Yang2020

Hustle: Getting Started with Voter ID

Basic Guidelines for Texting

1. Be kind. Remember: Humanity First! Texts are forever.
2. Keep sensitive information related to the campaign within the private texting channels on Slack.
    a. Do not post conversations/texts online or anywhere outside of the texting channels on Slack.
    b. If you share a screenshot in the Slack channel when asking for help from Text Support, **please block out the voter's last name** before posting it.
3. Make sure that you are familiar with the Texting Code of Conduct.
4. It's not about the number of texts sent. It's about the number of conversations.
5. Opt Out only when requested. See the Opt Out Procedure below or by clicking here. (Exception: minors under 13 should always be opted out)
    a. When in doubt, ask Text Support before moving on to the next reply.

General Overview

We use a platform called Hustle to conduct Voter Identification ("Voter ID") texting.

When texting, you will want these open:
(1) Slack - There is a website, desktop application, and mobile application.
(2) Common Responses Document: http://yang2020.com/common-responses
(3) Policies page: Yang2020.com/policies
(4) This document! - This is a good reference guide for using Hustle for Voter ID. Shortlink: https://bit.ly/2oDVptL

Hustle Texting Hours

Voter ID Campaigns: 10AM-9PM (Local time in the targeted state)

How You "Ask" for Texts

For every state that we do Voter ID for, we'll have a form to be filled out. After filling out the form, you'll be added to the voter ID texting campaign for that state. You can then log on whenever during texting hours and start texting. It may take up to 1 day to get added to the latest campaign. You won't need to fill out the form every day - only whenever we switch states, i.e. from Texas to Iowa.

Steps to Send Your Texts

(1) Review and complete the steps in the Yang2020 Texting To-Do List (click here).

(2) Once a member of the welcome team has onboarded you, navigate to the #2_texting_voter_id and/or #2_texting_national_foay Slack channels and complete the signup form listed in the channel description to request your first workflow.

(3) Sign in on web.hustle.com. Click "Begin Sending Messages" under "To Do."

    (a) **DO NOT EDIT the initial script** because it's preapproved by the campaign. We have different pitches for voters based on information we may know about voters.

    (b) It'll ask if you want to start sending texts. For Voter ID, you can just keep clicking "Send" or using the Enter key on your keyboard for the initial script to each voter.

Timeframe for Response

Try to regularly review the replies that you have received from voters. When you send a text to a voter, and they reply, you will "own" the conversation for 20 minutes. If you do not reply after 20 minutes, the conversation will be reassigned to another texter for a reply.

Steps for Replying to a Text

1. Under "Replies," click on 'Begin Sending Replies.'
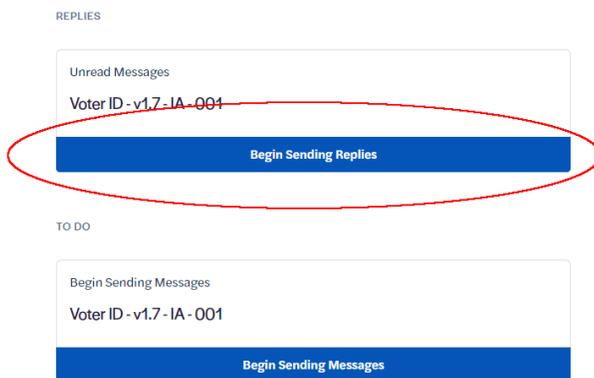
2. Make sure that you clicked 'Show Profile." The right column will now show more information on the person you are texting as well as an option for tags and the Opt Out text.


3. Look through the "Tags" that you can add. They change for every campaign, but we have noted critical ones in the "Most Important Tags" section. **This should be the first thing you do with every campaign when you log in to reply.** Tags are **crucial**

because they allow us to capture information from a conversation about voters in a way that is easily searchable. There are also tags to help us manage conversations internally.
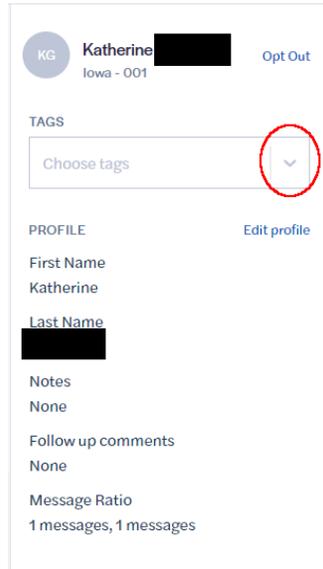
4. Read through the conversation entirely.
    a. Make sure all the appropriate tags have been added by the previous texters.
    b. Add the appropriate tags.
5. Mark the response to the question by selecting the appropriate radio button.
    a. Example for marking 'Wrong Number' response as priority:
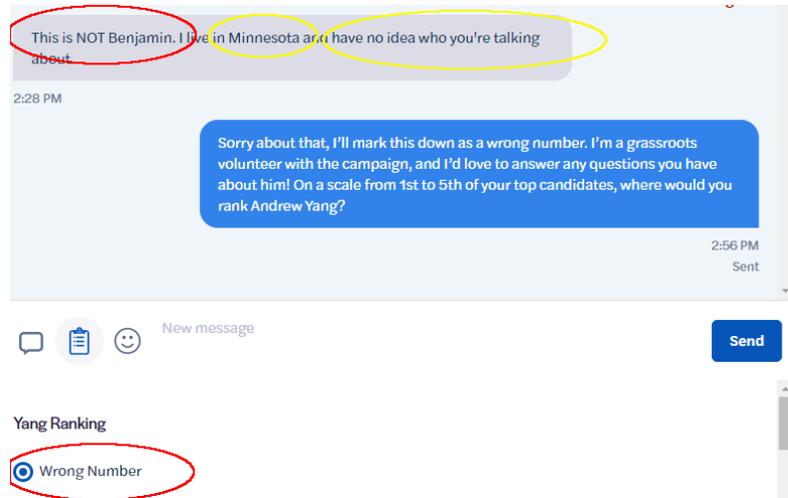
        i. The items circled in red take priority over the other info that the voter provided. Mark 'Wrong Number' as a response.
        ii. Add the 'Moved Out of State' and 'Wrong Number' tags.

  iii. Then send the message.

  iv. Once you mark a response as wrong number it takes priority over other info even if the voter later reveals more information. Use tags to add additional info such as if they're a supporter for example.

6. Reply to the message.
 a. If you don't know how to answer someone, **DON'T SKIP**! Make sure you respond to them before moving on to the next person, otherwise **their message will be lost and left unanswered**. Ask Text Support for IMMEDIATE assistance in the #2_texting_voter_id Slack channel.
 b. You may also add the "Needs Response' tag if you want to return it.
7. Make sure to review the "Opt-Out Procedure," "Reviewing the Conversations Tab" of this document, and "Tips to Remember."

Keep Calm and Move On

The odds of changing someone's mind **drops exponentially** after your 4th text to a voter. If folks aren't asking genuine questions about Andrew/his policies or they're standing firm in their beliefs, thank them for their time and move onto the next voter. Your time as a volunteer is valuable to us and there's always a potential Yang voter down the line!

Yang 2020

Opt-Out Procedure

When do I opt someone out?

If someone doesn't want to be texted, we don't want to text them. If someone asks to be opted out, opt them out. Things like "STOP", "unsubscribe", "quit", "stop texting me," "lose my number", "fuck off" all count. "Fuck you" is not an opt out. If you're not sure, you can ask Text Support in the channel.

However, opt out the voter *ONLY IF THEY REQUEST IT.* Exception: Always opt-out minors under 13.

Steps to Opt Out

1. ***Special Note:*** If you're opting out someone due to a threat then please take a screenshot of the conversation *before* you opt them out because the opportunity to take a screenshot will disappear! Do not block out the voter's name or workflow name when reporting a threat.
   a. Complete the [Threat Report Form (click here)](#) to report threats. You can attach your screenshot of the conversation to the form.
   b. If you happen to opt out before taking the image then let Text Support know so that the information can be found on their end.
2. Click the "Opt Out" button in the upper right of the screen.
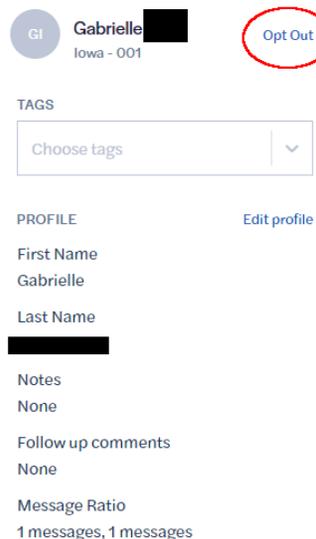
3. Make sure to confirm the Opt Out by clicking the red button.
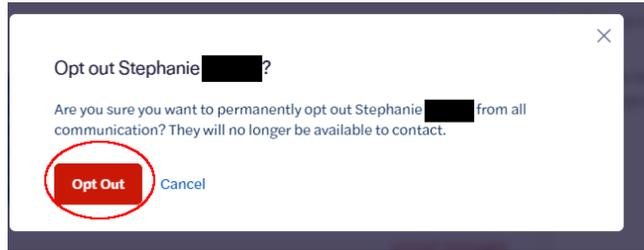
Tagging Procedure

Why is tagging important?

One of the most important things you can do as a text volunteer is to tag the conversations appropriately. Tags give us the ability to identify who to reach out to again, what content we send them, and grow the campaign!. Yang Gang loves the **DA** and we need it to be accurate to make sure our text campaigns are effective. Please refer to this to make sure you're tagging correctly. Bad data is worse than no data! Tags are constantly being added and may not be in alphabetical order; however, you can **search** for tags. **Multiple tags may apply** to a conversation.

How to tag?

Step 1: Expand the voter's profile to show tags
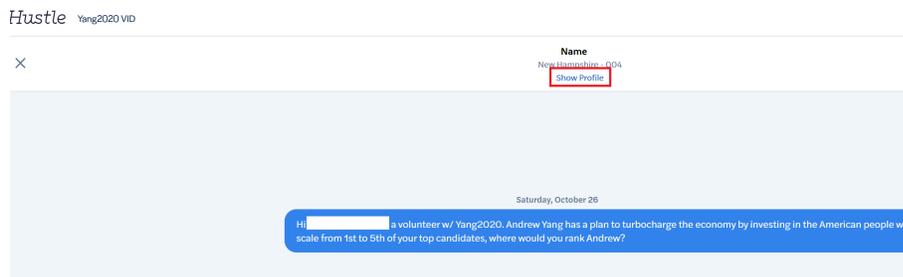
Step 2: Select all tags that matter on the right of the profile
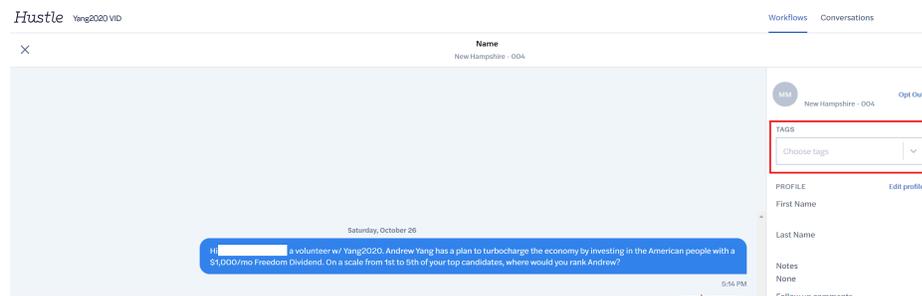
Example: Searching for a tag related to the Freedom Dividend.

Step 3: Refer to the tag decoder below in this document to verify you have them tagged correctly

Tag Decoder

When in doubt, check the decoder out! If you still have questions, ask your friendly Text Support team in Slack in the #2_texting_voter_id channel.

Tag category	Tag name	Use when..
Voter ID	Not Able to Vote	Is a felon, underage, not a US citizen
	Disengaged Voter	Able to vote but not interested in politics/voting
	Non-English Speaker	Responds in another language than English
	Supports A Diff Dem Candidate	Names another Democrat they are voting for (Biden, Sanders, Warren, Buttigieg, etc)
	Does Not Support Yang	This is a general tag for when the voter has not stated that he/she supports any candidate. Generally an answer like "no" or "nope" to our question. Ranks Yang as (4/5), says they will not vote for Yang, etc. Do not apply this tag when "Supports a Diff Dem Candidate" or "Trump Supporter" apply because the voter has given you more information.
	Republican	Says they are a Republican

	Trump Supporter	The voter said he/she supports Trump (MAGA, KAG). Note: If this tag is applied, do not apply "Does Not Support Yang" (Non-Supporter).
	Potential Supporter	Ranks Yang as (2/3), willing to explore Yang further
	Supports Yang	Ranks Yang as 1, Yang Gang!
	New Supporter	Started off as potential supporter or non-supporter and becomes Yang Gang by end of conversation
Wrong number	Wrong Number	"Wrong Number" or "This is not Brenda" Remember to select the radio button for "Wrong Number" and then select the tag "Wrong Number." Both must be done.
	Moved Out of State	They are not in the state we are trying to reach - "I'm not in Iowa anymore". If more information given, such as where they have moved to, you can add that to the Notes.
Escalation	Threat Report	The voter has made a threat against the campaign. A threat report was or needs to be filled out. If you are the person adding this tag, you should fill out the Threat Report Form.
	Inappropriate Content	You have received images or text of pornographic nature or other content that makes you highly uncomfortable.. Please go ahead and opt them out.
	Requests a Call	If the recipient needs a phone call to answer question/they are unable to read texts
	Needs Response	The conversation is pending a response from you. Use this tag when you want to come back to a conversation. For example: You don't know how to answer a question. You've looked through the Common Responses Doc and yang2020.com/policies and you still can't find the answer. You add this tag and ask Text Support in the channel. You move onto other replies. When Text Support gets back to you, you go to your Conversations Tab, search "(Needs Response)" to find that conversation with the difficult question and reply now that you have the answer from Text Support. Lastly, you remove the "Needs Response Tag" once you have responded.
Volunteer group	Y4Y - HS	Please use for Yang supporters who are older than 13, are under 21, or are in school (high school, college, university, etc). If interested in volunteering, make sure to tell them to email
	Y4Y - College	
	Y4Y - Add student	

		youth@yang2020.com. If you can, send them this form https://bit.ly/y4y-new and provide the link to youthforyang.com
	Y4Y - Remove	Please use for people who are in Youth for Yang but don't want to be.
Policy questions	Questions-American Scorecard	Please use this tag based on what the voter inquires about. For example, if the voter asks "What is Andrew's stance on abortion", tag as Questions - Right to Privacy-Abortion *These tags apply only to our Supporters/Friends of Andrew Yang workflows. These are no longer used for Voter ID workflows.*
	Questions-Democracy Dollars	
	Questions-DREAM Act	
	Questions- Freedom Dividend	
	Questions-Foreign Policy	
	Questions-Gun Safety	
	Questions-Human Capitalism	
	Questions-Legalize Marijuana	
	Questions-LGBTQ Rights	
	Questions-Medicare for All	
	Questions-Reduce Student Loan Burden	
	Questions-Right to Privacy-Abortion	
	Questions-Southern Border Security	
	Questions-Other Policy	
Policy supporters	Supports-American Scorecard	Please use this tag based on what the voter supports. For example, if the voter says, "I think it's important that we stop jailing people for smoking pot," tag as Supports - Legalize Marijuana *These tags apply only to our Supporters/Friends of Andrew Yang workflows. These are no longer used for Voter ID workflows.*
	Supports-Democracy Dollars	
	Supports-DREAM Act	
	Supports-Freedom Dividend	
	Supports-Foreign Policy	

	Supports-Gun Safety	
	Supports-Human Capitalism	
	Supports-Legalize Marijuana	
	Supports-LGBTQ Rights	
	Supports-Medicare for All	
	Supports-Reduce Student Loan	
	Supports-Right to Privacy-Abortion	
	Supports-Southern Border Security	
	Supports-Other Policy	

Reviewing the Conversations Tab

This is where all of your previous and ongoing conversations are stored.

Response Needed

If you see a blue dot beside the name that means a response is needed.

When you respond to or skip a message, the blue dot disappears.

Finding A Skipped Message

If you skip a reply by accident or for any reason you can find the conversation under the 'Conversations' tab on the top right of the screen in between 'Workflows' and your name.
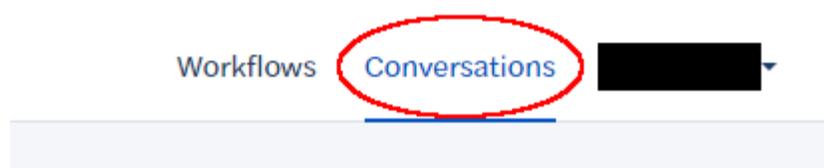
Click the 'Conversations' tab then in the left panel click 'Unresponded'.
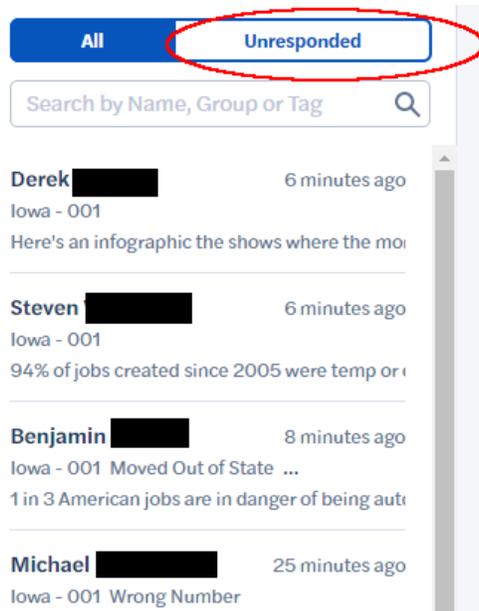
The Unresponded tab will be blue when selected. Scroll through the messages to find the message that was skipped and click on it to show the conversation. Repeat steps 2 - 6 or any missing steps if necessary for the conversation.

Using the Search Function

There is also a search capability in the conversation tab.

>**What is searchable:** tags, voter names, group
>**What is not searchable:** anything you discuss in your conversation

If searching by Tags, you should put the tag in parentheses. For example, (Needs Response) will show all the messages that are tagged as such. Any tags you search for must be capitalized properly.

If you want to return to a conversation, it's important for you to write down the voter's name or use the "Needs Response" tag if you want to remember to return to that conversation and follow-up. The conversation will not be re-assigned.

Example of Searching Tags: Type the tag name in parentheses with the correct capitalization, such as (Wrong Number) or (Needs Response), and press enter.
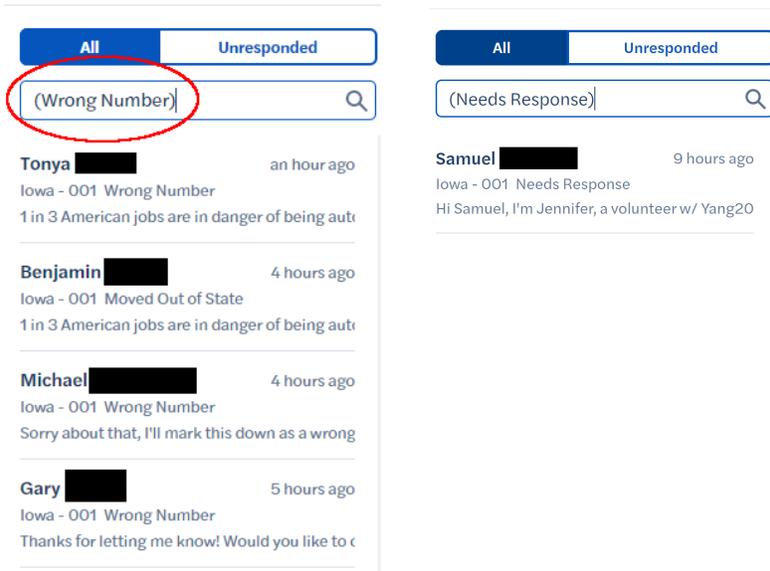
You would want to use the search option to help find conversations that you need to reply to, add more tags you missed earlier, or to find conversations to show Text Support that you want to flag.

Double-Checking Each Other

Sometimes you will be replying to a conversation that was started by someone else. This is a great way to check if any tags were missed and make sure the previous person was having a Humanity First conversation.

If you come across a conversation that does not meet our Humanity First standards, please report it to Text Support using the following form: https://forms.gle/L3s577tgYtoRady78
If the situation or conversation is especially egregious and urgent attention is needed, please notify a member of Text Support via direct message in Slack. Include the voter's name, the first name of the texter, the workflow campaign name, and the reason for the report in your direct message to Text Support.

Tips to Remember

1. Use the mobile app if you're on mobile or web.hustle.com if on desktop. The desktop website is cleaner and is easier to add tags and respond to voters. If you're just starting out, it's recommended to start by using the desktop version.
2. When you first log into Hustle, ***read through the entire list of tags***.
3. Remember to apply the appropriate tags to conversations.

4. **Beware!!!** Messages in the text box will disappear and be replaced by one of the canned responses when you select a radio button. Make sure to mark down the person's response by selecting the appropriate radio button **BEFORE you start writing your reply**. Otherwise, your handcrafted message will disappear when you select the radio button.
5. Reply within a reasonable timeframe and make sure that your responses are relevant to the voter's reply. Keep in mind that conversations will stay assigned to you for only 20 minutes, but do not rush through the replies.The focus is on representing the Yang2020 campaign well, identifying who the voters support for President, and providing information about Andrew Yang, not on the number of texts sent out.
6. Use the Conversations tab to manage your conversations.

Housekeeping Rules

1. Keep Slack open when you're texting, so you can ask for help from Text Support if needed.
2. Whenever you enter the #2_texting_voter_id and/or #2_texting_national_foay Slack channel(s), check the channel topic (at the top of the channel). Also, regularly review all of the announcements posted in the #1_texting_announcements Slack channel.In general, the channel topic at the top of a Slack channel will include quick links and training materials.
3. Please make sure to check who is on "Desk Support" in the channel topic at the top of the #2_texting_voter_id Slack channel. Tag that person when asking for help.
   a. "Desk Support" is provided by a representative from the Channel Champions or Text Support teams.. Please type "@ExampleName - Text Support" when you are asking your question to alert the Desk Support person. Slack will populate the rest of the person's name after you've typed enough characters. When you tag someone on Slack, they receive a notification. Text Support receives a lot of notifications, so you may not see your question immediately if you do not follow this guideline, and then you may have to wait.
   b. Please let Desk Support answer other texters' questions.
4. Please be patient. Members of the support teams (Welcome Team, Channel Champions, and Text Support)are doing their best and are volunteers just like you.
5. Please make sure to thread in Slack.
   a. When asking a question, you type a "one-line" topic sentence. Then you "start a thread" to reply to yourself and add the details in the thread. If you've never used thread in Slack before, watch this video. To understand how and why we thread at Yang2020, as well as learn threading tips and tricks, read this document.

FAQ (Internal)

What's the time frame for texting for Voter ID?
10AM-9PM local time (based on whichever state we are texting)

How quickly should I reply?
We have our best interactions when we reply in 20 minutes or less.

Is it normal for other volunteers' Hustle conversations to be showing up?
Yes, that means they have not replied within the assigned time frame. Therefore, the conversation is being put back into the "pool" of all texts for any volunteer to pull from. You can say your name and explain that you are a different volunteer following up on the conversation. If needed, you can explain that you share responsibilities as volunteers.

When does my hustle conversation get reassigned?
If you do not respond within 20 minutes to a reply from a voter, your conversation will be reassigned to another volunteer.

What happens if I skip a message that needs a response?
If you skip a message, it is not going back into the "workflow" for other volunteers to pick up! That's why everyone must appropriately answer and mark their replies. See the [Reviewing the Conversations Tab](#) section about skipped messages.
Workaround: Manage responses through the Conversations Tab. If you need to follow up, add the "Needs Response" tag. You can search for this in conversations by typing "(Needs Response)" in the search bar.

What does a "phone emoji" mean?
If you receive a "Phone" emoji, that means they tried to call you. Reply back with the common response for "Tried to Call / Phone emoji".

Quick Links

[Common Responses](#)

[Texter Handbook](#)

[Threat Report Form](#)

[Texter Coaching Request Form](#)

[Threading Replies in Slack - Yang2020 doc](#)

[Threading Replies in Slack - YouTube](#)