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 on a computer
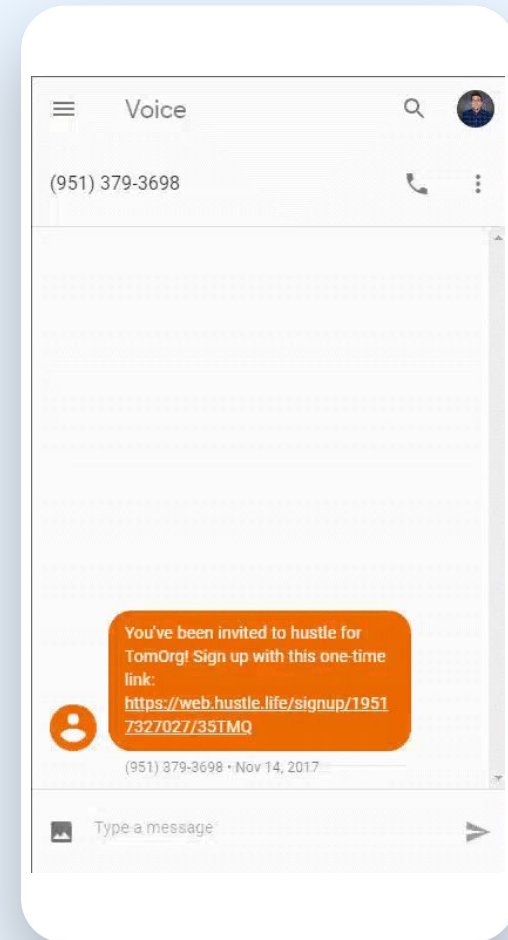
3. Log into Hustle
Once your shift starts, you'll be able to start texting!

4. Click "Begin Sending Invites"
Hustle will automatically generate voters for you to contact and a script for you to use
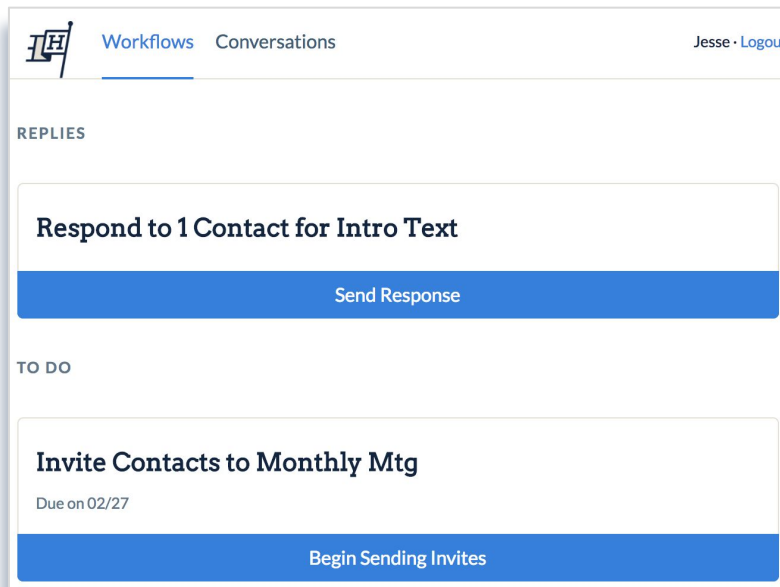

HOW TO START TEXTING

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.

Colin Thistle
contacts

2 of 100 〈 〉
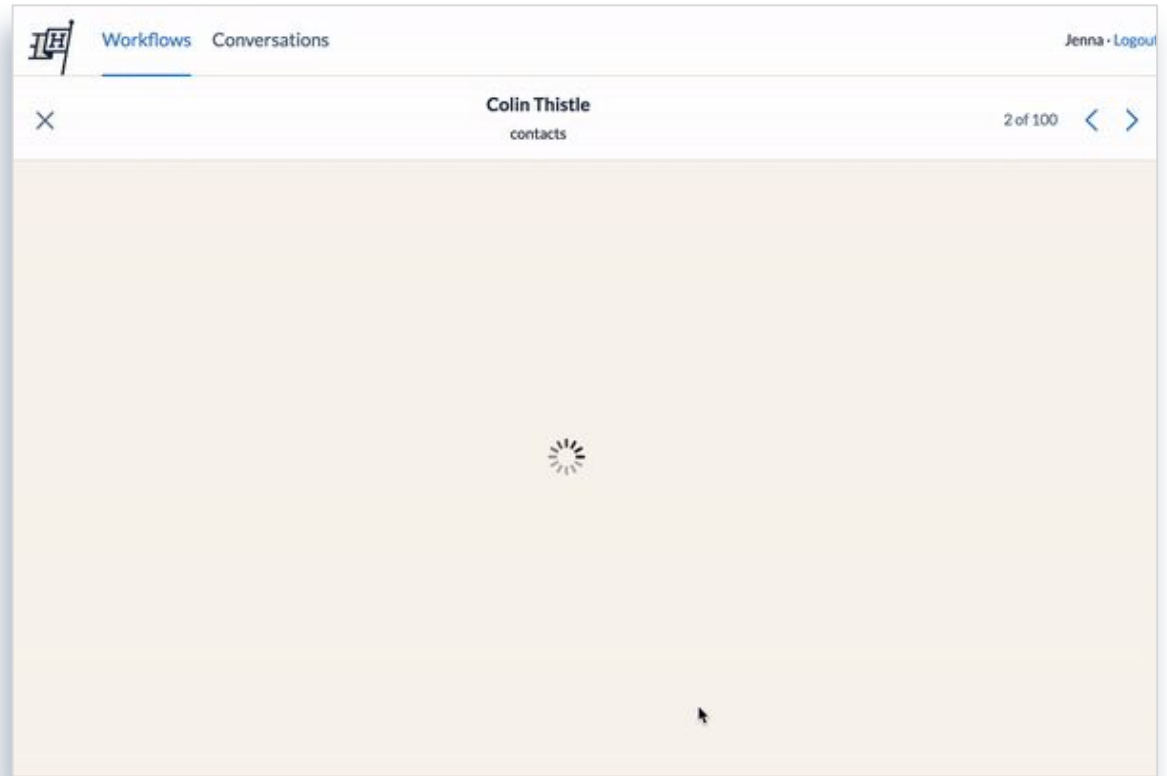
6. You can use a phone or a laptop!

Hustle has a Mobile App you can download today to send texts and reply to voters. Or you can go to web.hustle.life.
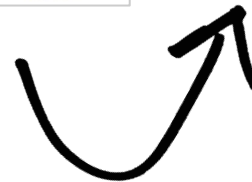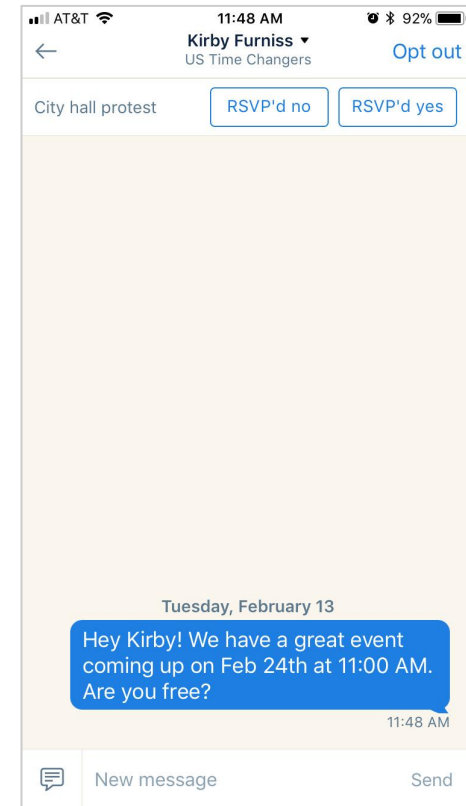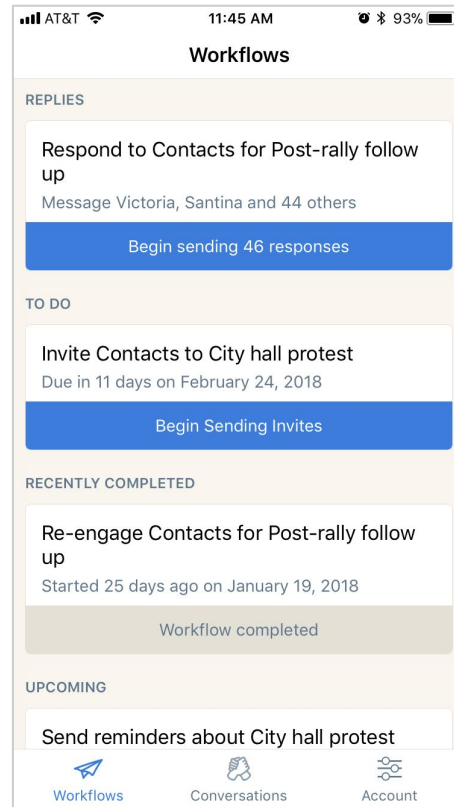
Replying

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.
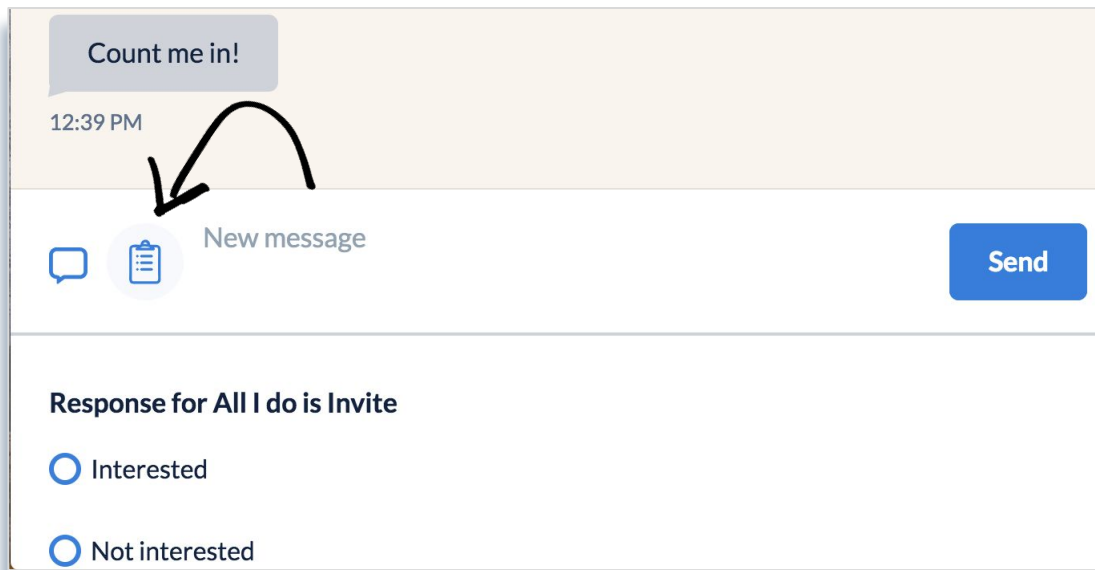

HOW TO REPLY

Replying

Don't worry! We have pre-programed 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

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.

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SL **Sherlene Lainez**
NYC Volunteers   Opt Out

TAGS

volunteer ×

PROFILE   Edit profile

First Name
Sherlene

Last Name
Lainez

Notes
None

Follow up comments
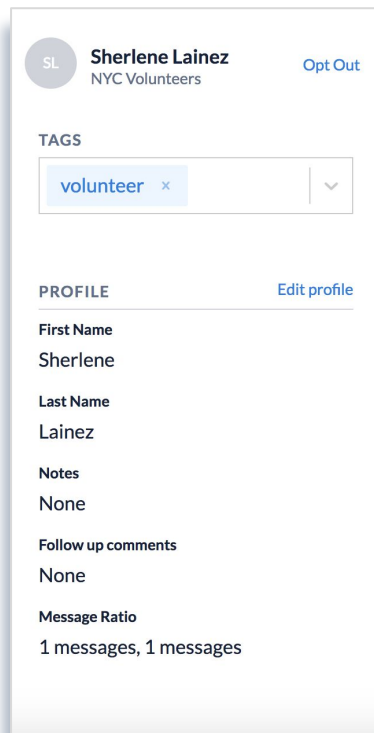None

Message Ratio
1 messages, 1 messages

HOW TO REPLY

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 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 or join our Facebook
  group

HELPFUL RESOURCES