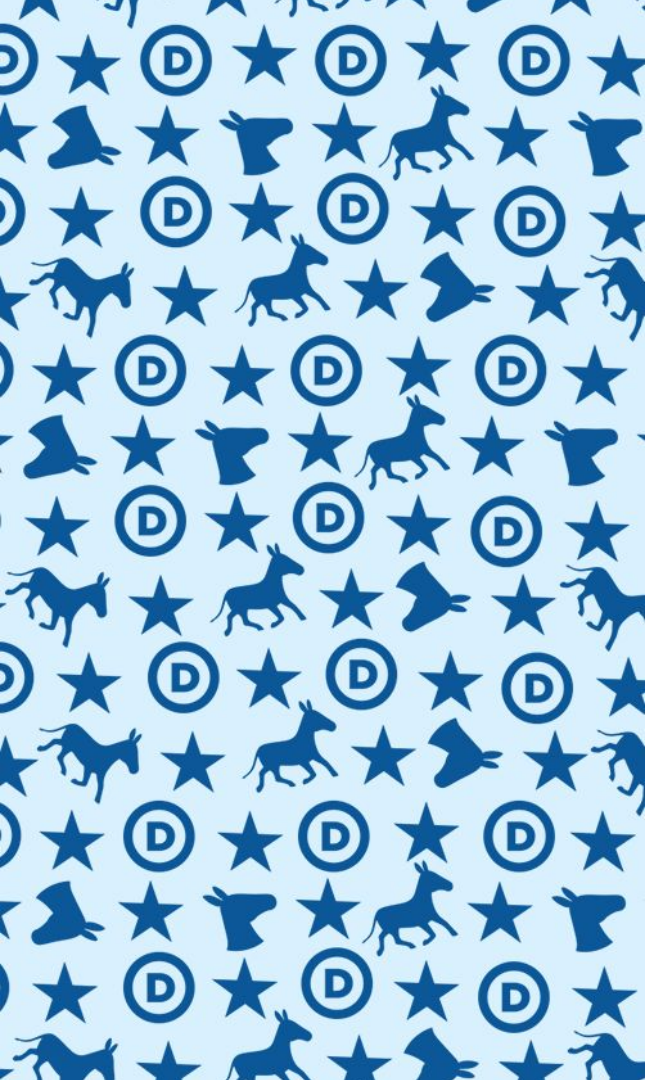
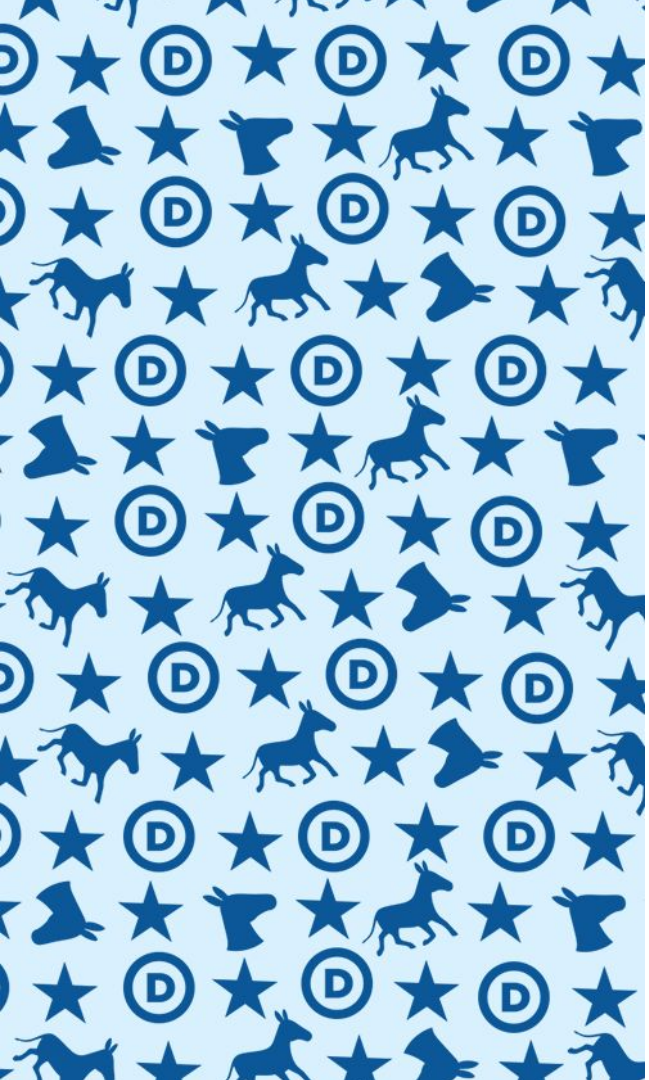
TEXTING OUT THE VOTE (TOTV)

Your guide on texting out the vote with the Democrats



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!)



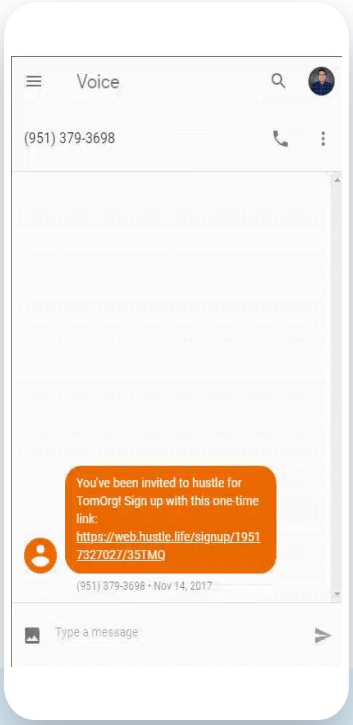
WHY TEXT?

- **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**

WHAT TEXTING TOOL DO WE USE?

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

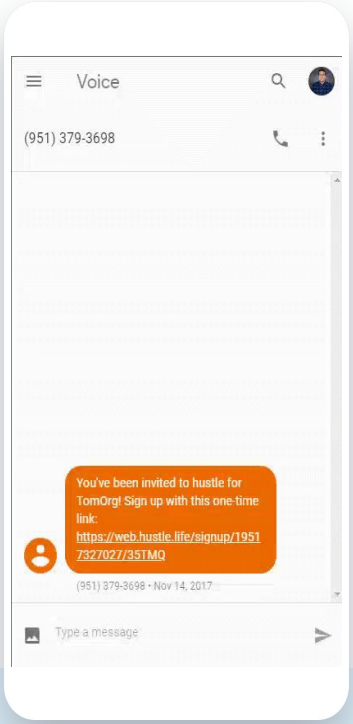
SETTING UP YOUR HUSTLE ACCOUNT



Skip ahead to slide 7 if you've used Hustle before. **This is for NEW users only!**
Here's how to create an account:

1. Right before the shift you signed up for starts, you will get a link sent to your text messages to set up your Hustle account.
2. Click the link to verify your account and set up your password.

SETTING UP YOUR HUSTLE ACCOUNT



Skip ahead to slide 7 if you've used Hustle before. **This is for NEW users only!**
Your Hustle password must contain:

- ➔ At least 8 characters
- ➔ 1 uppercase letter
- ➔ 1 lowercase letter
- ➔ 1 digit

LOG IN TO HUSTLE

Once you've set up your account (or if you already have an existing account), it's time to log in! You have two options:

Log in using:

1. A computer by going to web.hustle.com
   OR
2. Your phone. Download the Hustle phone app in your app store and log in!

WORKFLOWS

Workflows in Hustle won't appear until the shift you signed up for begins!

➔ Ex. If you signed up to start texting at 11 am ET, a workflow will not appear until that time.

HUSTLE VOCABULARY WORDS

- **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. voting by mail, voting on E Day, etc). This helps us clean up our data!

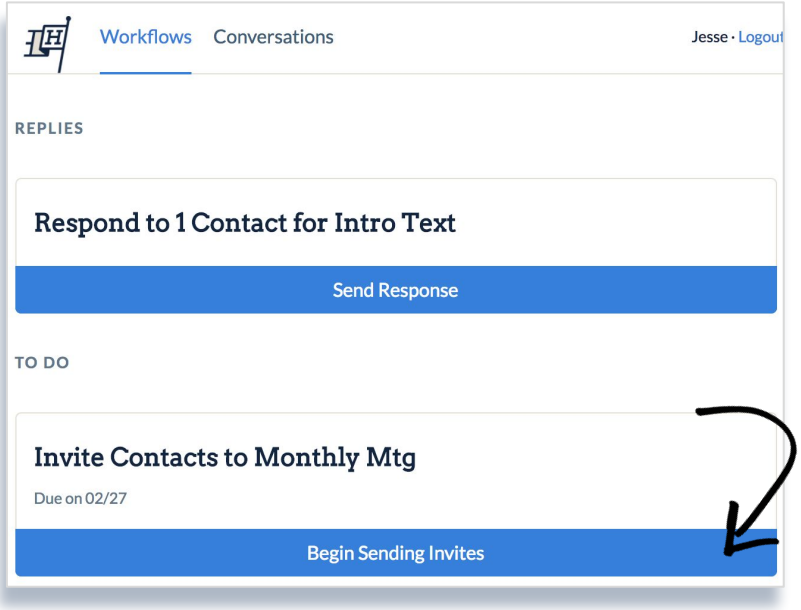
START SENDING TEXTS

- ➔ It’s time to send some messages!
- ➔ Find the workflow that you signed up for.
- ➔ Click the button “Begin Sending Invites”and start texting!

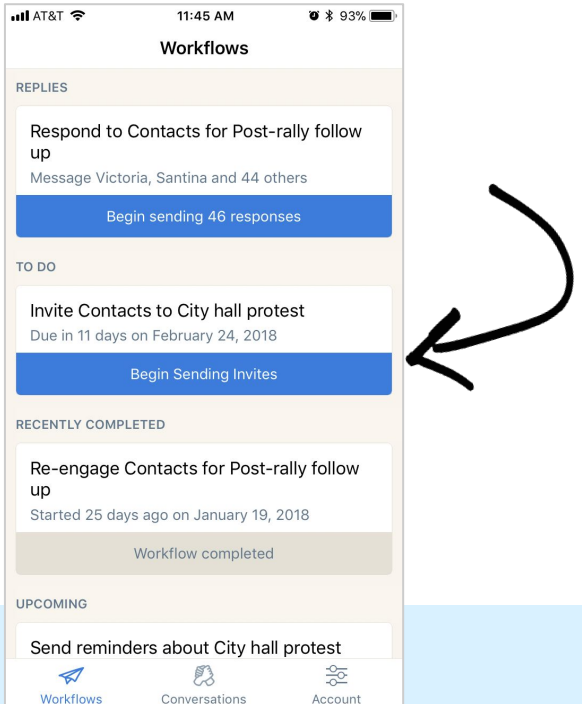
HUSTLE

START SENDING TEXTS

➔ On a computer:

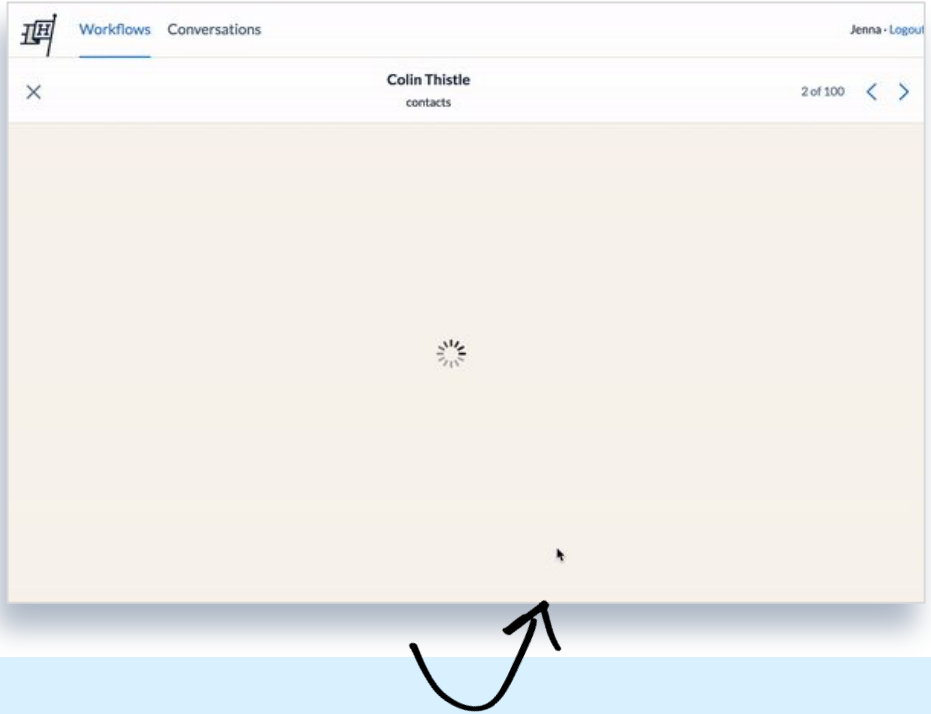


➔ On a phone:



START SENDING TEXTS

- Hit the send button located on the bottom right of your screen!
  - Hustle will stop you after you send 50 messages.

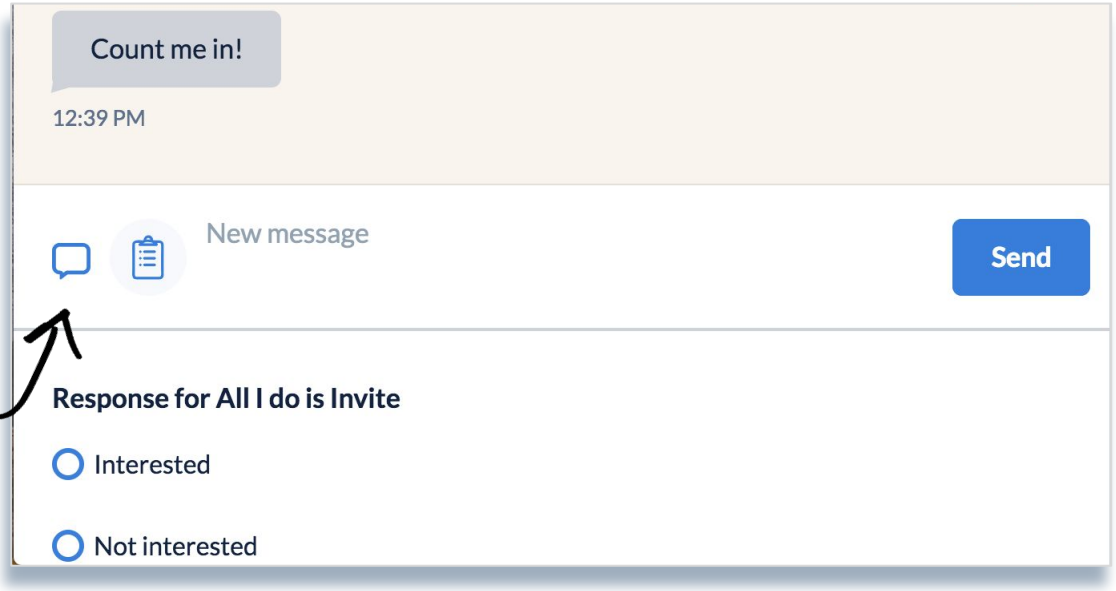


STOP AND REPLY

- Stop and reply!
  - After sending 50 messages, answer your unread messages.
  - This is the most important part of texting out the vote.
  - Action rates are highest in the first few minutes after a text is received.

REPLY USING PRE-WRITTEN SCRIPTS

- To find our pre-written scripts, click the speech bubble on the bottom left of your screen.
- Select the script that fits your situation (i.e. Republican, wrong number, etc.).



USING TAGS

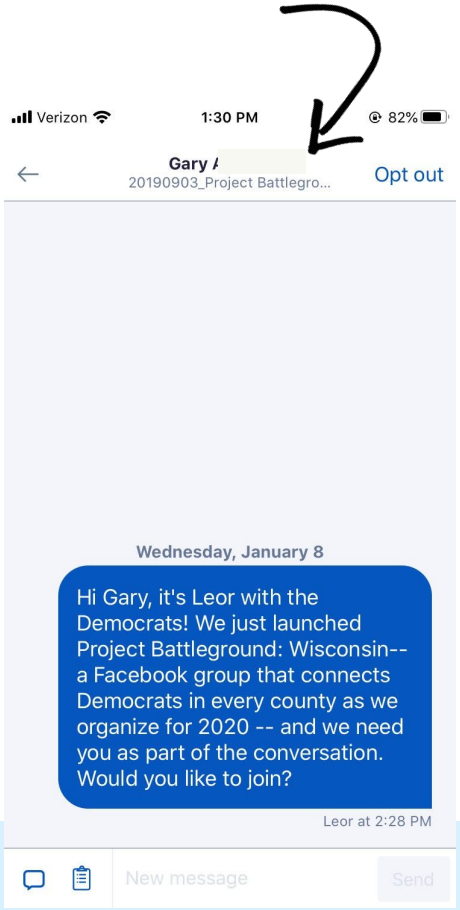
- **TAGS**

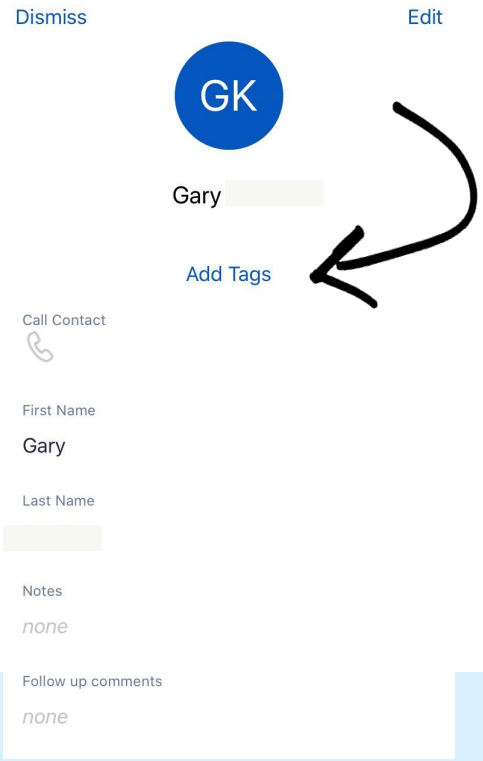
  A way to mark specific information about someone (i.e. donor, voter, supporter). This helps us clean up our data and send more efficient and targeted texts in the future.

  - Tags are CRITICAL to texting out the vote.
  - Tags depend on the response you get from a voter (ex. If they tell you that you messaged a wrong number, use the wrong number tag).
  - We'll email you a texting guide before your shift begins that outlines what tags to use and when!

USING TAGS

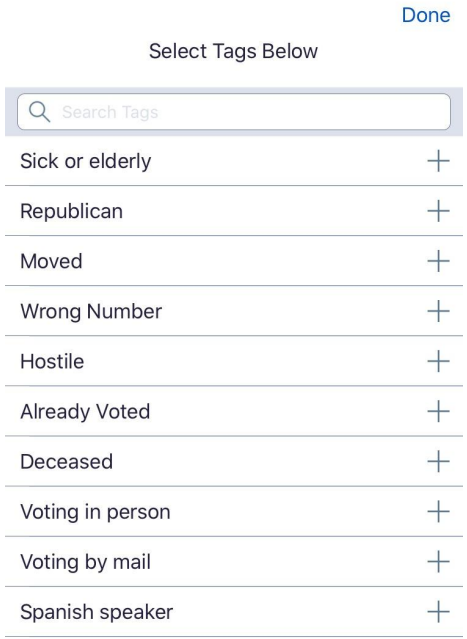
- **Where to find it on a phone:**
  - Click the contact's name at the top of your screen.
  - Select 'Add Tags.'

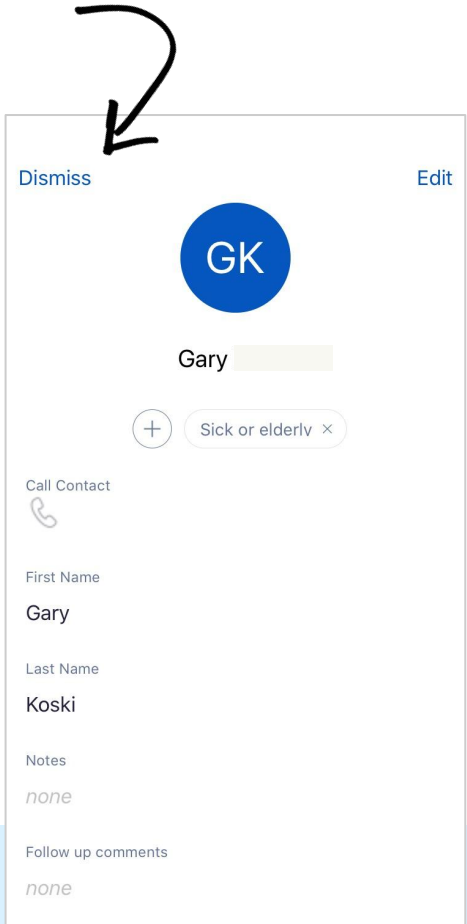




USING TAGS

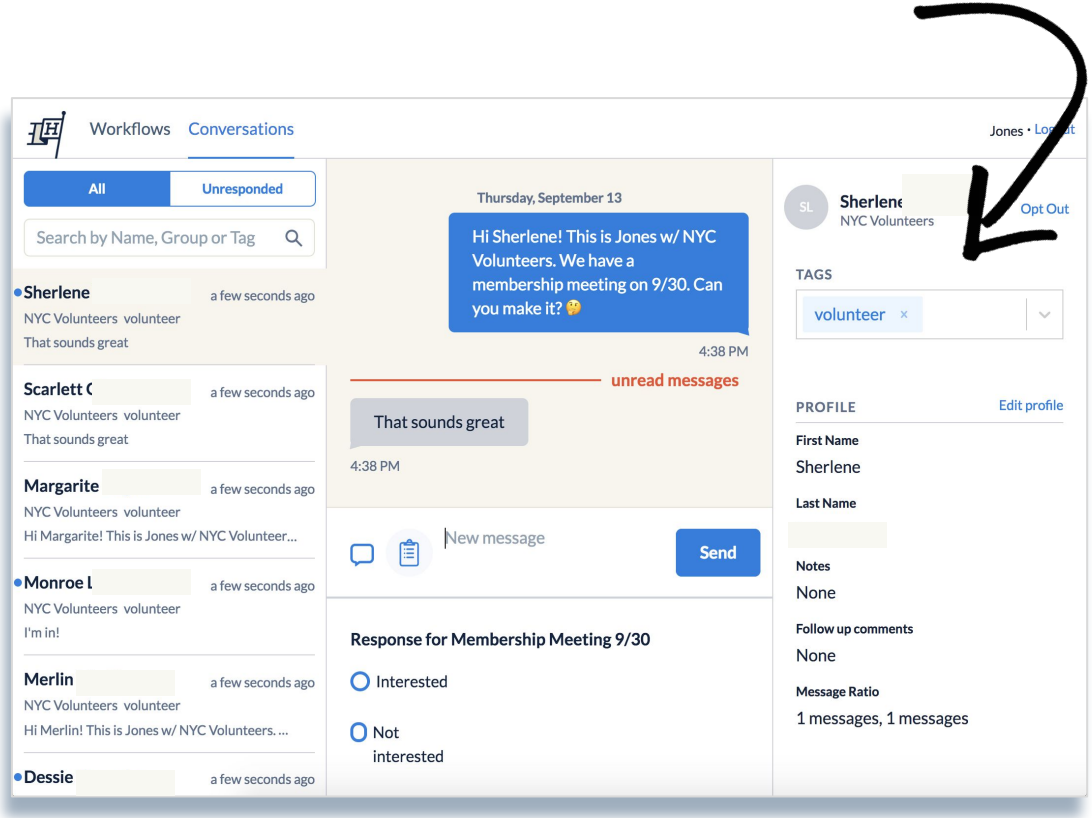
- **Where to find it on a phone (continued):**
  - Choose the appropriate tags for that individual's response. Hit done.
  - When finished tagging, hit the dismiss button at the top left to return to the conversation.





USING TAGS

- **Where to find it on a computer:**
  - You can find this on the right side of your conversation, below the contact's name.

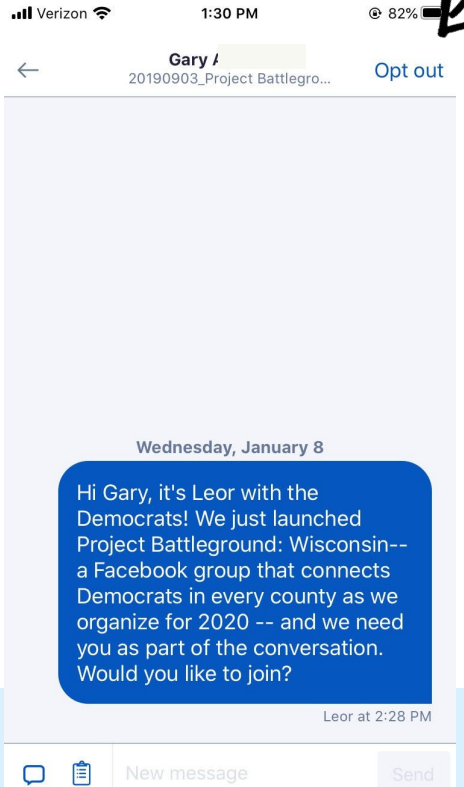


OPTING PEOPLE OUT

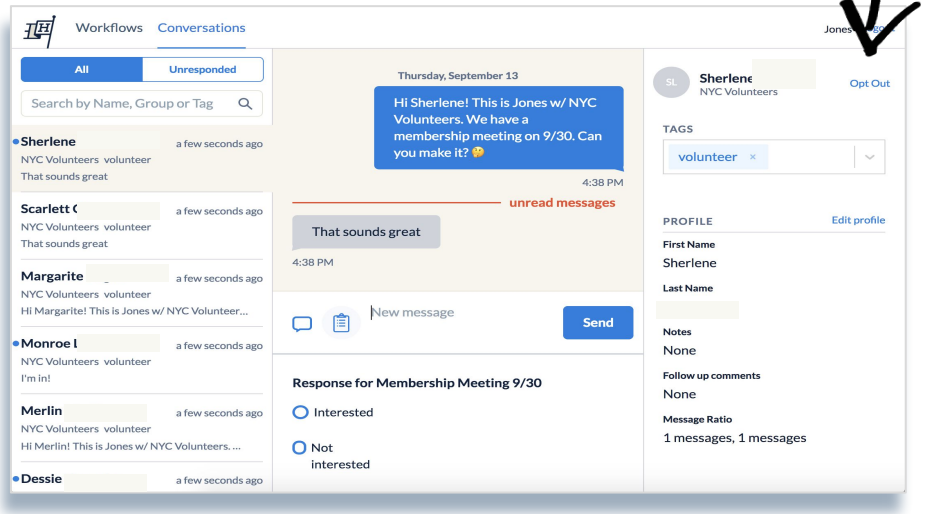
- Opting people out is **permanent**.
- Only click ‘opt out’ when a person:
  - Is hostile or vulgar
  - Asks to be opted out of our texts

OPTING PEOPLE OUT

→ Opting out on a phone:



→ Opting out on a computer:



OPTING OUT VS TAGGING

- Test yourself (answers are on the next slide)!
  - If it's a Republican -- opt out or tag?
  - If they ask to be opted out -- opt out or tag?
  - If it's a wrong number -- opt out or tag?
  - If it's a hostile person -- opt out or tag?
  - If they say STOP -- opt out or tag?

OPTING OUT V. TAGGING

- ANSWERS:
  - If it's a Republican --> **use the 'Republican' tag**
  - If they ask to be opted out --> **opt out**
  - If it's a wrong number --> **use the 'Wrong Number' tag**
  - If it's a hostile person --> **opt out**
  - If they say STOP --> **opt out**

YOUR PHONE NUMBER IS HIDDEN

- Your phone number is hidden!
  - The people we're texting can't see your real phone number. Hustle gives you an alias number so that your privacy is protected at all times.
- You may, however, still get phone calls when using Hustle.
  - Although your number is protected, people can still call you. They think they're calling the alias number Hustle gives you so you're still protected.
  - These calls will have 707 and other California area codes.
  - You don't have to pick up -- just use our phone call script!

TOTV BEST PRACTICES

- REPLY REPLY REPLY
  - The faster you reply, the more likely they'll take action -- and VOTE!
- Be yourself
  - Stick to our script, but if you have to tweak it to sound more personal or answer all of their questions, that's okay!
- After your shift
  - Reply to voters even after your shift is over.

FREQUENTLY ASKED QUESTIONS

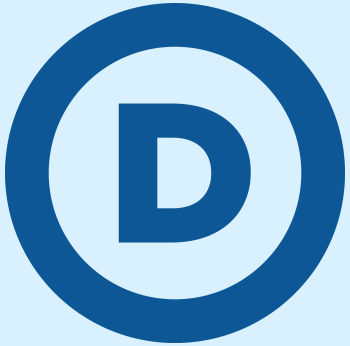
- Can people see my phone number?
  - Good news! The people we're texting can't see your real phone number. Hustle gives you an alias number so that your privacy is protected!
- Why am I getting calls?
  - People can still call you through Hustle. They think they're calling the alias number, but it's actually going to your phone. You don't have to pick up -- just use our phone call script!

FREQUENTLY ASKED QUESTIONS

- How do I start texting?
  - We'll add you in Hustle the day your shift begins. If you've never used Hustle before, you'll get a security code texted to your phone to create your account! If you've used Hustle before, you can just log in when your shift begins using your email and password. A workflow will appear when the shift begins!
- Should I do anything after the shift?
  - Yes, check your replies even after your texting shift is over.

TOTV RESOURCES

- Voter protection hotline:
  - 1-833-868-3352
- Questions?
  - Email us at totv@dnc.org



TALK TO YOU SOON!

DEMOCRATIC NATIONAL COMMITTEE

TOTV@DNC.ORG | @TheDemocrats