Colorectal cancer (CRC) is the second leading cause of cancer death in the United States. Despite effective screening and treatment strategies, screening rates remain at 59-64%. The fecal immunochemical test (FIT) is a patient-centered screening offer as it is less invasive than traditional sigmoidoscopy and colonoscopy and can be mailed to patients to complete at home, thus omitting the need for in-office clinic visits. Previous programs attempting to increase CRC screening uptake have been hindered by limited response rates to mailed FIT and differential response by race/ethnicity. This research utilizes population-based outreach screening, electronic communication, and principles of behavioral economics to overcome barriers in FIT screening uptake by assessing effectiveness of text messaging and financial incentives to increase response rates to outreach. This is a single-center RCT at FPCN/Health Annex, a community health clinic in Southwest Philadelphia, that will randomize eligible participants into one of three study arms: (1) mailed outreach alone (usual care), (2) text messaging outreach (text messaging), (3) text messaging outreach and enrollment in lottery for 1/10 chance to win $100 when kit is returned (lottery). Knowledge generated in this study will provide data on the feasibility of this mailed FIT approach in a community health setting, and how patients respond to text messaging and behavioral economic engagement incentives, which can be applied to a larger comparative effectiveness trial.