

# HOW TO TEXT OUT THE VOTE (TOTV)

# AGENDA

## HUSTLE

Overview of Hustle

## HOW TO

How to start texting voters! We'll be learning about best practices and replying to messages

## PRACTICE

Try it yourself



**GET STARTED!**  
Why texting?



# WHY TEXT?

- **High read rates** for text messages, often within minutes
- You may see a **12-25% reply rate** (up to 1 of every 4 people you text will text you a reply!)
- **8-10%** action rate (people who reply yes that you toggle to a Yes in the Hustle app!)
- Texts help us **recruit volunteers** and **get out the vote**



# GENERAL TEXTING TIPS

- Be personal
- Be a good listener
- Don't debate
- Go from the issues to relating with voters to the candidate you are supporting
- Mainly -- you should be normal! Text like a person
- Always reply to build trust



## Text like a human!

Think about it. You signed up for the text bank because you wanted to connect with voters and supporters just like you, and they want to hear from you. You absolutely have something to contribute! So text like you would text anyone else and if you have question ask your neighbor or a TOTV captain.



## Keep the conversation going!

- 1) Of course, your initial text will be scripted.
- 2) But supporters will all have different responses, so now you can do you!

Hey Krishna! It's Emma w/ Hustle.  
You wanna come to our meet and  
greet Saturday? 😊

Yup! Can I bring a friend?

Please do! All are welcome!



## If they ask questions, answer with authenticity.

- 1) Think about why you signed up for this particular issue or candidate. Draw from that knowledge and experience.
- 2) And if you don't know, ask someone!

Hey Krishna! It's Emma w/ Hustle. What issues are most important to you this election cycle?

I'm really concerned about healthcare reform and education.

That's why I joined this campaign. Our candidate championed Obamacare.

Awesome! Can I sign up for updates?.

Absolutely! We'll stay in the loop! 😊





## Hustle:



Hustle is a **peer-to-peer texting tool** that enables campaigns to have **personalized 1:1 conversations** with voters over text.





# GET STARTED!

## How to use Hustle



# HUSTLE VOCAB

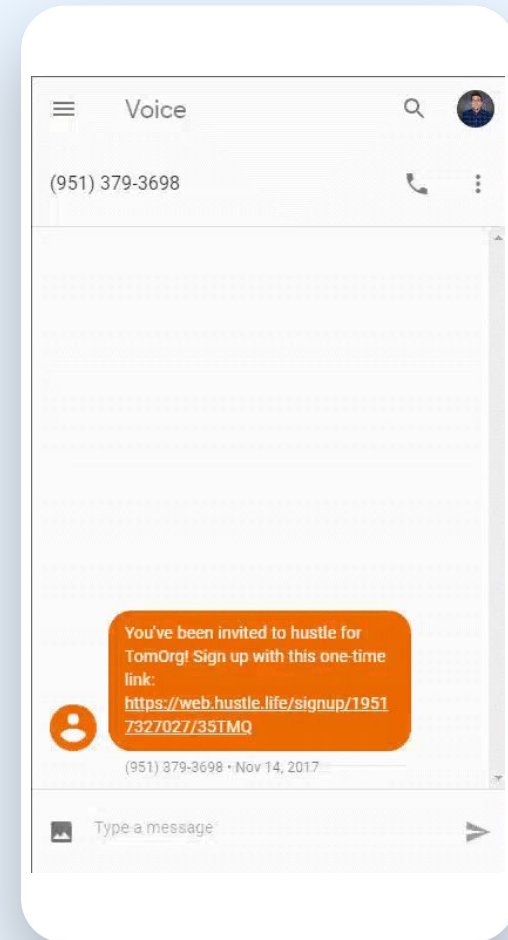
- **SCRIPTS**  
Pre-written messages that you will send to voters and volunteers. You can edit messages before you send them.
- **WORKFLOW**  
List of contacts you'll be texting
- **TAGS**  
A way to mark specific information about someone (i.e. donor, voter, supporter)



# 1. Create your user account.

Once you've been added by an admin, you will receive a text containing your unique security code.

# 2. Download the App or go to [web.hustle.life](https://web.hustle.life) on a computer

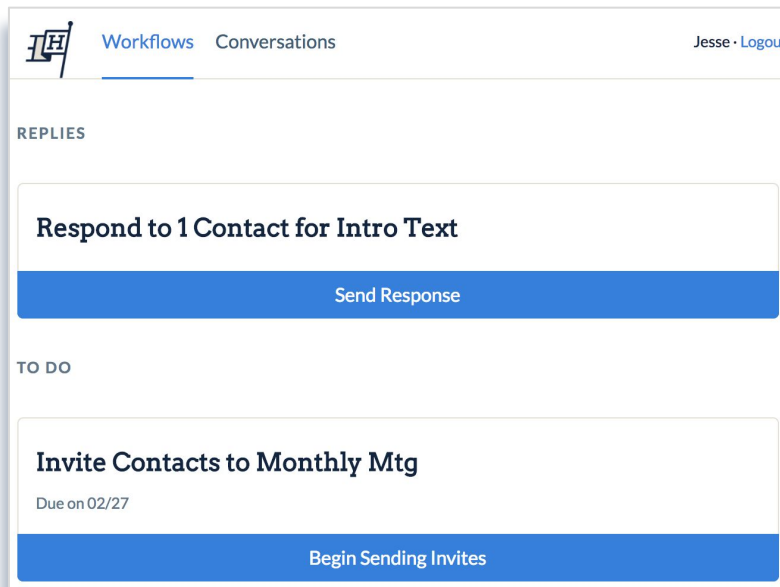


### 3. Log into Hustle

Once your shift starts, you'll be able to start texting!

### 4. Click “Begin Sending Invites”

Hustle will automatically generate voters for you to contact and a script for you to use

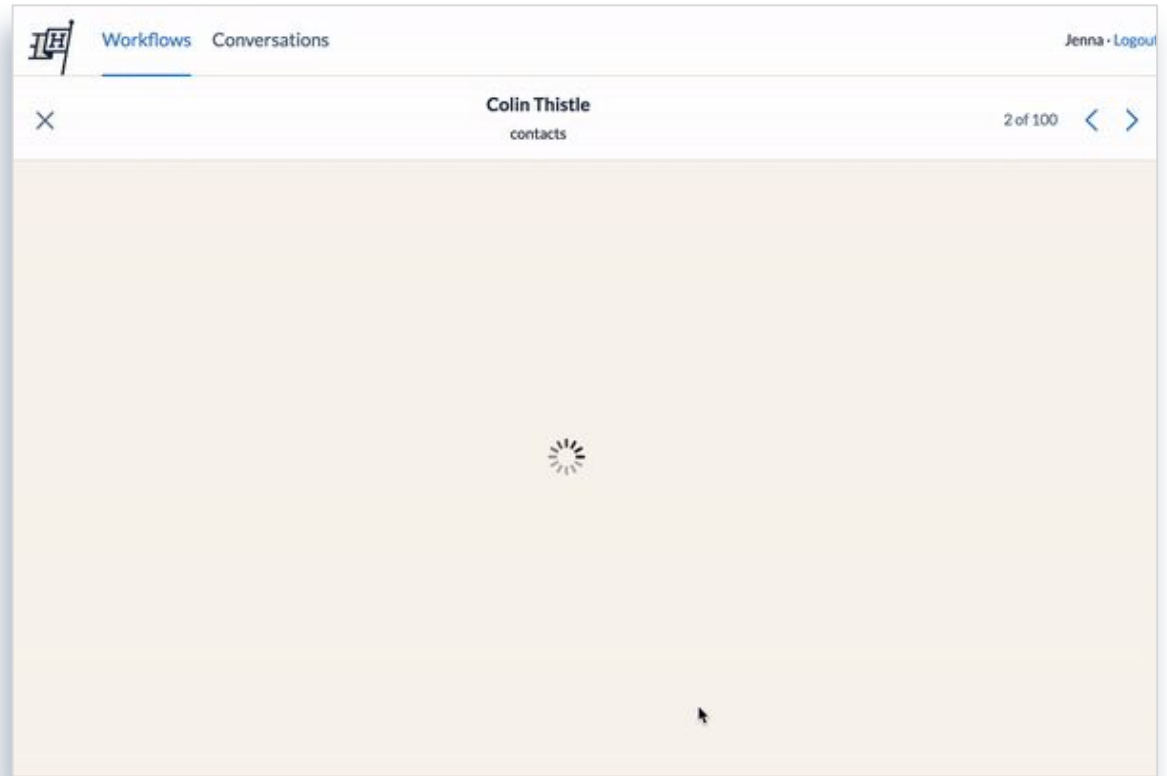


HOW TO START  
TEXTING



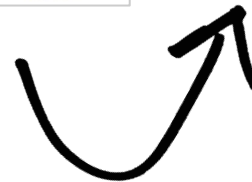
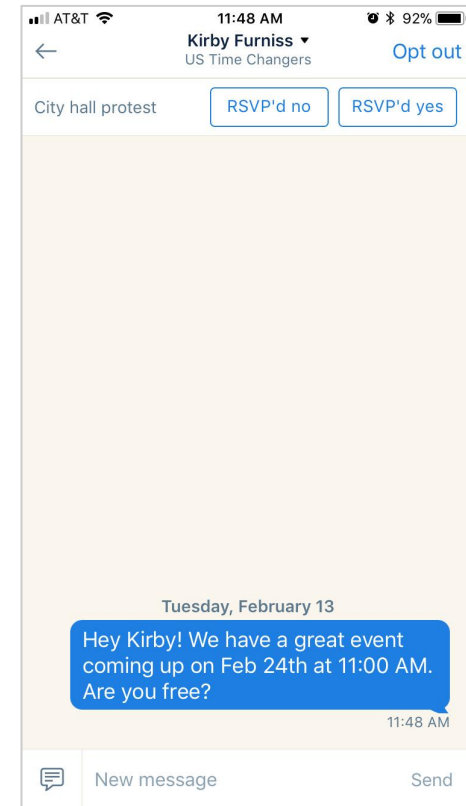
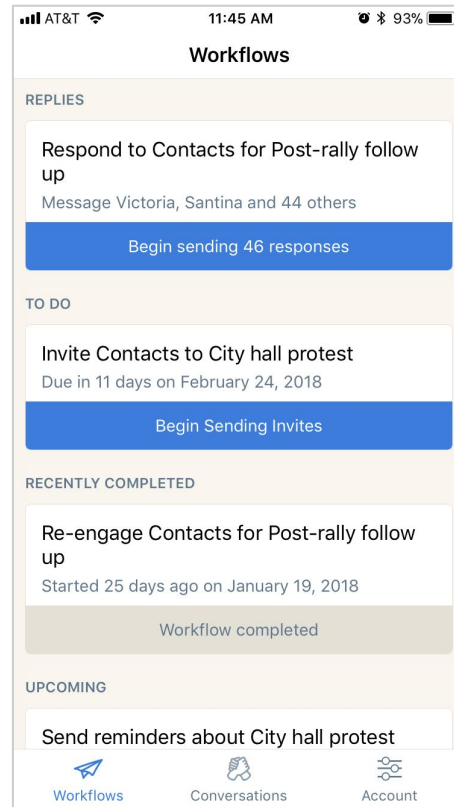
## 5. Hit send!

After every 50 messages you send, Hustle will prompt you to respond to your messages. This is the **most important part** of texting out the vote. Conversions are highest in the first few minutes after a text is received.



## 6. You can use a phone or a laptop!

Hustle has a Mobile App you can download today to send texts and reply to voters. Or you can go to [web.hustle.life](http://web.hustle.life).



# Replying

After every 50 texts you send, Hustle will prompt you to reply to your messages.

## You can also take breaks yourself

If you want to take a break, just find unread messages to the right of your screen.



The screenshot shows the Hustle interface with the following elements:

- Top Bar:** "Workflows" and "Conversations" tabs, and a user profile "Jones • Logout".
- Left Sidebar:** A list of contacts including Sherlene Lainez, Scarlett Ohm, Margarite Rogue, Monroe Lattimore, Merlin Modlin, and Dessie Vannote. A search bar is at the top.
- Chat Area:** A conversation with Sherlene Lainez. A blue message bubble says "Hi Sherlene! This is Jones w/ NYC Volunteers. We have a membership meeting on 9/30. Can you make it? 🤔". A grey response bubble says "That sounds great". A red "unread messages" indicator is above the chat area. At the bottom, there is a "New message" input field and a "Send" button.
- Right Panel:** Profile information for Sherlene Lainez, including a "Tags" section with "volunteer", a "Profile" section with "First Name: Sherlene" and "Last Name: Lainez", and a "Message Ratio" section showing "1 messages, 1 messages".

# HOW TO REPLY



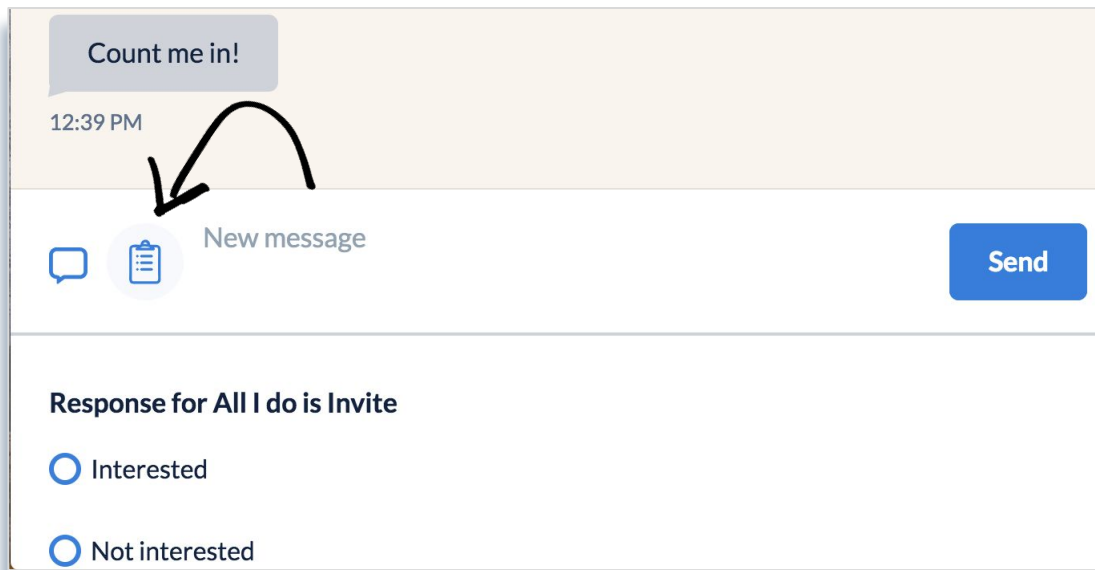


# Replying

Don't worry! We have pre-programmed replies.

## 1. Hit the clipboard graphic

This prompts the next script you will get based off of what the voter has said. If those scripts don't apply to you, feel free to reply and be yourself!



# HOW TO REPLY



## 2. Tags

Remember to tag them depending on what their response is.

We have tags for:

- Donor
- Voter
- Supporter



The screenshot shows a messaging interface with the following elements:

- Navigation:** "Workflows" and "Conversations" tabs.
- Search:** "Search by Name, Group or Tag" with a magnifying glass icon.
- Participants List:**
  - Sherlene Lainez** (NYC Volunteers volunteer): "That sounds great" (4:38 PM)
  - Scarlett Ohm** (NYC Volunteers volunteer): "That sounds great" (4:38 PM)
  - Margarite Rogue** (NYC Volunteers volunteer): "Hi Margarite! This is Jones w/ NYC Volunteer..."
  - Monroe Lattimore** (NYC Volunteers volunteer): "I'm in!"
  - Merlin Modlin** (NYC Volunteers volunteer): "Hi Merlin! This is Jones w/ NYC Volunteers. ..."
  - Dessie Vannote** (NYC Volunteers volunteer): "That sounds great"
- Message Thread:**
  - Thursday, September 13
  - Hi Sherlene! This is Jones w/ NYC Volunteers. We have a membership meeting on 9/30. Can you make it? 🙏 (4:38 PM)
  - unread messages
  - That sounds great (4:38 PM)
- Response Form:** "New message" with a "Send" button.
- Response for Membership Meeting 9/30:**
  - Interested
  - Not interested
- Profile Card (Sherlene Lainez):**
  - Tags: volunteer
  - Profile: Edit profile
  - First Name: Sherlene
  - Last Name: Lainez
  - Notes: None
  - Follow up comments: None
  - Message Ratio: 1 messages, 1 messages

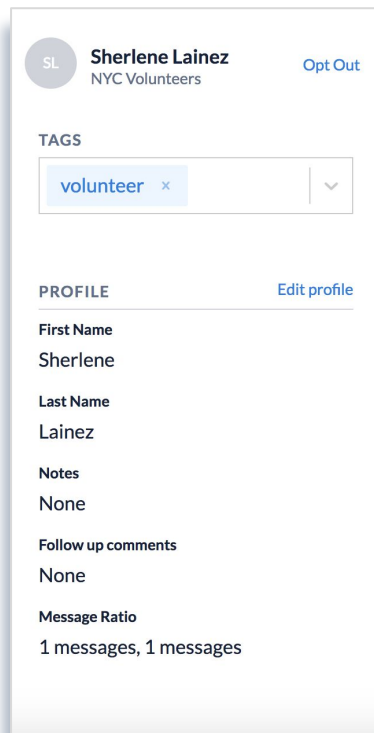
# HOW TO REPLY



### 3. Opt-out

Opt Outs are **Permanent**. Contacts may opt themselves out with action words like “STOP” or we can opt people out ourselves. We can even tag them to mark why contacts were removed.

-



SL Sherlene Lainez  
NYC Volunteers [Opt Out](#)

TAGS

volunteer x

PROFILE [Edit profile](#)

First Name  
Sherlene

Last Name  
Lainez

Notes  
None

Follow up comments  
None

Message Ratio  
1 messages, 1 messages

# HOW TO REPLY



# BEST PRACTICES

- **REPLY QUICKLY & ALWAYS REPLY**  
Your goal is to build a relationship over time with the voters you are texting. Pause your texting to reply. Reply with warmth even if the answer is no, so that next time it may become a yes!
- **BE YOURSELF**  
Remember that you represent the DNC, but you also want to show voters they're talking to a real person. Treat your Hustle texts like any other text. Use emojis! Have fun!
- **SHORT & SWEET**  
Texts under 200 characters (about the length of a tweet) get the most replies. End with a question, and share extra info later in the conversation.



# FRIENDLY REMINDERS

- **YOU ARE NOT USING YOUR PHONE NUMBER**

We have a phone number for you to send texts from.

- **TEXTING HOURS**

Texting hours are from 9:00 AM - 9:00 PM local time

- **WE HAVE VOTING RESOURCES**

Redirect voters to call the DNC's voter protection hotline (833)-DEM-VOTE or (833) 336-8683. They can also text QUESTION to 43367.

- **QUESTIONS?** We've got answers! Email [TOTV@DNC.ORG](mailto:TOTV@DNC.ORG) or [join our Facebook group](#).



# AFTER YOUR SHIFT

- **CHECK THE APP**

You can still get replies after your shift. It's important to check it after today to make sure we respond to each and every voter! Slack or email us if you have any questions.





**THAT'S IT**  
You're ready!



- Make sure to reply!
- Questions about voting:  
call (833)-DEM-VOTE or (833) 336-8683  
or  
text **QUESTION** to 43367
- Email us at  
[TOTV@dnc.org](mailto:TOTV@dnc.org) or join our [Facebook group](#)



## HELPFUL RESOURCES