What types of texting campaigns do we run for our candidates? (choose as many as apply)

- ENGAGEMENT: Text likely supporters / likely voters to invite them opt in to updates about the campaign + volunteer
- LISTENING: Text voters to ask them what they want the candidate to fight for OR what issues are important to them this year
- PERSUASION: Text voters to ask for their vote and persuade undecided voters
- GOTV: Text voters reminders to get to the polls (starts in November!)
- EARLY VOTE: ID supporters and encourage them to vote early!
- BALLOT CHASE: Encourage voters to return their absentee ballots!
- MATCHMAKING: Encourage Kermit and Miss Piggy to get back together!

A voter replies "Please take me off your list! I don't want texts. I'll vote for [candidate] but just don't want to be bothered". What do you do? *

- Send: Opt Out + Support recommended reply
- Don't reply
- Send: Signoff (Supporter) recommended reply

When the voter says they're only 16 years old, what sequence of actions do you take? *

- Go to the Search bar and type in "minor" to find the appropriate reply
  - Click on "WRONG NUMBER" button and type in "minor" to find the appropriate reply. Use the WRONG NUMBER + MINOR recommended reply (A minor is always marked as a WRONG NUMBER)
- Click "OPT OUT" and use the "general" response
✓ A voter replies "I'm Republican" to your initial message. What recommended reply do you use? *

☐ There's no recommended reply, just ignore them!

"Not interested" → Ok. I hope you'll visit <candidate-first-name>'s website: <website> and follow <her/him>: <facebook> so you can get to know more about <her/him>! If you change your mind, text me back. Happy to answer any questions you've got!

"GOP / Independent" → <elected-office> is such an important position. ☑ <elected-office-description> Would you be willing to keep an open mind on this race?

✓ Someone is a wrong number, how do you find the correct wrong number recommended reply to use? *

☐ Do not use a recommended reply, just ask them for their correct number

Click the WRONG NUMBER button at the top and select and send correct ☑ the WRONG NUMBER recommended reply that suits the conversation. (There are various wrong number replies available to suit many examples.)

☐ Do not respond and click the "Close" button

✓ After learning that someone is a wrong number, they tell you that they do in fact live in the State or District of the campaign. Now what do you do? **

☐ Send the "In State / District" recommended reply

☐ Tell them thanks and send them a link to the candidate's webpage

☐ Ask them what sports team the follow!
✓ Please confirm our opt out policy *

- Only opt out someone who specifically asks not to be contacted again ("STOP", "take me off your list" etc)
- Opt out using your judgment, for example if the voter is rude or supports the GOP candidate
- Opt out anyone who is out of state
- Opt out wrong numbers (HiNT HiNT: WRONG ANSWER -> WE DO NOT DO THIS!)

✓ How do you respond to someone who asks you to stop texting them (an opt out request) AND also says you have the wrong number?

- Click OPT OUT, and choose the correct message from the Opt Out options
- Click WRONG NUMBER, and choose the correct message from the Wrong Number options
- Click BOTH, and choose the correct message from the Opt Out + Wrong Number options
Will there be an area where we can enter corrected info from the voter such as name and phone number? *

- Always - we can always change a voter's information on demand
- Never - who cares?
- Sometimes - it depends, each candidate's ability to process this new info is different - if it's available in the campaign you're texting for, please remember to scroll up after entering the new data, and CLICK SAVE!

Feedback

Although we wish every database that we pull information from would update information when we have it for them, this simply isn't the case.

We do not want to promise voters something that we can't do, like updating their name in the system. If the campaign can make changes to voter contact information, there will be a free-form data box where you can enter that information. If not, you will not see a data box.

What do you do if you have a question you don't know how to answer? *

- Just stop replying to that person
- Close the message so it goes away
- Check the recommended replies, then the Campaign Info Library (CIL), and then ask a moderator in the #text-here channel!

When can I stop answering replies?

- About 30 minutes after I finished sending each batch of texts!
- Not until we archive the list! We don't 'ghost' our voters.
✓ How does our texting software Knock work best? *

☐ On a mobile phone or ipad (Hint: NO! This is next to impossible!)

☐ On a desktop or laptop computer (Hint: Yes! Trust us!)

✓ When and where will I get feedback on my texts, and what should I do? (choose as many as apply) *

☐ Never, so I'm going to wing it!

✓ When I request a new batch of texts, I will get a message in #text-here. I should read it, and respond in Slack channel #text-here so that my next text request is approved.

✓ Periodically, via Direct Message in Slack. I should read it, and respond and always ask any questions that come up.

Feedback

We value engagement and accurate data, so we will be reviewing your texts after each batch as you get acquainted with our processes. Once you're used to it, feedback will come less often. Our goal? Awesome texting and true engagement with voters!

✓ When is it okay to share screenshots of your texts on social media? *

☐ Never. We never share screenshots to social media.

☐ If someone says something funny/silly/mean and it makes me laugh

☐ If I happen to text my friend and they didn't realize it was actually me.