
November 18 & 19

**LEAGUE OF WOMEN VOTERS &
LEADERSHIP CONFERENCE ON CIVIL AND HUMAN RIGHTS**

Georgia Runoff Text-a-thon

Get out the Vote!!



Housekeeping

- There is a lot of content to cover in this training, so please stay muted so that everyone has a chance to hear it.
- We will have an opportunity for questions at the end, so you can either put your questions in the chat box during the training or hold them for the end.
- After the training, everyone will be sent to breakout rooms to send their texts together. There will be staff support in those rooms, but if you are having technical difficulties, you can return to this main room for tech support.

Introductions

League of Women Voters

The League is proud to be nonpartisan, neither supporting nor opposing candidates or political parties at any level of government, but always working on vital issues of concern to members and the public.



Leadership Conference on Civil and Human Rights

The Leadership Conference on Civil and Human Rights is a coalition charged by its diverse membership of more than 200 national organizations to promote and protect the civil and human rights of all persons in the United States.



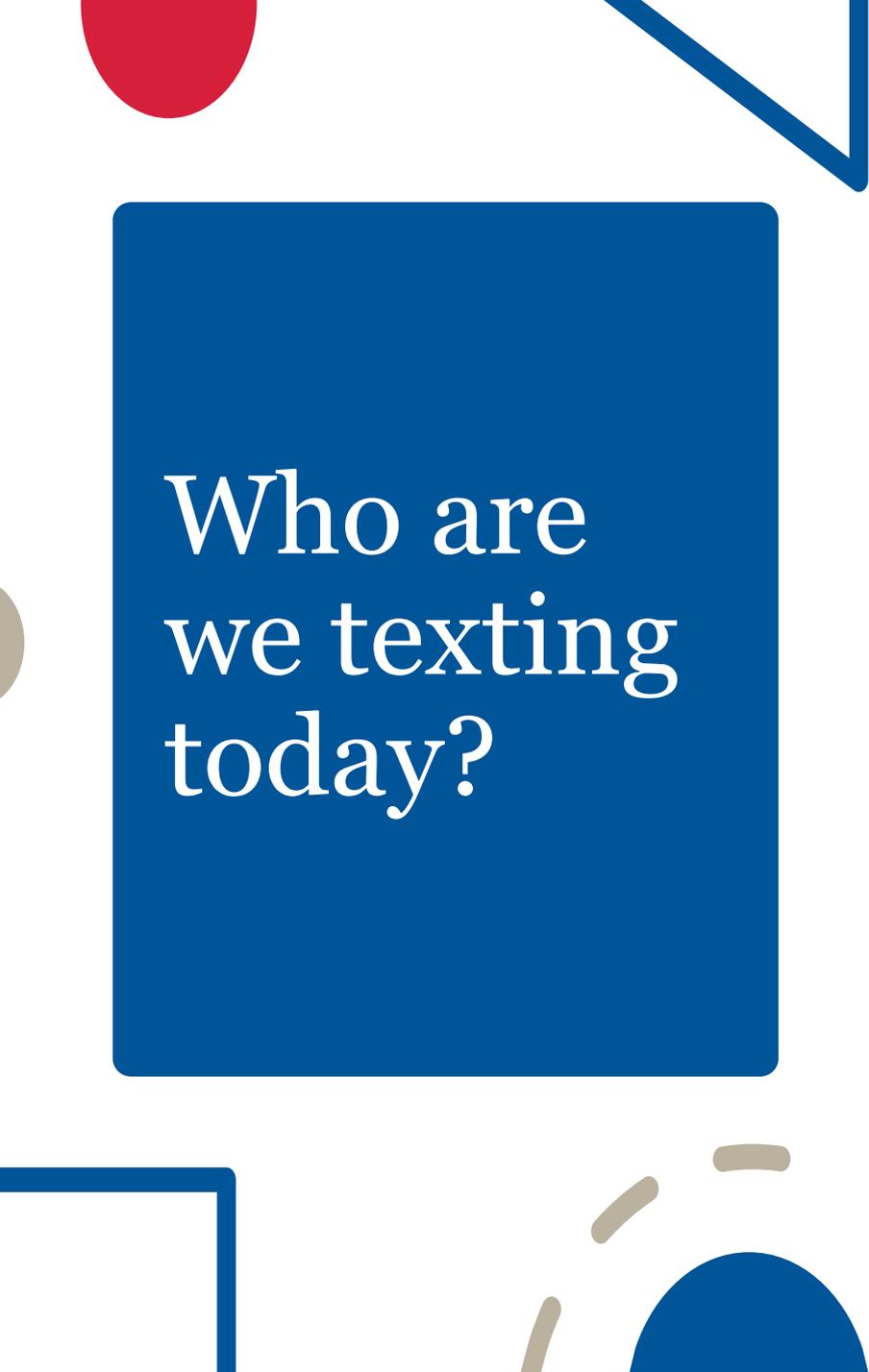


Agenda

- Why send texts?
- Who are we texting?
- Texting best practices
- Hustle Platform Training
- Script Training
- Questions

Why are we texting voters?

- To help people make a voting plan in Georgia for the Senate runoff race on January 5!
- Historically, runoff races have significantly lower voter turnout than the general election.
- LWV and the Leadership Conference are on the sides of voters. We want to make sure that people have all the information they need to be able to participate in their democracy.
- Direct voter contact methods like texting have been proven to increase the likelihood that a contacted voter votes.



Who are we texting today?

- Registered voters in Georgia!
- Prioritizing women, young voters, and infrequent voters

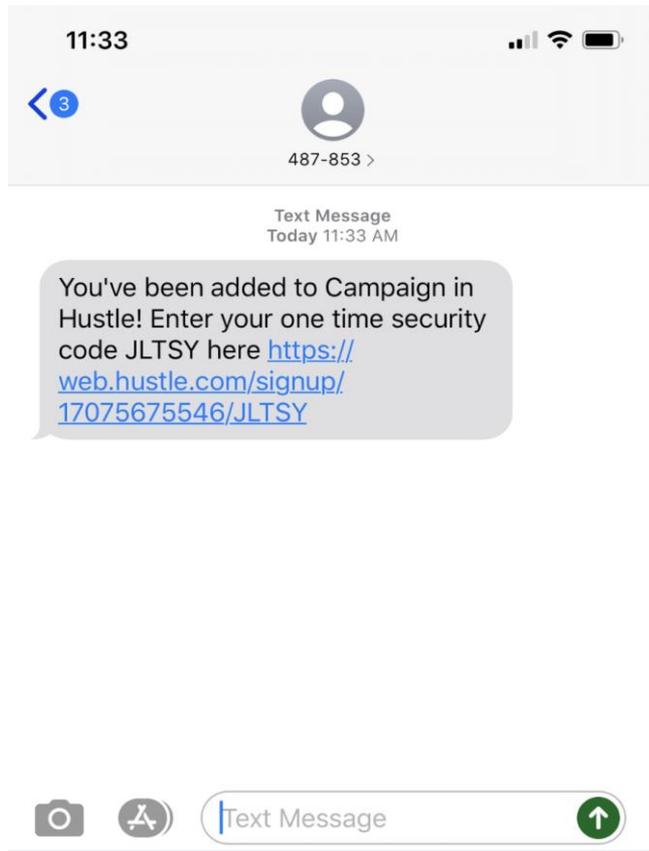
Best Practices

- Be friendly!
- Remember our values (respectful, non-partisan)
- Don't be afraid to say "I don't know"
- When in doubt, redirect to www.VOTE411.org
- If a voter has a very specific question, then direct them to their local elections officials
- Do your best to mark data (Responses and Tags) correctly in case we have an opportunity to follow up with these voters!

Hustle

- Hustle is a Peer to Peer (P2P) texting tool that enables you to easily have hundreds or thousands of personalized one on one conversations with voters over text.
- The platform uses a real, local phone number to send personalized individual texts.
- There are two main ways to use this tool:
 - App version
 - Web version (recommended if it is your first time, works best on Google chrome)

Getting started



Hustle

Sign Up: Verify invite token

PHONE NUMBER

INVITE TOKEN

Verify Token

What's Hustle? [Learn more.](#)

The screenshot displays a web form for verifying an invite token. It features two input fields: 'PHONE NUMBER' and 'INVITE TOKEN'. Below the fields is a green 'Verify Token' button. At the bottom, there is a link to 'Learn more' about Hustle.

Create Your Account

Hustle

Sign Up: User Info

PHONE NUMBER

E-MAIL

NAME

PASSWORD

CONFIRM PASSWORD

What's Hustle? [Learn more.](#)

Create Your Account

Hustle

Welcome to Hustle!

Thank you for signing up. Please verify your email address by clicking the following link:

[Confirm my email](#)

Thanks!

If you did not make this request please contact us at support@hustle.com.



Key terms

- Workflows
- Conversations
-  • Scripts: pre-written answers that you can select and send
-  • Responses: mark the correct answer depending on how they responded to the initial text, will autopopulate the appropriate response when you select it

More Key terms

- Tags: found under the contact's profile (Click "Show Profile" under their name)
- Progress bar: shows how many texts you have left to send. If you click the arrow it will skip your contact. You will NOT be able to return to that contact, so please do not skip contacts.



Workflows - Web Version

web.hustle.com/login

LWW GOTV 2 GOTV 2 / The Leadership Conference	
● Reply to 1 Message Now	Reply
Begin Sending Messages Workflow completed	Completed

LWW GOTV 4 GOTV 4 / The Leadership Conference	
Begin Sending Messages Workflow completed	Completed



Starting the Conversation

Hustle Hustle Employee Account

Workflows Conversations Jones ▾

✕

Jessica Webb
Minivests for All Hamsters
[Show Profile](#)



Send a message to get the conversation started!

   Hey Jessica! This is Jones with Minivests for Hamsters 🐹. Our Hamsters just completed their first project, want to join us for a [...](#)

Send

Conversation 1 of 50

Conversations - Web Version

Hustle Workflows Conversations

Tara Smith
Group #3
[Show Profile](#)

Monday, February 24

Hey Tara! This is [redacted] with Campaign. We have a great event coming up on Mar 2nd at 3:00 PM. Are you free?

3:30 PM

Tuesday, February 25

Hey Tara! Saw you signed up to get involved with Campaign. You still in?

11:28 AM

Friday, February 28

Hey Tara! We have a great event coming up on Mar 6th at 10:00 AM. Are you free?

12:30 PM

unread messages

Tell me more

12:30 PM

Sure! You can find some more info **Send**

Response for Goal B

- Yes
- No

Conversation 1 of 7



Tags - Web Version

All Unresponded

Search by Name, Group or Tag 🔍

Theresa Ford 24 days ago
GOTV 2
Sorry about that. Thanks for letting us know!

Brianna Williams 24 days ago
GOTV 4
Thanks for letting us know!

Maria Selin 24 days ago
GOTV 2
Great! Thank you for being a voter! Can you ren

Jennifer Encarnacion 24 days ago
GOTV 2
Thanks for letting us know.

Friday, October 23

Hi Theresa! This is Michele from the League of Women Voters. There are only 11 days left to vote in the 2020 election! Have you made a plan to vote?

Michele at 6:14 PM

No Theresa here

6:35 PM

Sorry about that. Thanks for letting us know!

6:56 PM

🗨️ 📄 😊 New message

Send

TF Theresa Ford Opt Out
GOTV 2

TAGS

Choose tags ▾

PROFILE

Edit profile

First Name
Theresa

Last Name
Ford

Notes
None

Follow up comments
None



Workflows & Conversations - App Version

Leadership Conference Education Fund

LWV GOTV 2
GOTV 2 / The Leadership Conference

- **Reply to 1 Message**
Now Reply
- Begin Sending Messages
Workflow completed Completed

LWV GOTV 4
GOTV 4 / The Leadership Conference

- Begin Sending Messages
Workflow completed Completed

 Workflows Conversations Profile

Leadership Conference Education Fund

Search by Name, Group or Tag

ALL **UNRESPONDED**

Theresa Ford 24 days ago
GOTV 2
Sorry about that. Thanks for letting us know!

Brianna Williams 24 days ago
GOTV 4
Thanks for letting us know!

Maria Selin 24 days ago
GOTV 2
Great! Thank you for being a voter! Can you remind 3 friends or family members to make a plan to vote as well?

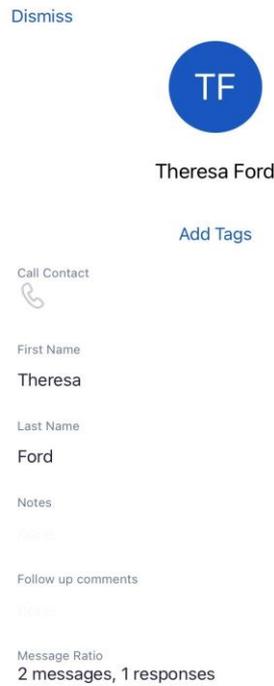
Jennifer Encarnacion 24 days ago
GOTV 2
Thanks for letting us know.

Charlotte Adams 24 days ago
GOTV 2
Oh, I'm so sorry to hear that! Voting is our best way to make sure our government is representative of the issues...

Donna Chisholm 24 days ago
GOTV 4
Hi Donna! This is Lizzy from the League of Women Voters. There are only 11 days left to vote in the 2020 election! H...

Workflows Conversations Profile

Conversations & Tags– App Version



Marking the Data

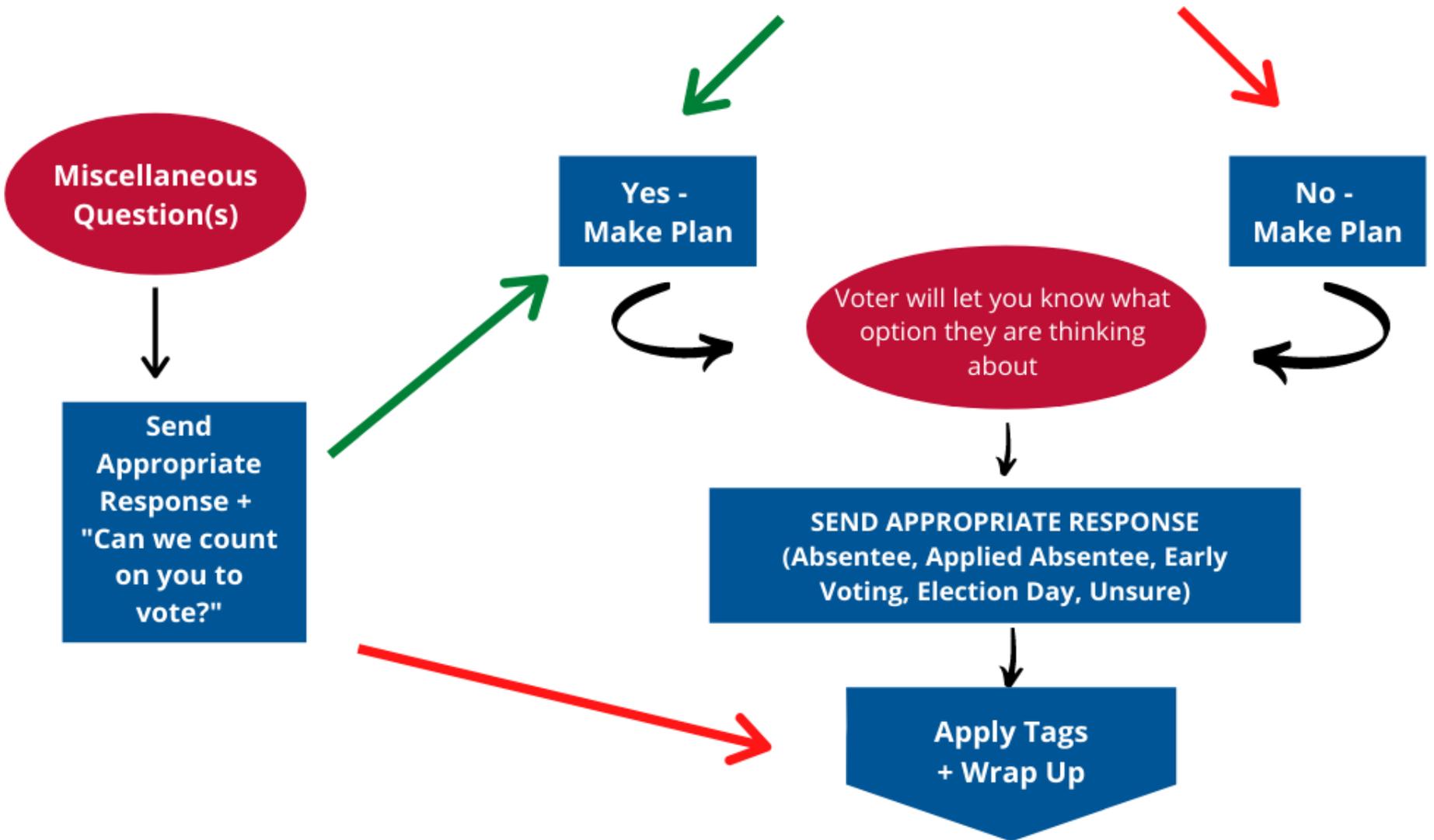


- Click on the clipboard emoji to select the correct response.
- The script for that response, may autopopulate into your text box when you click on it. If it doesn't, or if it doesn't quite fit the flow of the conversation, you can find all pre-written responses under the chat bubble emoji. 
- Tags can be found under the contact's profile. Please tag contacts according to their responses.
 - Not Registered
 - Election Day Voting
 - Opt-Out
 - Absentee – Applied
 - Spanish
 - Hostile
 - Absentee – Not Applied
 - Other Language
 - Wrong Number
 - Early Voting
 - Moved

The Script

- We are helping voters in Georgia make a plan to vote before/on January 5.
- We are directing them to www.VOTE411.org (or www.VOTE411.org/es for Spanish) to make their plans

Have you made a plan to vote in the January 5th Runoff Election?



The Script

Hi [recipient name], this is [first name] with the League of Women Voters (of Georgia). The Senate runoff election is coming up on January 5th, 2021! You can check your voter registration status at www.VOTE411.org. Have you made a plan to vote in the January 5th Runoff Election?



Responses

YES – HAVE A PLAN (*Yes-Plan*)

- Awesome! You can vote early in-person, absentee, or on January 5th itself. Which way do you plan on voting?

NO – NO PLAN (*No-Plan*)

- That's okay! You have a few different options for voting. You can vote early in-person, absentee, or on January 5th itself. Which method works best for you?

Responses – Making the Plan

ABSENTEE (*Absentee*)

- Great! You can apply for your absentee ballot for the January 5th Runoff Election by clicking on this link: <https://tinyurl.com/y6dbu84g>

ALREADY APPLIED FOR ABSENTEE BALLOT (*Applied Absentee*)

- That's great to hear! You should be receiving your absentee ballot in the mail soon. Be sure to send it in as soon as you can. You can track the status of your ballot here: <https://www.mvp.sos.ga.gov/MVP/mvp.do>

Responses – Making the Plan

EARLY IN-PERSON (*Early Voting*)

- Amazing! Early voting for the Tuesday, January 5, 2021 Runoff Election begins on December 14, 2020. Make sure you know how to get to an early voting site near you and be sure to wear a mask! Voting times and locations for your precinct can be found at www.mvp.sos.ga.gov/MVP/mvp.do.

ON ELECTION DAY (*Election Day*)

- Sounds great! Make sure you have a plan for getting to the polls and be sure to wear a mask!

Responses – Making the Plan

STILL NOT SURE (*Unsure*)

- Okay! When you're ready, you can make a plan to vote by visiting www.VOTE411.org/georgia.

WRAP-UP (*Wrap-Up*)

- Thanks for taking the time to chat today! If you know anyone who isn't registered to vote yet, please check in with them to make sure their voice can be heard in January! If you have any further questions, be sure to visit www.VOTE411.org/georgia.

Common Scenarios

WRONG NUMBER (*Wrong Number*)

- Sorry about that! Are you a registered voter/resident of Georgia?

MOVED (*Moved*)

- Thanks for letting me know! You can make sure you're registered to vote at your current address by visiting www.VOTE411.org.

OPT-OUT (*Opt-Out*)

- We'll take you off our texting list. Have a great day!

Common Scenarios

UNCLEAR/HARMLESS TROLLING (*Unclear*)

- If you have any further questions about the Runoff Election, be sure to visit www.VOTE411.org/georgia. If you know anyone who isn't registered to vote yet, please check in with them to make sure their voice can be heard in January!

SPANISH

- Si tiene preguntas sobre la elección de segunda vuelta, asegúrese de visitar www.vote411.org/es/georgia. Si conoce a alguien que aún no está registrado para votar, déjele saber para asegurarse de que su voz se escuche en enero.

Additional Pre-Written Scripts

- WHAT ELECTION? (*Election Question*)
- BUT I JUST VOTED! (*Runoff Explanation*)
- WHO IS RUNNING? (*Candidate Question*)
- CAN I VOTE BY MAIL? (*Vote by Mail Question*)
- CAN I VOTE EARLY? (*Vote Early Question*)
- NOT REGISTERED TO VOTE (*Not Registered*)
- HOW DID YOU GET MY NUMBER? (*How Did You Find Me*)
- I'M NOT OLD ENOUGH TO VOTE (*Too Young*)
- DECEMBER ELECTION QUESTION (*December Question*)

Summary

- You can use the app or the website to access Hustle.
- Be friendly, have fun, don't be afraid to ask for help!
- Do your best to mark data correctly.
- Be patient. It might take a few minutes for responses to come through.
- When in doubt, direct people to www.VOTE411.org





Questions?