HOW TO TEXT OUT THE VOTE (TOTV)

Introductions

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!

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!

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. **Don't change the scripts without clearing it with us!**

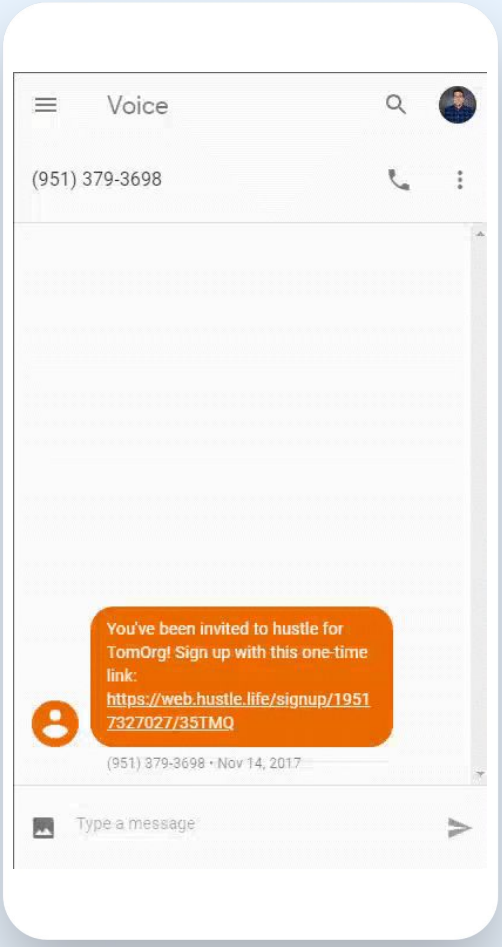
- **WORKFLOW**
  List of contacts you'll be texting

- **TAGS**
  A way to mark specific information about someone (i.e. donor, voter, supporter)

Create your user account.

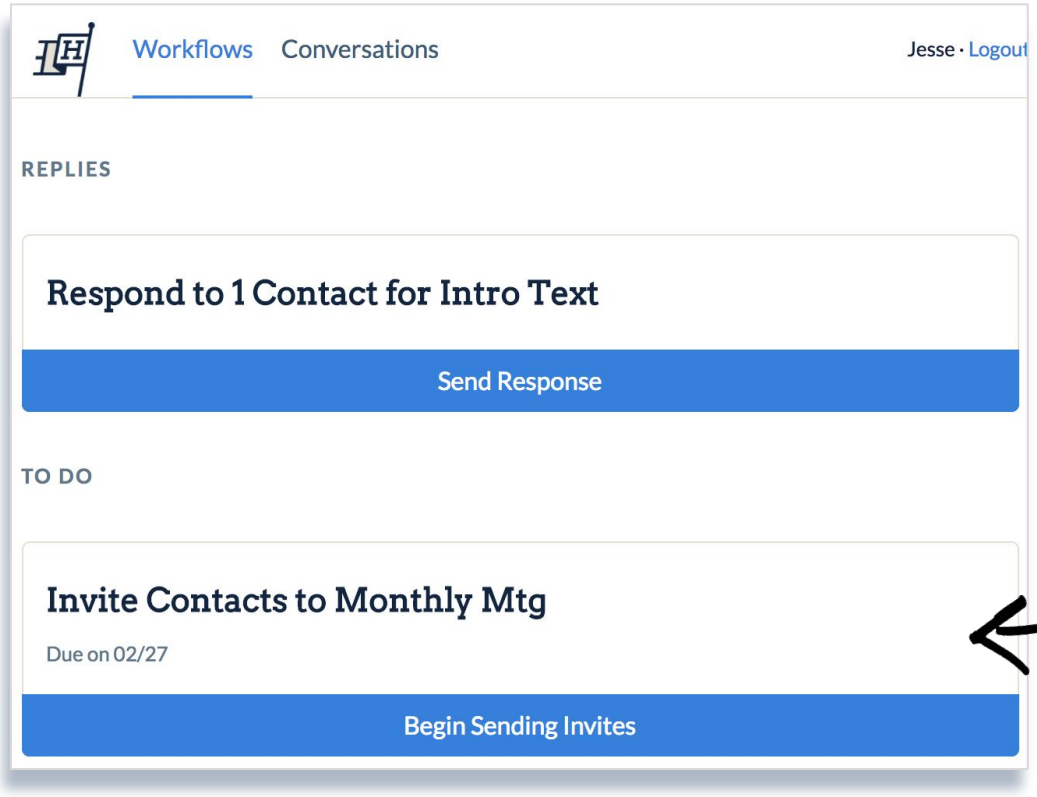
Once you've been added by an admin, you will receive a text containing your unique security code.

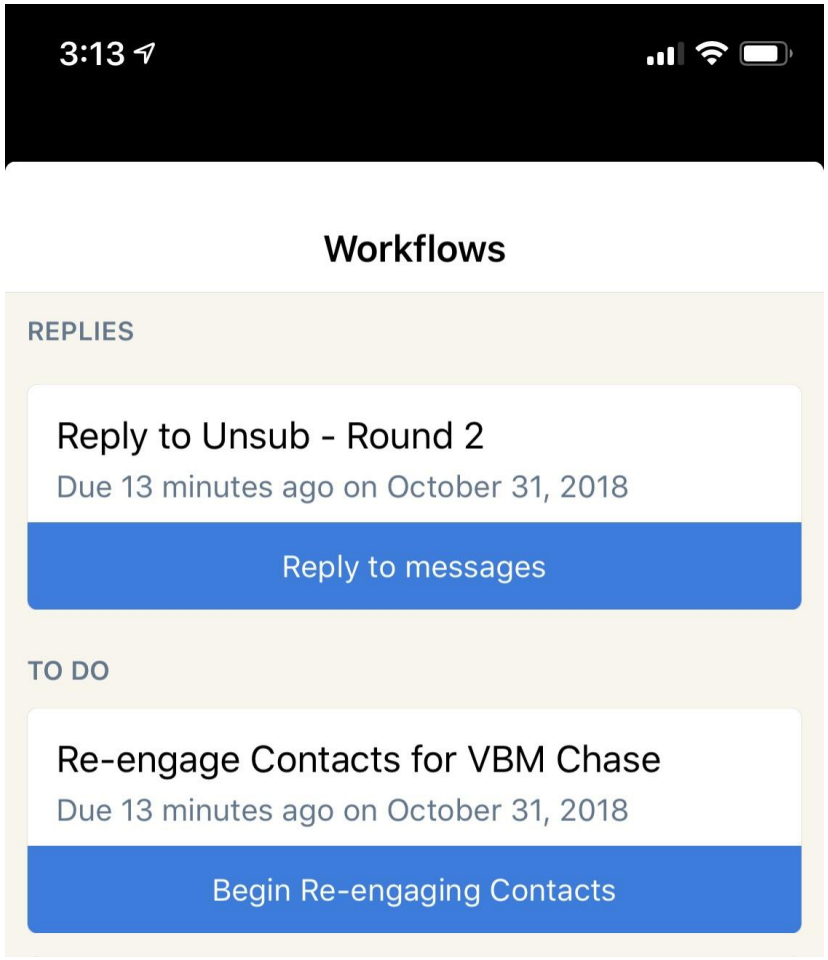
Download and Install the App



HOW TO START TEXTING

1. **Log into Hustle**
2. **Click “Begin Sending Invites”**
   Hustle will automatically generate voters for you to contact and a script for you to use





HOW TO START TEXTING

Ready? It's time to Hustle.

Swipe left to get started.

Scripts

Swipe left to continue

FOR CONTACTS YOU'VE MESSAGED BEFORE

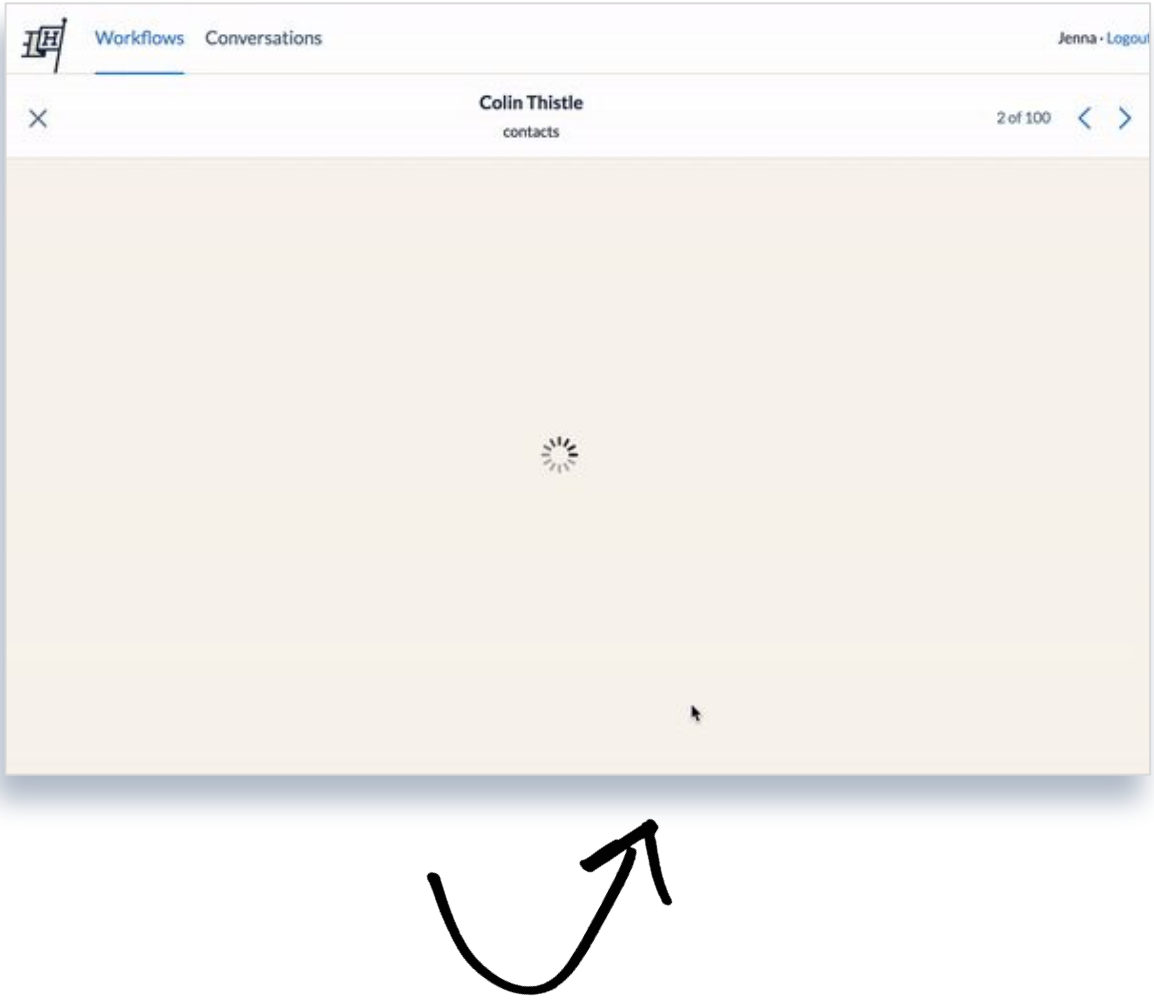
Hey <Contact Name>! I'm <Volunteer Name> a volunteer with NC Dems. Early voting has started, and our records indicate you haven't voted yet. You can vote at any of <County> County's early vote sites. Can we count on you to vote?

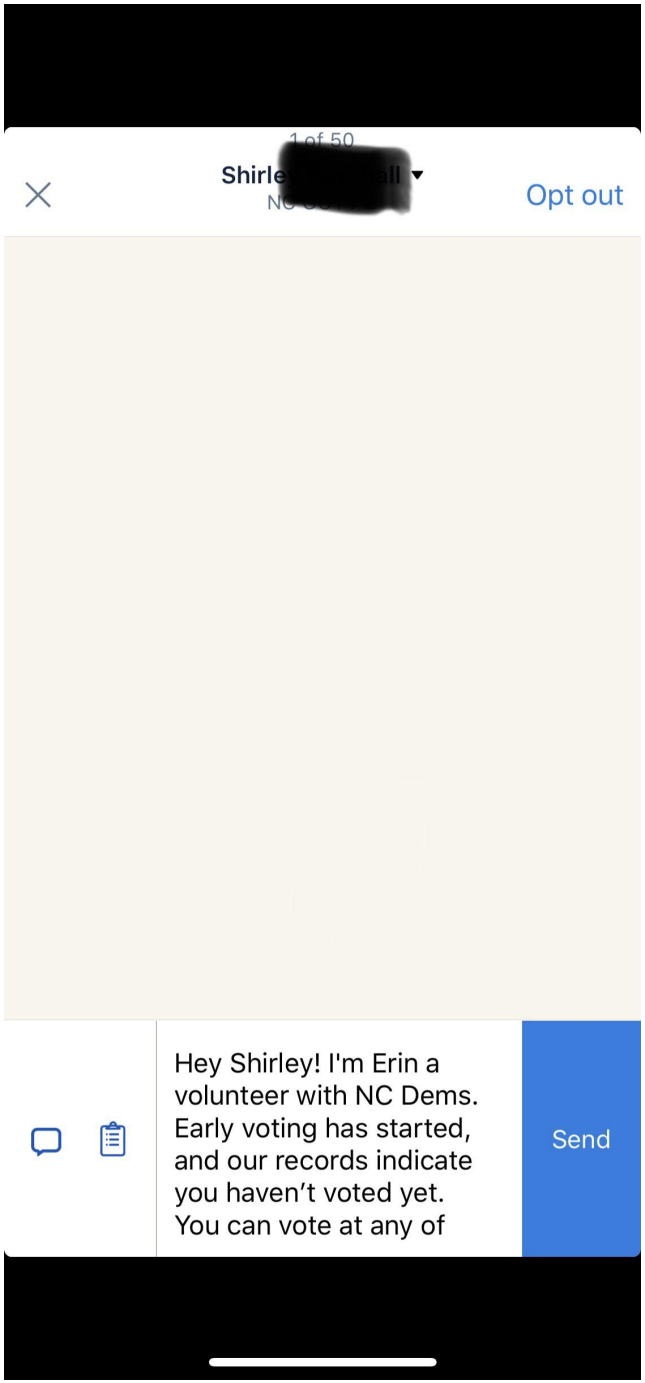
FOR NEW CONTACTS

Hey <Contact Name>! I'm <Volunteer Name> a volunteer with NC Dems. Early voting has started, and our records indicate you haven't voted yet. You can vote at any of <County> County's early vote sites. Can we count on you to vote?

3. 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.



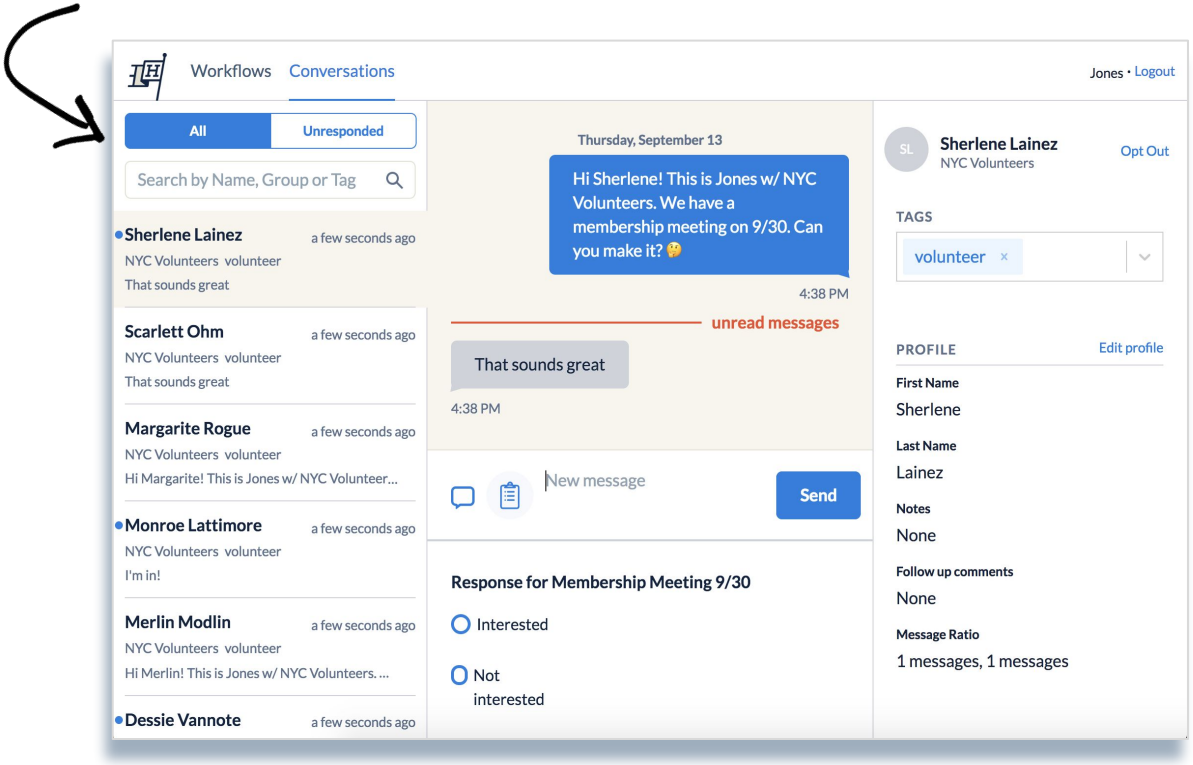

1 of 50
Shirle
Opt out
Hey Shirley! I'm Erin a volunteer with NC Dems. Early voting has started, and our records indicate you haven't voted yet. You can vote at any of
Send

Replying

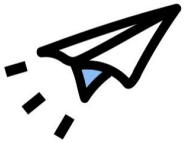
After every 50 texts you send, Hustle will prompt you to reply to your messages.

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



You messaged 49 contacts!

And some of them are writing back!

Respond to 4 messages

Message 50 more contacts

3:17

Conversations

All | Unresponded

Search by Name, Group or Tag

Luther [redacted] 4 minutes ago
NC GOTV 2
Yes I voted yesterday thank you

Geraldine [redacted] 7 minutes ago
NC GOTV 2
IM NOT GERALDINE

Amanda [redacted] 7 minutes ago
NC GOTV 2
Wrong number.

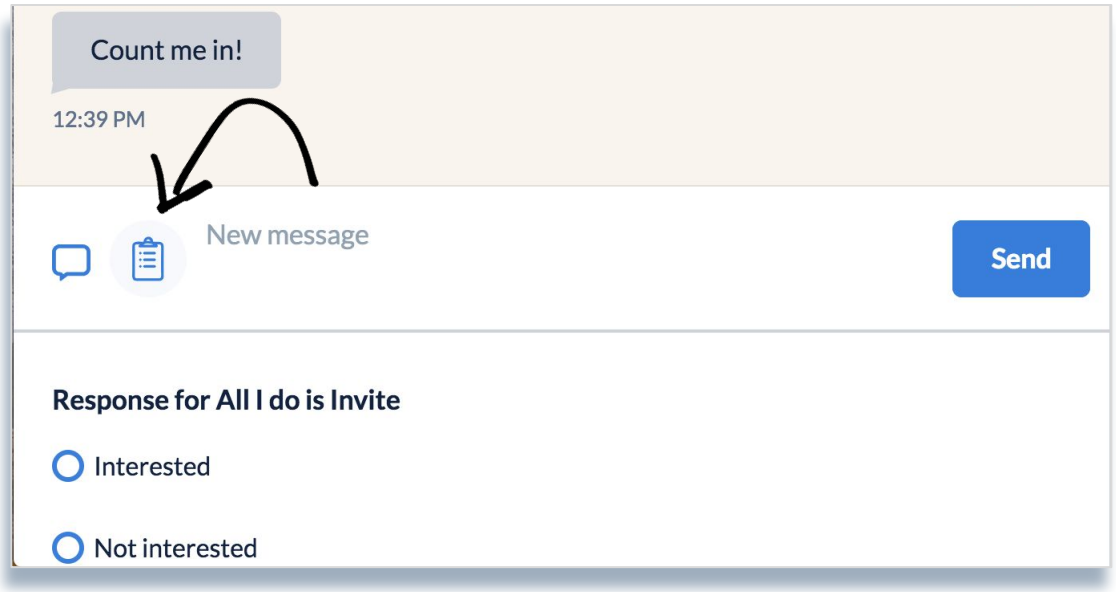
Charles [redacted] 10 minutes ago
New Jersey Dems Vote By Mail Chase
Wrong # I'm on the right

Judy [redacted] 12 minutes ago
Lapse Donor Fundraising Chase
No, I'm in the middle of a chemo program.

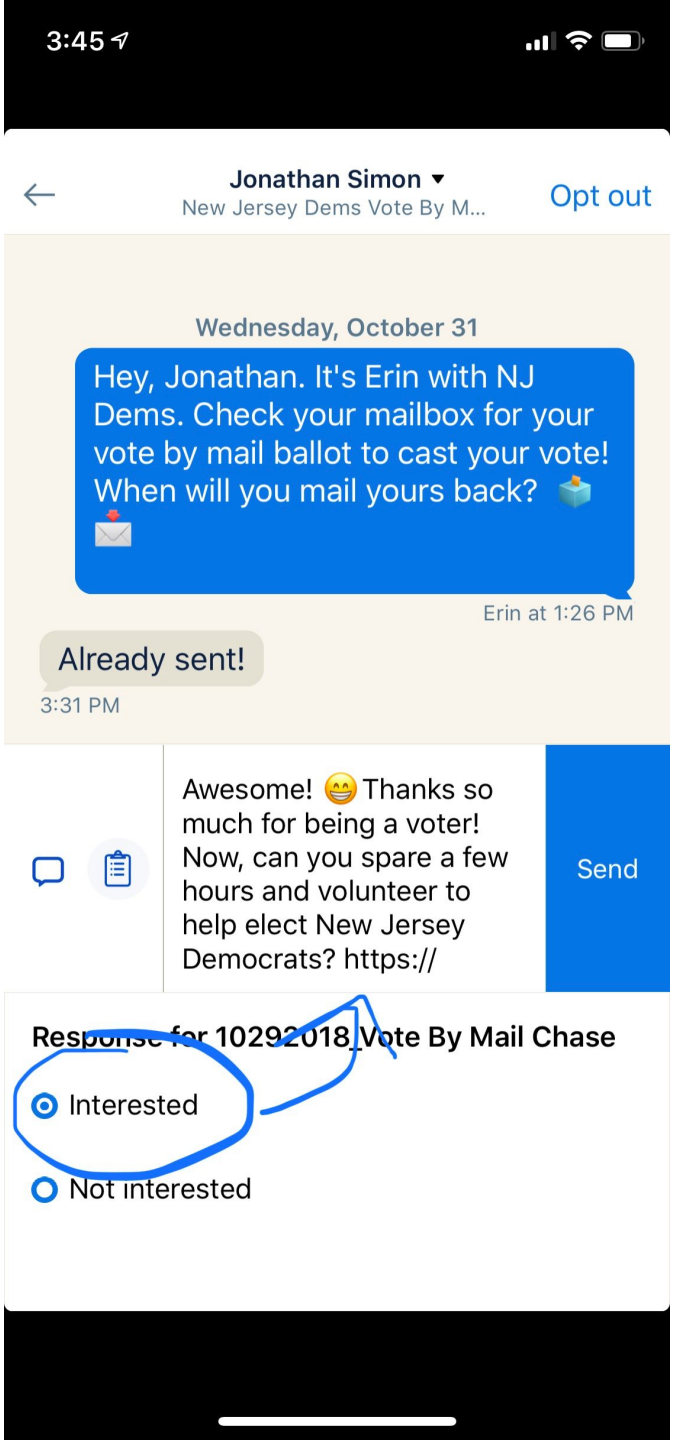
Andrea [redacted] 16 minutes ago

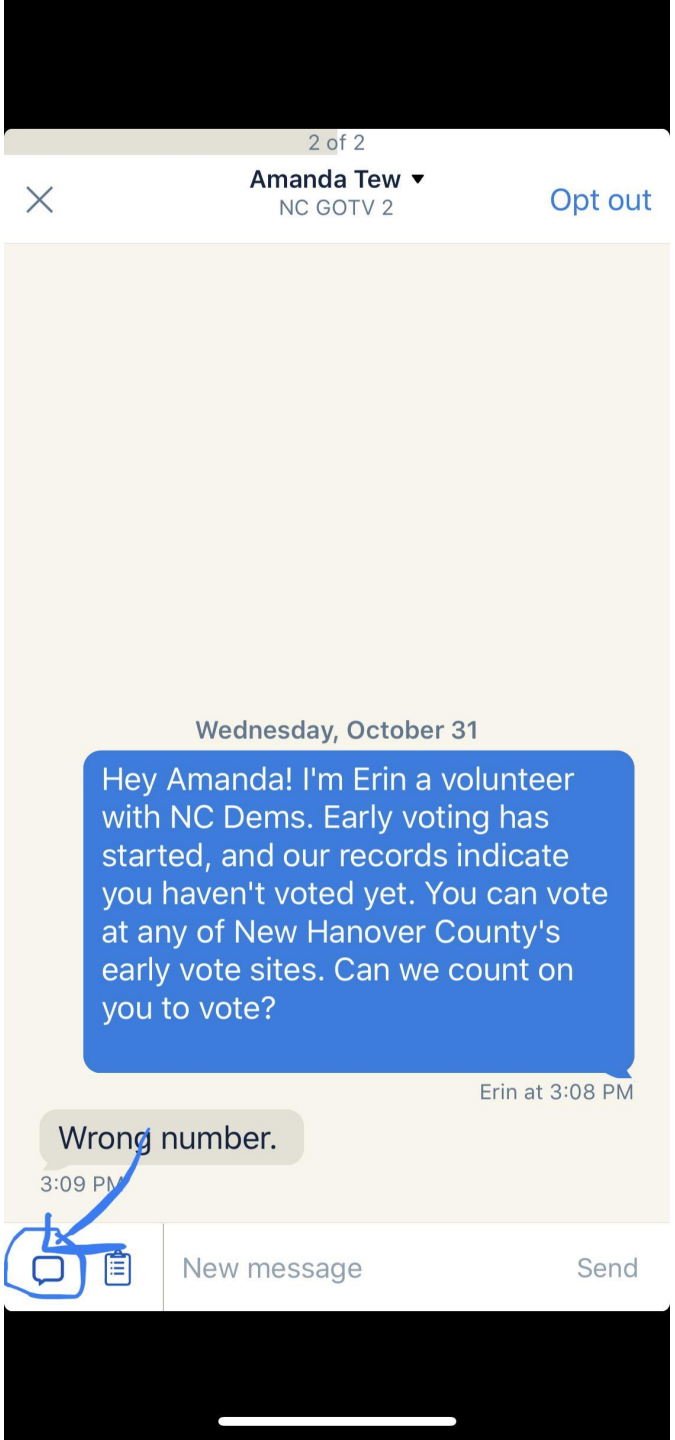
Workflows | Conversations | Account

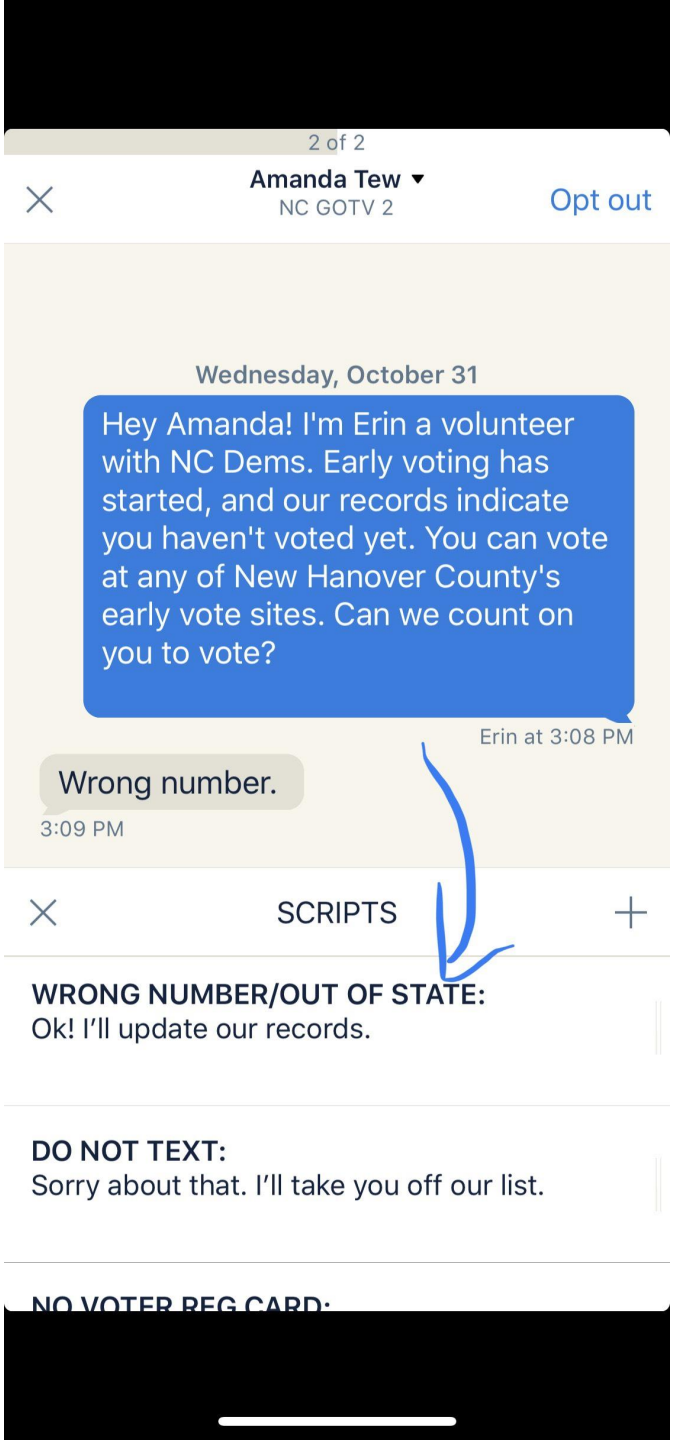
1. **Replying**
   Don't worry! We have pre-programed replies.
2. **Hit the clipboard graphic**
   This prompts the next script you will get based off of what the voter has said. If those scripts don't apply to what they responded, feel free to reply and be yourself!



HOW TO REPLY

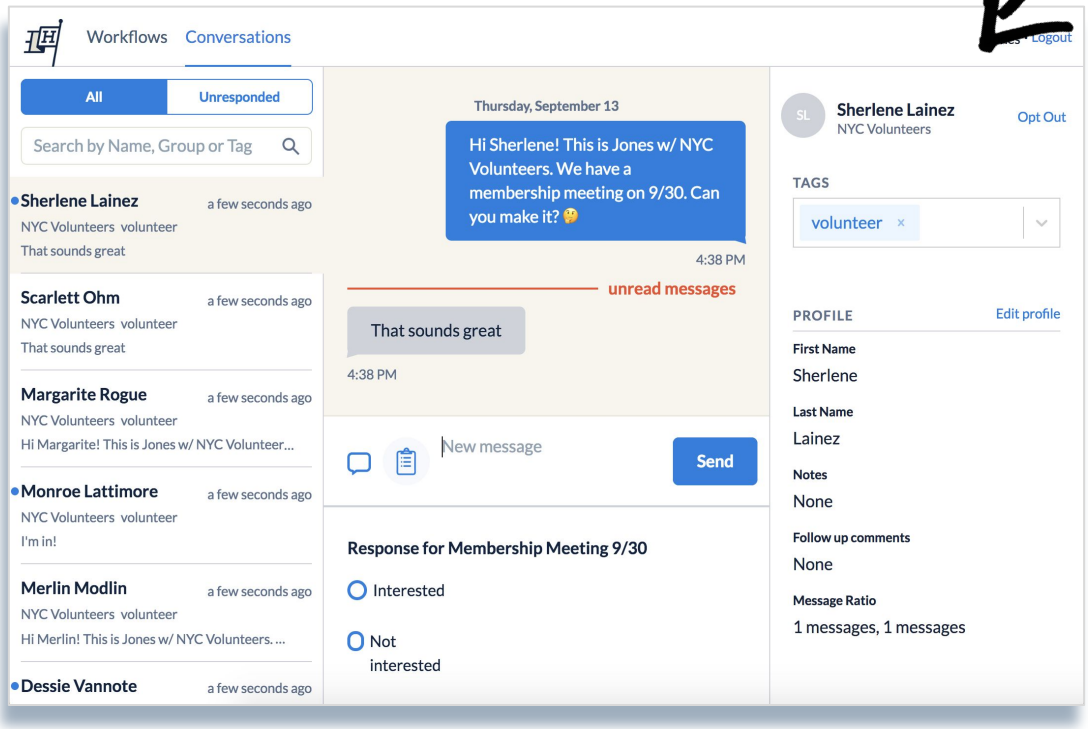

3:45
Jonathan Simon
New Jersey Dems Vote By M...
Opt out
Wednesday, October 31
Hey, Jonathan. It's Erin with NJ Dems. Check your mailbox for your vote by mail ballot to cast your vote! When will you mail yours back?
Erin at 1:26 PM
Already sent!
3:31 PM
Awesome! Thanks so much for being a voter! Now, can you spare a few hours and volunteer to help elect New Jersey Democrats? https://
Send
Response for 10292018_Vote By Mail Chase
Interested
Not interested


2 of 2
Amanda Tew
NC GOTV 2
Opt out
Wednesday, October 31
Hey Amanda! I'm Erin a volunteer with NC Dems. Early voting has started, and our records indicate you haven't voted yet. You can vote at any of New Hanover County's early vote sites. Can we count on you to vote?
Erin at 3:08 PM
Wrong number.
3:09 PM
New message
Send

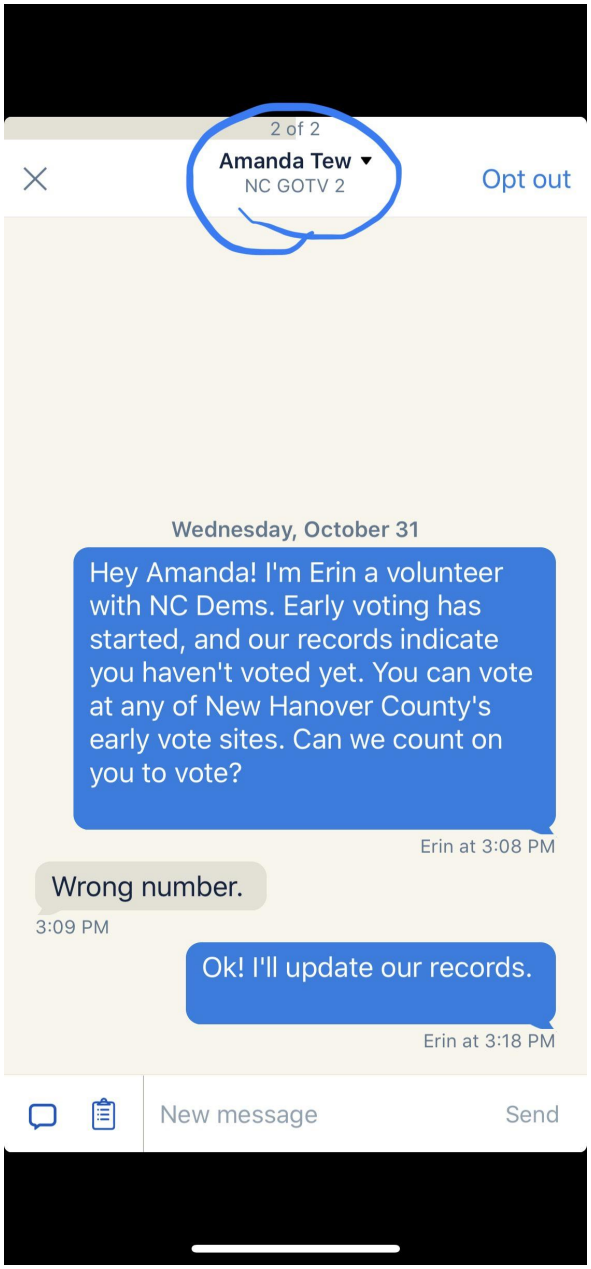

2 of 2
Amanda Tew
NC GOTV 2
Opt out
Wednesday, October 31
Hey Amanda! I'm Erin a volunteer with NC Dems. Early voting has started, and our records indicate you haven't voted yet. You can vote at any of New Hanover County's early vote sites. Can we count on you to vote?
Erin at 3:08 PM
Wrong number.
3:09 PM
SCRIPTS
WRONG NUMBER/OUT OF STATE:
Ok! I'll update our records.
DO NOT TEXT:
Sorry about that. I'll take you off our list.
NO VOTER REG CARD:

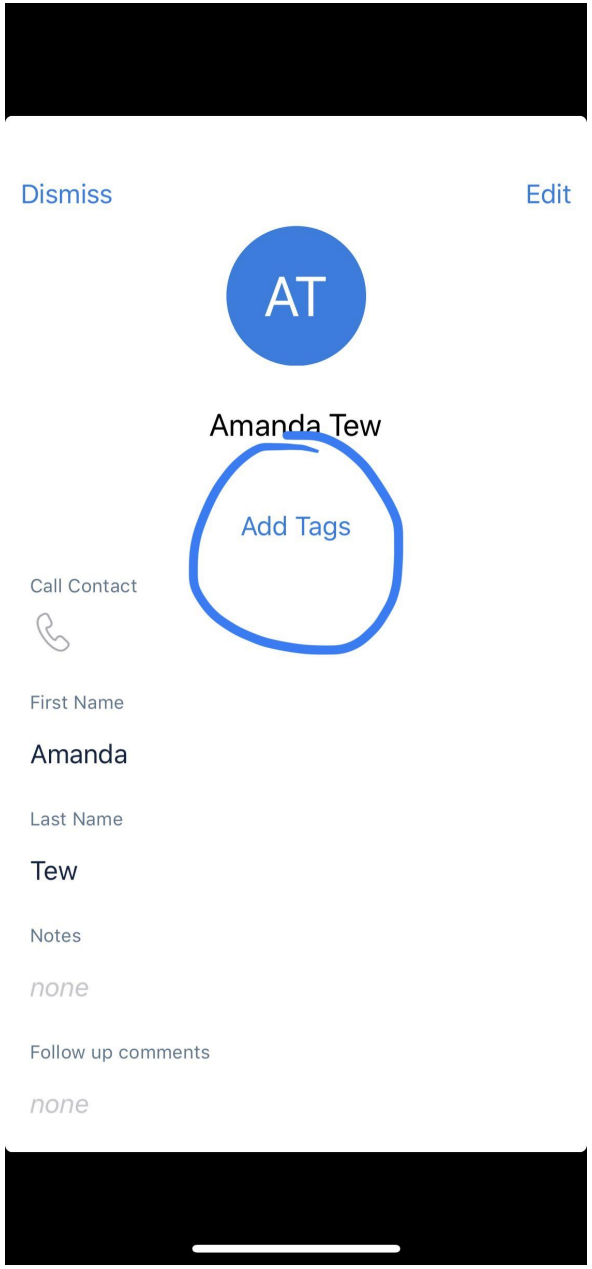
4. Tags

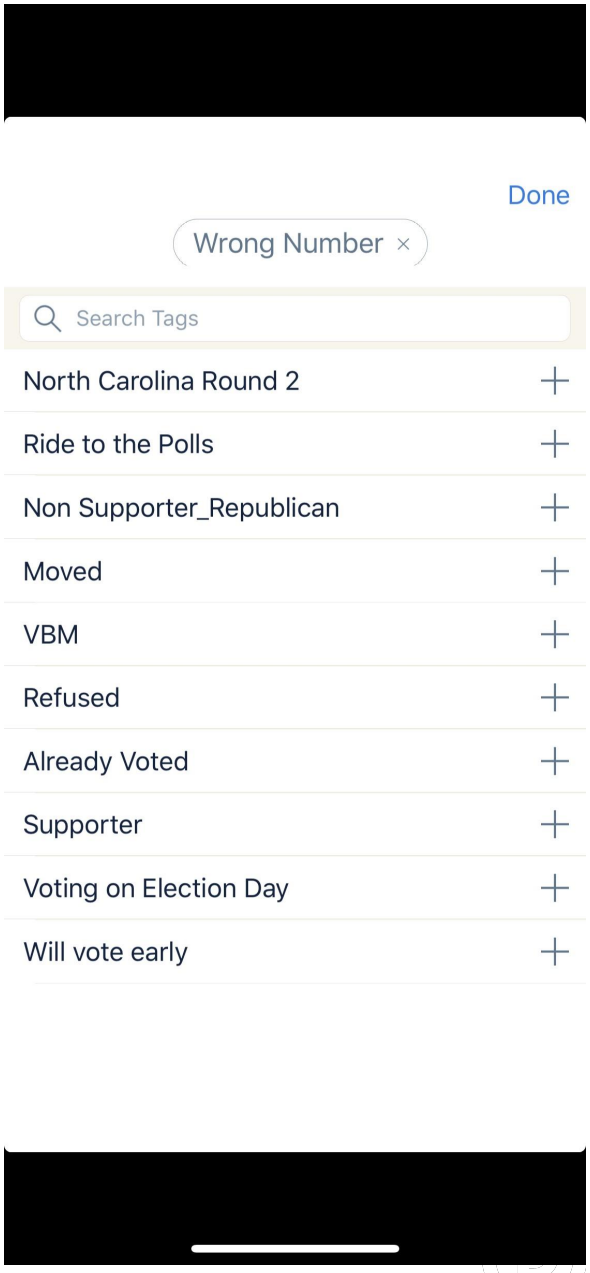
Remember to tag them depending on what their response is.
Examples:
-wrong number
-moved
-Republican
-Voting on Election Day



HOW TO REPLY


2 of 2
Amanda Tew
NC GOTV 2
Opt out
Wednesday, October 31
Hey Amanda! I'm Erin a volunteer with NC Dems. Early voting has started, and our records indicate you haven't voted yet. You can vote at any of New Hanover County's early vote sites. Can we count on you to vote?
Erin at 3:08 PM
Wrong number.
3:09 PM
Ok! I'll update our records.
Erin at 3:18 PM
New message
Send

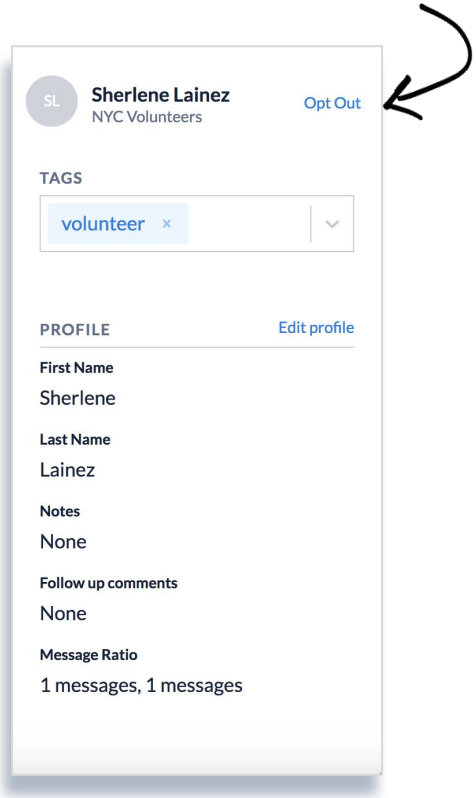

Dismiss
Edit
AT
Amanda Tew
Add Tags
Call Contact
First Name
Amanda
Last Name
Tew
Notes
none
Follow up comments
none

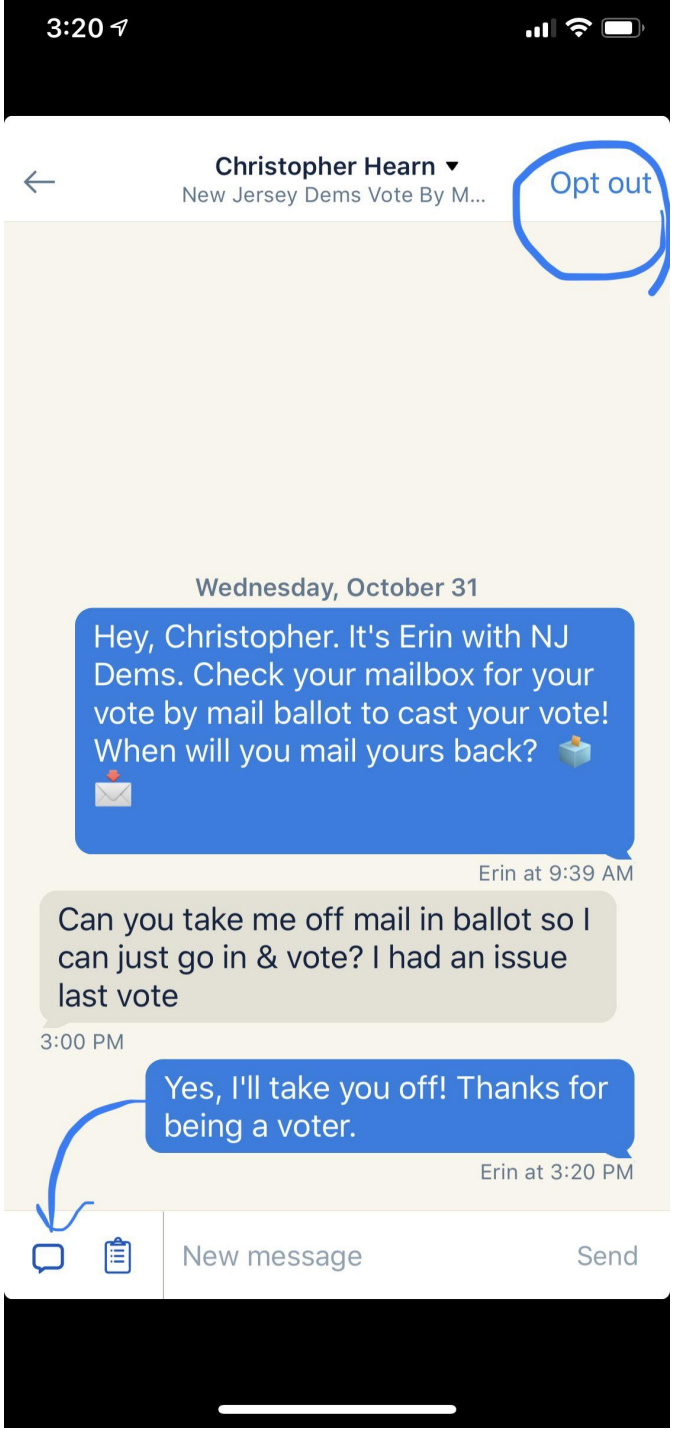

Done
Wrong Number
Search Tags
North Carolina Round 2
Ride to the Polls
Non Supporter_Republican
Moved
VBM
Refused
Already Voted
Supporter
Voting on Election Day
Will vote early

5. 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.

-




3:20
Christopher Hearn
New Jersey Dems Vote By M...
Opt out
Wednesday, October 31
Hey, Christopher. It's Erin with NJ Dems. Check your mailbox for your vote by mail ballot to cast your vote! When will you mail yours back?
Erin at 9:39 AM
Can you take me off mail in ballot so I can just go in & vote? I had an issue last vote
3:00 PM
Yes, I'll take you off! Thanks for being a voter.
Erin at 3:20 PM
New message
Send

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 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.

HELPFUL HINTS

- **HUSTLE PASSWORD REQUIREMENTS**

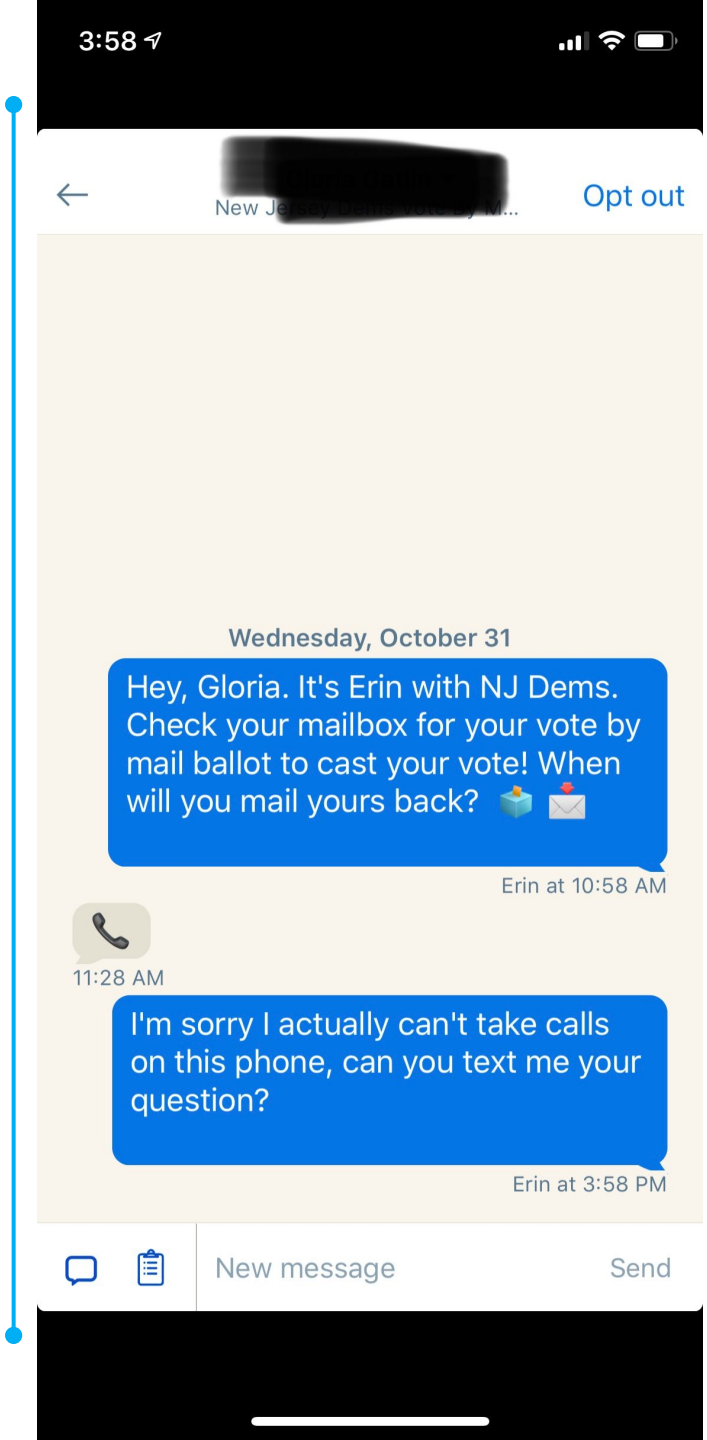
  8 characters, one uppercase, one digit

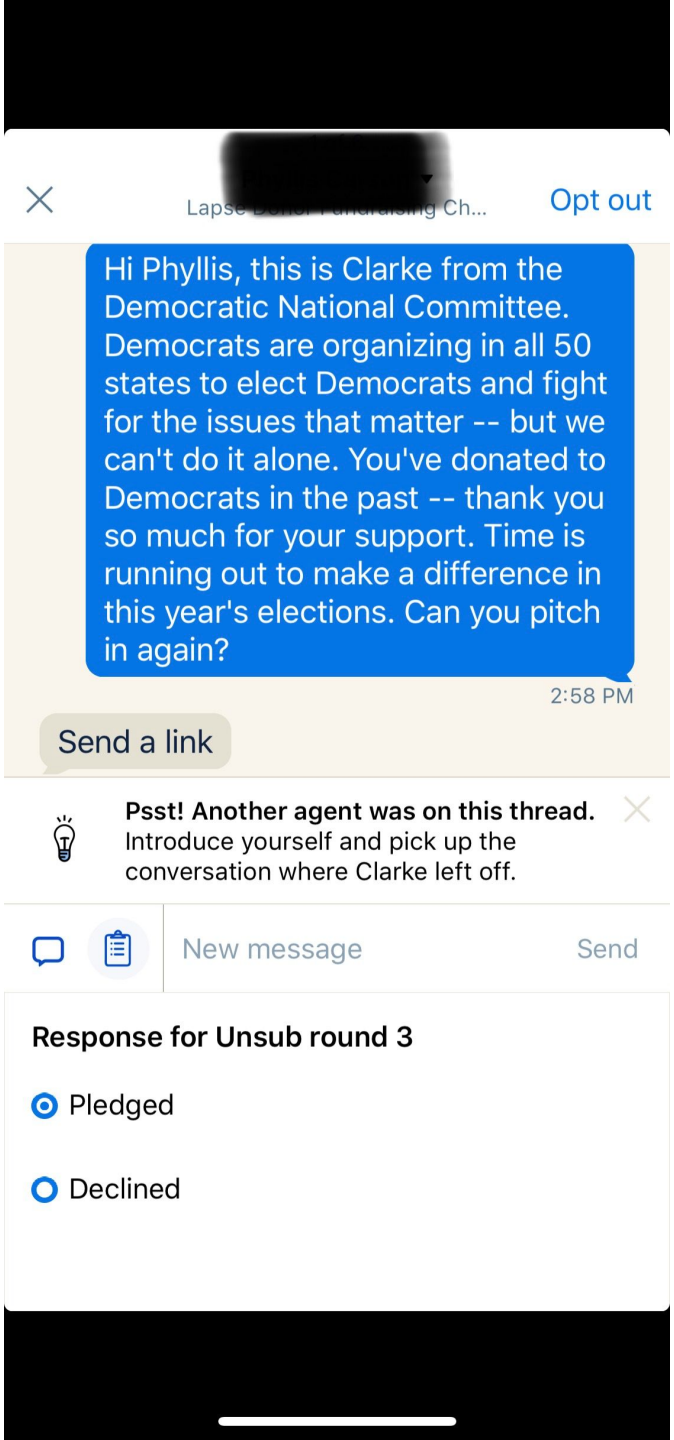
- **IF THEY TEXT YOU A PHONE EMOJI**

  This means the person tried to call you! You can apologize for not being able to take their call and let them know they can text you any questions they have

- **IF YOU SEE ANOTHER PERSON'S TEXT**

  If people aren't responding quickly enough, their texts will get bumped to other people. This is normal!


3:58
[redacted]
Opt out
Wednesday, October 31
Hey, Gloria. It's Erin with NJ Dems. Check your mailbox for your vote by mail ballot to cast your vote! When will you mail yours back?
Erin at 10:58 AM
11:28 AM
I'm sorry I actually can't take calls on this phone, can you text me your question?
Erin at 3:58 PM
New message
Send

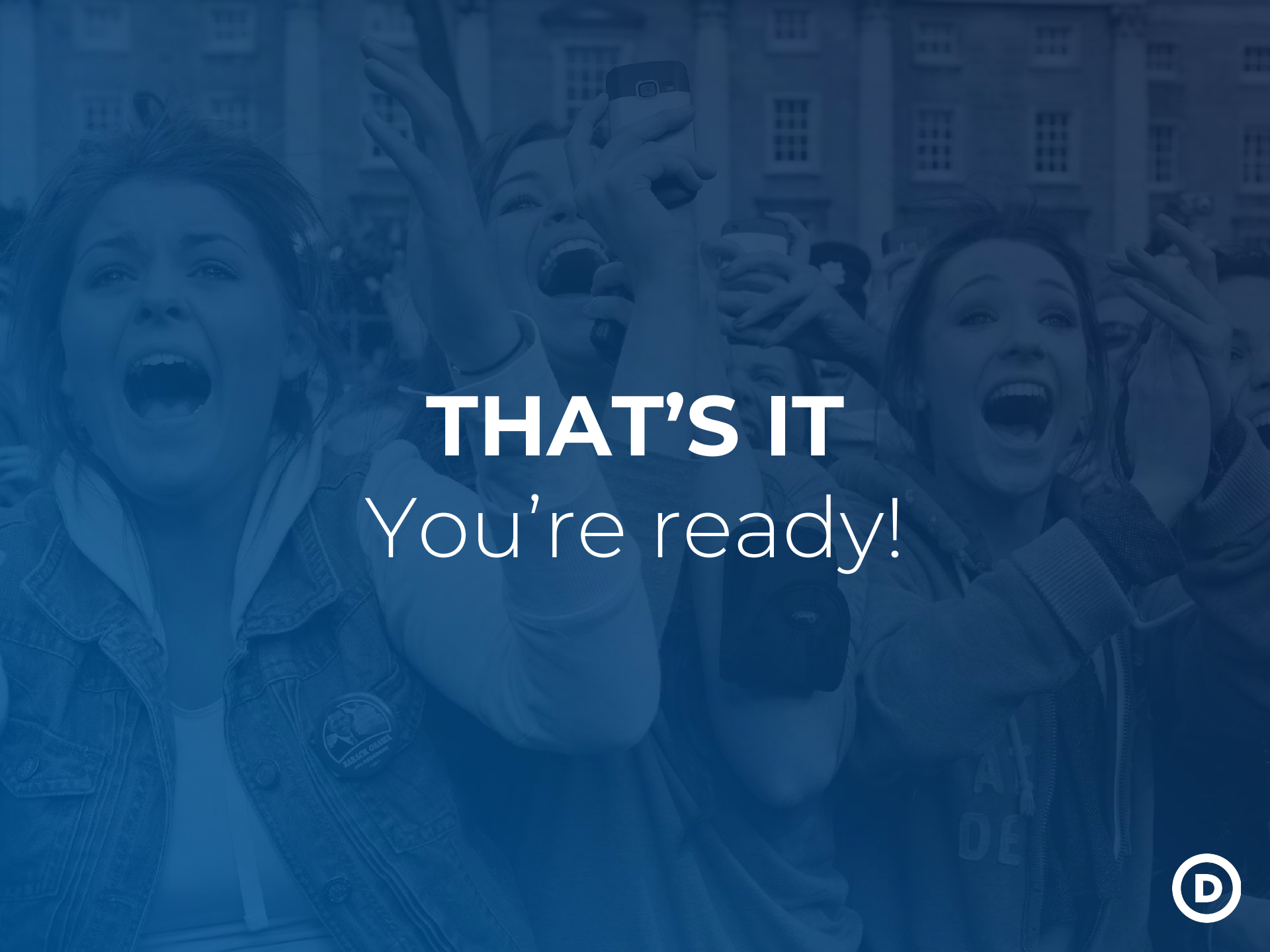

[redacted]
Opt out
Hi Phyllis, this is Clarke from the Democratic National Committee. Democrats are organizing in all 50 states to elect Democrats and fight for the issues that matter -- but we can't do it alone. You've donated to Democrats in the past -- thank you so much for your support. Time is running out to make a difference in this year's elections. Can you pitch in again?
2:58 PM
Send a link
Psst! Another agent was on this thread.
Introduce yourself and pick up the conversation where Clarke left off.
New message
Send
Response for Unsub round 3
Pledged
Declined

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
- **SCRIPT CHANGES**
  Don't change the scripts without clearing it with us!
- **QUESTIONS?** We've got answers! Email TOTV@DNC.ORG.

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! Email us or ask in our Facebook group if you have any questions.



THAT'S IT

You're ready!

- Make sure to reply after your shift!
- Email us at: TOTV@dnc.org

HELPFUL RESOURCES

Currently Texting: **Wisconsin**

- Didn’t get a text message? Go to: **https://web.hustle.life/signup**
- To log in on your computer: **https://web.hustle.life**
- PW requirements: 8 characters, 1 upper case, 1 digit