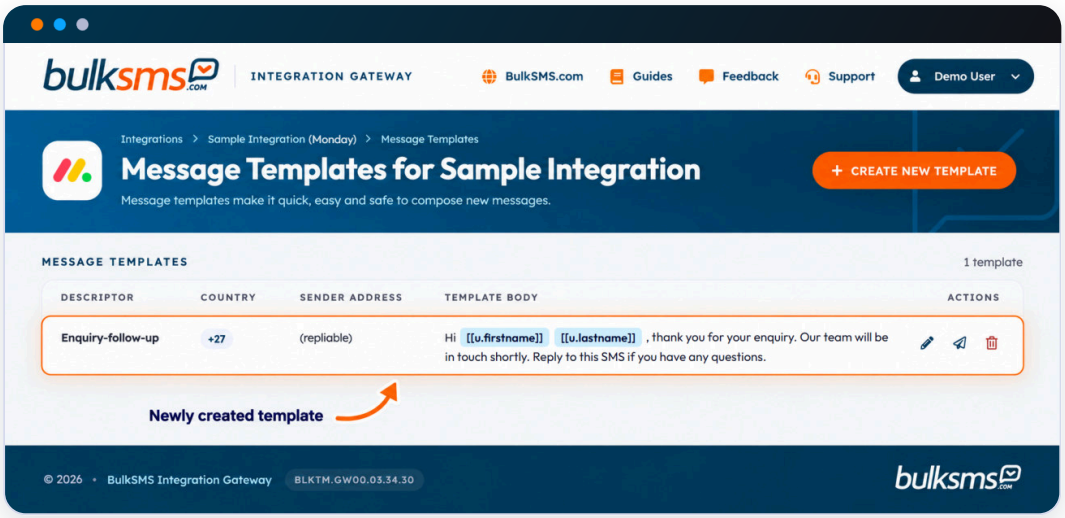
- **Descriptor** – a name for the template, using letters, numbers, spaces and hyphens (up to 30 characters).
- **Sender Address** – keep **(repliable)** if you want recipients to be able to reply.
- **Country Code** – the default for this template. You can change it when you prepare a message.
- **Tokens** – pick a user or board token to insert it into the message. See Sending Tips.
- **Template Body** – your message. The counter shows the approximate length against 160 characters.



4 When the template is complete, click **Create Template**.



5 Your new template is listed under **Message Templates**. Use the icons on the right to **edit** it, **prepare a bulk message** from it, or **delete** it.

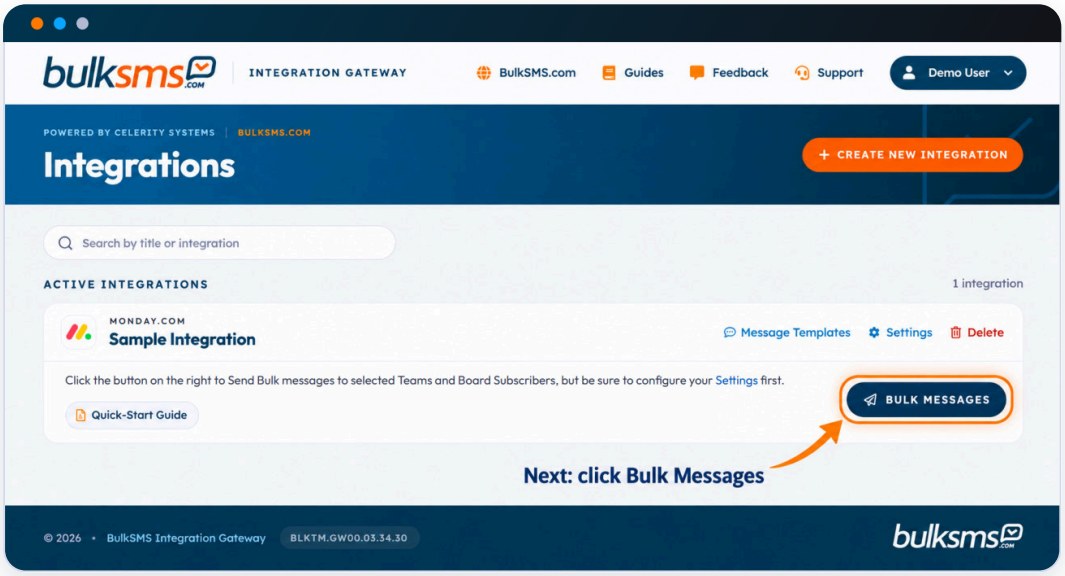


05 Bulk Messaging

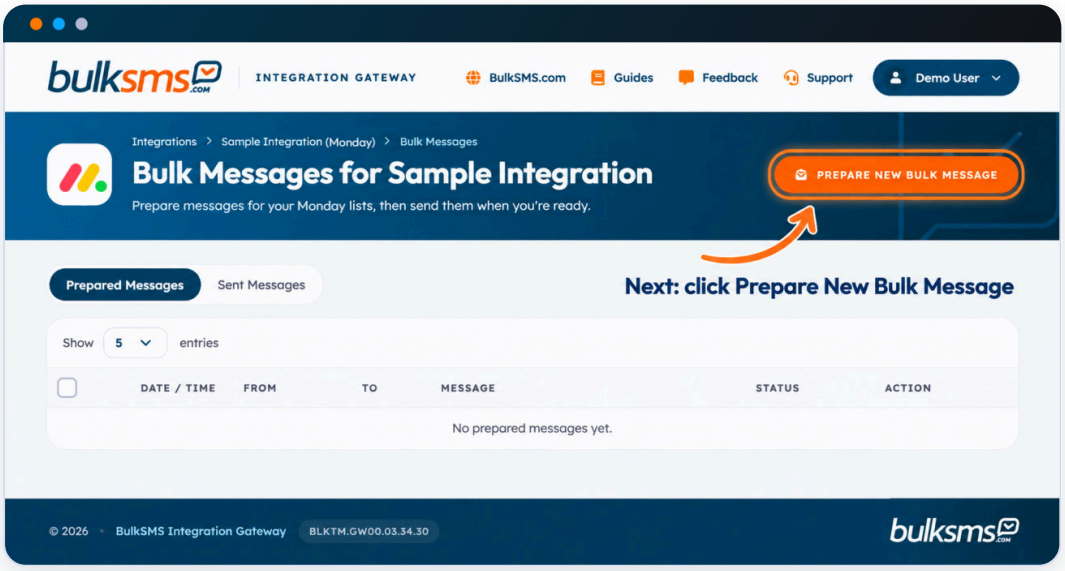
Send an SMS to every member of a monday.com team, or to everyone subscribed to a board. You prepare the message first, check a sample, then send it.

Prepare the message

1 On the Integrations page, click **Bulk Messages** for your integration.

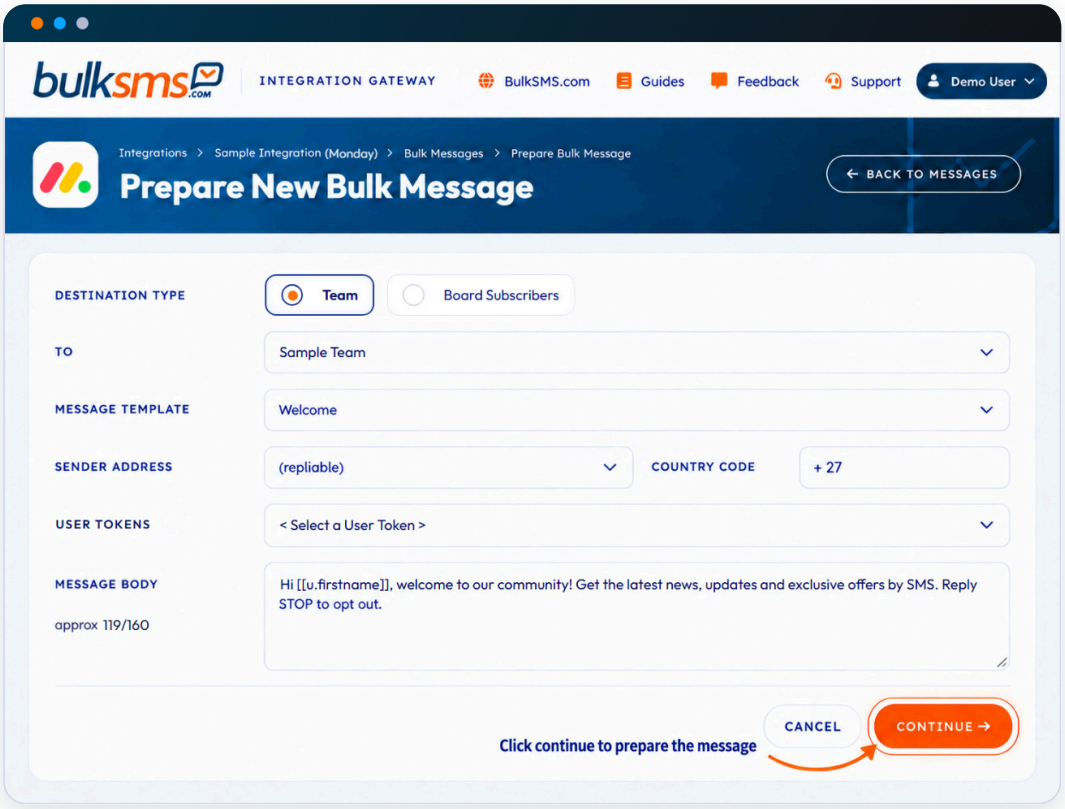


2 Click **Prepare New Bulk Message**.

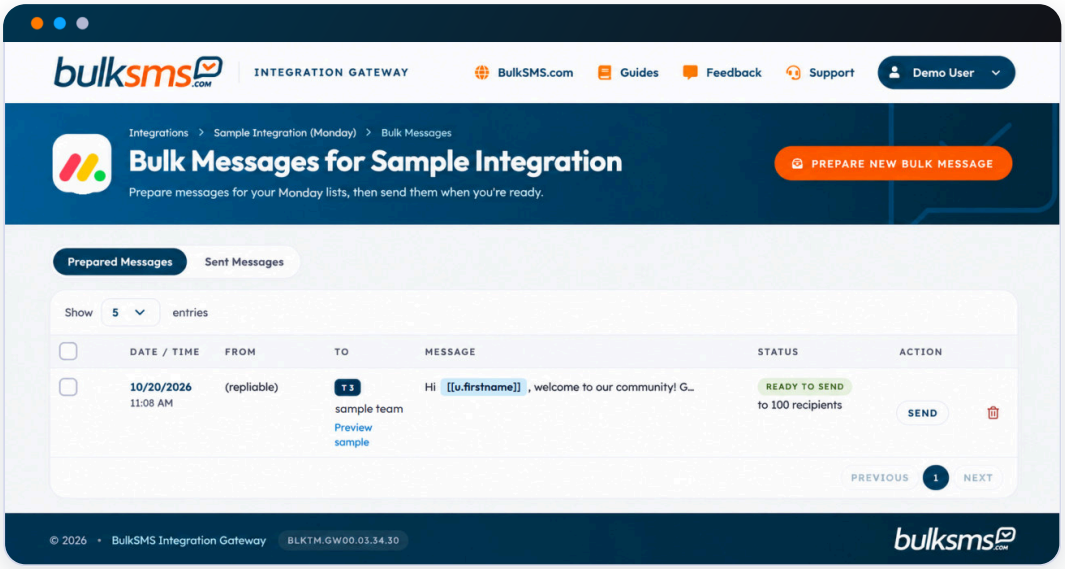


3 Fill in the form, then click **Continue**:

- **Destination Type** – **Team** or **Board Subscribers**, then choose the team or board under **To**.
- **Message Template** – optional. Choosing one fills in the message, sender and country code, and you can still edit them.
- **Sender Address** and **Country Code** – as for templates.
- **User Tokens** (and **Board Tokens** for Board Subscribers) and **Message Body** – write or adjust the message, adding tokens as needed.

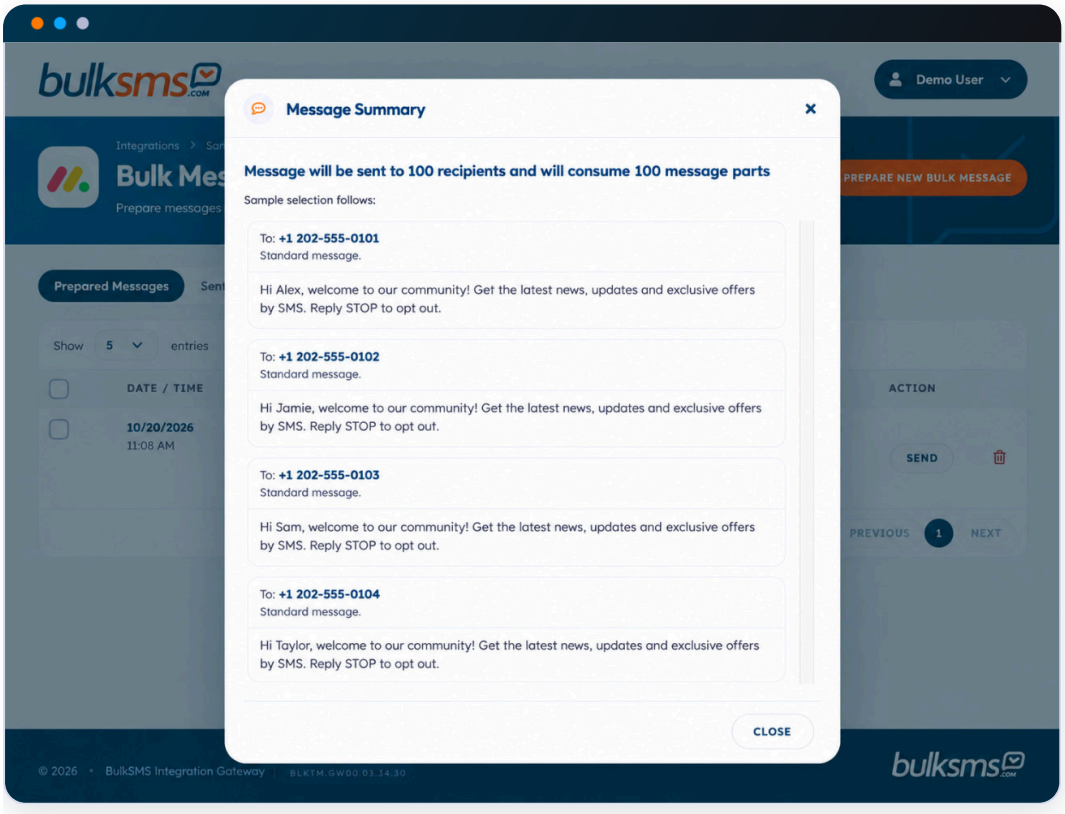


4 The integration collects the recipients and lists the message under **Prepared Messages**, marked **T** for a team or **B** for a board. When it shows **Ready to Send** you can preview it, send it, or delete it with the bin icon.

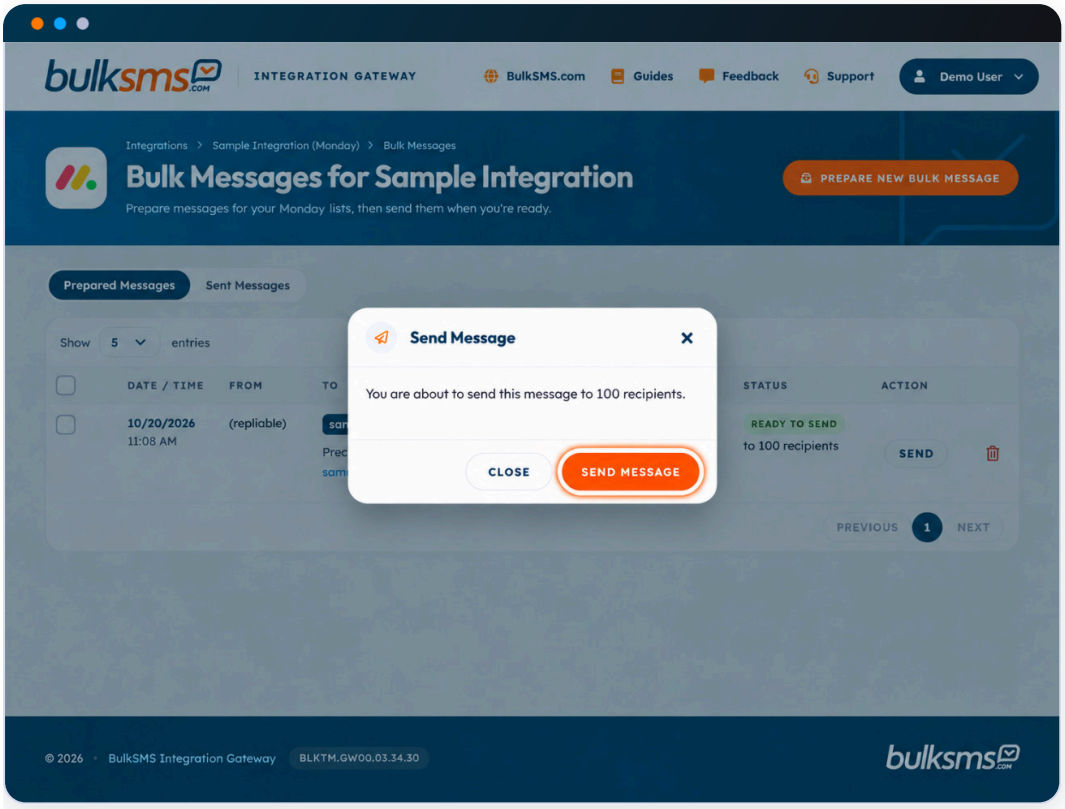


Preview and send

Click **Preview sample** to see how the message looks for a sample of up to 100 recipients, with each person's tokens filled in. The summary also shows how many recipients and message parts the send will use.

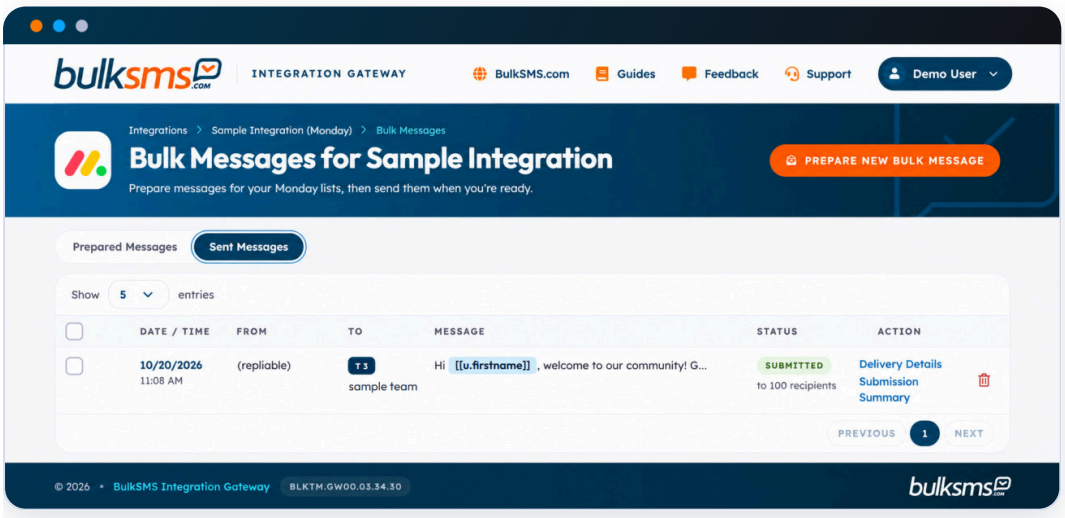


When you're happy, click **Send** and confirm with **Send Message**.



Track your message

Sent messages move to the **Sent Messages** tab. Click **Delivery Details** to see what happened to each message, or **Submission Summary** for totals, including any recipients that were skipped.



06 Sending Tips

Who receives a bulk message

- **Team:** every user in the monday.com team.
- **Board Subscribers:** every user subscribed to the board.
- Each message goes to the user's **Mobile phone** on their monday.com profile, or their **Phone** if the mobile number is empty. Users with neither are skipped.
- Everyone in the team or board is messaged—there's no opt-out check, so make sure your recipients expect your messages.

Phone numbers and country codes

Numbers are sent in international format. If a number in monday.com doesn't include a country code, the integration adds the country code from the message. **Force Country Code** on the Settings page changes when it is added. With a country code of 44:

NUMBER IN MONDAY.COM	FORCE COUNTRY CODE OFF	FORCE COUNTRY CODE ON
`07700900123`	`447700900123`	`447700900123`
`7700900123`	`7700900123` (not valid)	`447700900123`
`12025550143`	`12025550143`	`4412025550143` (wrong)
`+12025550143` or `0012025550143`	`12025550143`	`12025550143`

> *i* The safest option is for users to save their numbers in monday.com with a **+** and the country code (e.g. +44 7700 900123). Only turn on Force Country Code if all your recipients are in one country and their numbers are saved without a country code.

Message length

- One SMS holds up to **160 characters**, or **70** if the message contains Unicode characters such as emoji or some accented letters.
- Longer messages are sent in several parts, and each part uses credits. The Prepare screen shows an approximate character count and a **Long Message** warning with the number of parts.
- A message can't be sent if it reaches 10 parts or more—the **Continue** button stays disabled until you shorten it.

Tokens

User tokens start with `u.` and are filled in from each recipient's monday.com profile:

TOKEN	INSERTS	TOKEN	INSERTS
`[[u.firstname]]`	First Name	`[[u.location]]`	Location
`[[u.lastname]]`	Last Name	`[[u.time_zone_identifier]]`	Time Zone
`[[u.title]]`	Title	`[[u.utc_hours_diff]]`	Time Difference
`[[u.email]]`	Email Address	`[[u.country_code]]`	Country Code
`[[u.phone]]`	Phone	`[[u.birthday]]`	Birthday
`[[u.url]]`	Profile URL	`[[u.join_date]]`	Join Date
`[[u.created_at]]`	Created At	`[[t.name]]`	Team Name

Board Subscribers messages can also use board tokens: `[[b.name]]`, `[[b.owner]]`, `[[b.type]]`, `[[b.state]]` and `[[b.description]]`. Board tokens can't be used in Team messages, and `[[t.name]]` works in Team messages only.

> *i* monday.com stores one full name, which is split at the first space ("Jamie Lee Smith" gives Jamie / Lee Smith). A one-word name fills **both**, so "Hi [[u.firstname]] [[u.lastname]]" could read "Hi Jamie Jamie".

If a recipient has no value for a token, they are skipped (First Name and Last Name are simply left blank). Smart token options let you control this, on user, board and team tokens:

OPTION	EXAMPLE	EFFECT
`:default=`	`[[u.title:default=team member]]`	Uses "team member" when the user has no title.
`:if(>n)`	`[[u.firstname:default=there:if(>10)]]`	Uses the default if the value is longer than 10 characters.
`:if(unicode)`	`[[u.lastname:default=friend:if(unicode)]]`	Uses the default if the value contains Unicode characters, so the message stays at 160 characters per part.

Sender address

Recipients can reply to a **(repliable)** sender or a phone number, but **can't reply** to a name (e.g. your brand).

07 Troubleshooting

YOU SEE	WHAT TO DO
TEST FAILED with "Please enter a valid API key."	The API Key field is empty. Paste your monday.com API token and click **Test Connection** again.
TEST FAILED with another message (e.g. "(401) Unauthorized")	monday.com didn't accept the token. Copy it again from monday.com (see monday.com API Token), with no spaces, and test again.
"Special characters are not allowed." (Integration Name)	Use only letters, numbers, spaces, hyphens and underscores, up to 40 characters.
A team or board isn't listed under **To**	The integration only sees what the token's owner can see in monday.com. Use a token from a user who has access to that team or board.
"Please select a Team and try again." / "Please select a Board and try again."	Choose a team or board under **To**.
"...The Message contains invalid tags for the type of message..."	Remove board tokens (`[[b.…]]`) from a Team message, or the Team Name token (`[[t.name]]`) from a Board Subscribers message.
"Message contains the following invalid token: ..."	Check the token's spelling and square brackets, or choose it from the token list.
Recipients skipped: "MSISDN is invalid"	The user has no mobile or phone number in monday.com, or it isn't valid once the country code is applied. See Phone numbers and country codes.
Recipients skipped: "Missing data for ... token."	The user has no value for a token in your message. Add a default, e.g. `[[u.title:default=team member]]`.
"Max processing limit exceeded."	The team or board has more than about 10,000 users. Send to smaller teams or boards.
Continue is greyed out	Choose a destination type, a team or board, and check the message is under 10 parts.
A prepared message shows **Expired**	Prepare the message again and send it.

You can download the list of skipped recipients, with the reason for each, from the Prepared Messages table.

Questions

We're here to help you every step of the way.

Please email **support@bulksms.com** or visit **www.bulksms.com** for other contact options.

Please be sure to mention **your username** and that you are using the **Integration Gateway for a monday.com integration**.

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BulkSMS is a leading SMS messaging service provider offering two-way SMS communication services from your internet enabled computer. The BulkSMS gateway reaches across borders and connects to over 800 mobile network operators world-wide.

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