

Sarah Turner | KY HD-64

Text Campaign Description

Identifying supporters.

We are targeting likely Democratic Supporters

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Initial Message

Hi %FirstName%, I'm %SenderFirstName%, a volunteer with Democrat Sarah Turner for Mississippi State House. As a small business owner and working mother, Sarah knows the daily struggles faced by working families. At the Capitol she'll fight for real issues, putting people over politics. Can Sarah count on your support on November 5?

Recommended Replies

Yes, support candidate

Thank you for your support! Also, we need more volunteers on our team to put Sarah over the top to win. Are you able to help?

Yes, will volunteer

Fantastic! Please send a quick email to info@Turnerforhouse64.com so we can see what works for you! I'll make sure they know to look out for you. Thank you so much!

No, can't volunteer

I understand! The most important thing is to vote on November 5. One last thing, would you be willing to text three people you know who would support Sarah but who don't always vote?

Yes, will text

Fantastic! Thank you so much for your support. Have a great day!

No, won't text

I understand. The most important thing is to vote. Have a great day!

No, don't support candidate

Thank you for your time.

Undecided

I hear you, but maybe I can help. I support Sarah because she is ready to move Mississippi forward. Her policy priorities include adequate funding for public schools, competitive pay for

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teachers, and placing the working families and small businesses of Mississippi over and above out-of-state corporate interests. What issues matter most to you?

If issue response found -> [Respond to issue, then go to **Follow-up**]

Follow-up after issue discussion

So, what do you think? Now that you've heard more about Sarah, can she count on your vote?

If issue response NOT found

That's a very important issue, but I don't have Sarah's position on that. I will ask the team and get back to you when I have an answer. Is there another issue you'd like to know about?

Wrong number [**TEXTER NOTE:** *Remember to mark W/N + Additional Info if applicable*]

Sorry about that! If you're registered in Mississippi State House District 64 you can vote for Sarah. Are you a District 64 voter?

Yes, I am in District 64

Great! Can we count on your vote for Sarah on November 5?

[Choose from **Yes, support candidate**, **No, don't support candidate**, **Undecided** responses]

No, I'm not in District 64 -> [Use **Out of district / state** response]

Already voted + support

Thanks for your support! Also, we need more volunteers on our team to put Sarah over the top to win. Are you able to help?

[Choose from **Yes, will volunteer** / **No, can't volunteer** responses]

Already voted + unknown support

Thanks so much for voting! Was Sarah able to earn your vote?

[Choose from **Yes, support candidate** / **No, don't support candidate** responses]

Out of district / state

Got it. Well, if you have any family or friends in Jackson, please share Sarah's website: <https://Turnerforhouse64.com> and remind them about the election on November 5. Have a great day!

Don't know my district

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No problem. You can check here: <http://sos.ms.gov/pollingplace/Pages/default.aspx> After you do, can you let me know if you're in District 64?

[Choose from **Yes, in district** / **No, not in district** responses]

Wants a yard sign

Great! If you send a quick email to info@Turnerforhouse64.com we'll be sure you get one. Can I answer any other questions about Sarah or the election?

Wants to donate

Oh, that's great! Thank you so much! Any amount helps! You can donate securely here: <https://secure.actblue.com/donate/sdp-ms-Turner> Can I answer any other questions about Sarah or the election?

How did you get my number?

We got this number from the public voter file, which is available to all campaigns. I can't actually see your number. Can I answer any questions about Sarah or the election?

Didn't know about election

This year we have the opportunity to vote in state-level elections. I support Sarah because she is ready to move Mississippi forward. Her policy priorities include adequate funding for public schools, competitive pay for teachers, and placing the working families and small businesses of Mississippi over and above out-of-state corporate interests. What issues matter most to you?

[Choose from **If issue response found** / **If issue not found** responses]

Not voting

I understand your frustration, and that's why I'm supporting Sarah, because she is ready to move Mississippi forward. Her policy priorities include adequate funding for public schools, competitive pay for teachers, and placing the working families and small businesses of Mississippi over and above out-of-state corporate interests. What issues matter most to you?

[Choose from **If issue response found** / **If issue not found** responses]

Can I vote absentee/vote-by-mail?

Only qualified voters can vote an absentee ballot. Contact your county officials: <https://elect.ky.gov/Pages/default.aspx> for info on deadlines and how to apply. Can I answer any other questions about Sarah or the election tomorrow?

Am I registered to vote?

No problem. You can check your registration status here: <https://elect.ky.gov/Pages/default.aspx> Can I answer any other questions about Sarah or the election?

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Would like to be reminded about voting

You can sign up for election reminders with Vote.org: <https://vote.org/election-reminders> It's really easy and takes about a minute. Can I answer any other questions about Sarah or the election?

Doing own research on candidate

Got it. If it helps, here's Sarah's website: <https://Turnerforhouse64.com> And you can also check her Facebook Events page to find upcoming events near you: <https://facebook.com/pg/Turnerforhouse/events> Thank you for being an informed voter! Can I answer anything else about Sarah or the election?

What party is candidate?

Sarah is a Democrat, a small business owner, and a mom. What issues are most important to you?

[Choose from **If issue response found / If issue not found** responses]

I'm a Republican / Independent

Sarah isn't boxed in by party and will represent all constituents. As a small business owner, Sarah knows what we need to do to make our economy strong. Would you be willing to keep an open mind about this election?

Yes, will keep an open mind

Great. Tell me what issues matter most to you and let's see if Sarah's positions match up with what you're thinking.

[Choose from **If issue response found / If issue not found** responses]

No, won't keep an open mind

Thank you for your time.

I don't support Democrats

I support individual candidates, not the party. And if you look closely at Sarah's positions you will see she is part of a new wave stepping up to put the best interests of people first. Would you be willing to keep an open mind about this election?

[Choose from **Yes, will keep an open mind / No, won't keep an open mind** responses]

Working across the aisle

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Sarah believes politicians should work together to achieve solutions. She is guided by what is most needed in Mississippi and not a party platform. Are there issues you'd like her to work on in a bipartisan manner?

[Choose from **If issue response found** / **If issue not found** responses]

I'm a minor

OK! If you want to learn about registering to vote, you can go here:

<https://elect.ky.gov/Pages/default.aspx>

Have a great day!

Voter needs help

I'm sorry to hear about your situation. You can contact Sarah's office at:

info@Turnerforhouse64.com, they may be able to put you in touch with an office or agency that can assist you. Can I answer any other questions about Sarah or the election?

Voter asking for compensation

I'm sorry, but we cannot offer anything in exchange for a vote. Can I answer any other questions about Sarah or the election?

If someone tries to call you

I'm sorry, I can't answer phone calls at this number! Do you have any questions about Sarah or the election I can answer by text?

If someone sends you media

I'm sorry, I'm not able to see the media you sent me. Do you have any questions about Sarah or the election I can answer by text?

If someone is driving

Thank you for being a safe driver. When you have a second let me know if you have any questions about Sarah or the election. Have a great day!

MAGA, racist, etc. -> **[TEXTER NOTE:** No reply needed. Conversation over.]

None of your business who I vote for

Of course. You don't have to tell anyone who you vote for. If you have time, I hope you'll find out more about Sarah here: <https://Turnerforhouse64.com> and consider voting for her on November 5. Have a great day!

Rude / Angry

I'm sorry if I offended you. If you have time, I hope you'll find out more about Sarah here: <https://Turnerforhouse64.com> and consider voting for her on November 5. Have a great day!

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Texts are illegal

I'm a real person engaging voters (like phone banking or door knocking) so these texts are allowed by the FTC. I can remove you from our list if you'd like.

Hates unsolicited texts

I hear you, not everyone appreciates these texts. Sarah really wants to hear what matters to voters like you, but I can take you off our list if you'd like.

Already was texted / Too many texts

I'm so sorry. We know there are a lot of groups out there texting these days. I can remove you from our list if you'd like.

Sign off (if you need one)

Thank you for texting with me and remember to vote for Sarah on November 5!

TEXTER NOTE: You might receive: "STOP, Remove, Unsubscribe, Take me off your list". If this happens stop texting then Opt them Out with the message.

DO NOT SEND THE OPT OUT MESSAGE IF they write, "Stop texting me, Never text me again, These texts cost me money, Fuck off" or anything that suggests they never want to hear another word from you again.

Opt Out Message

I'll remove you from our list. Unfortunately, you may still be on someone else's. But, you have definitely been removed from ours. Have a great day!

Survey Questions

Already voted?

- ☐ Yes
- ☐ No
- ☐ Clear

Do you support [candidate name]? (Imported VAN Survey Question)

- ☐ 1 - Strong support
- ☐ 2 - Lean support
- ☐ 3 - Undecided
- ☐ 4 - Lean opposed
- ☐ 5 - Strong opposed
- ☐ Clear answer

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CANVAS RESULTS (Imported from VAN)

- ☐ Deceased
- ☐ Moved
- ☐ Wrong Number

Wrong Number + Additional Info (non-VAN survey)

- ☐ W/N + Support
- ☐ W/N + Oppose
- ☐ W/N + Out of District
- ☐ W/N + Volunteer

Will you volunteer (Imported VAN Survey Question)

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Clear answer

Do you want a yard sign (Imported VAN Survey Question)

- ☐ Yes
- ☐ Clear answer

Additional Info (non-VAN survey)

- ☐ Voting absentee
- ☐ Voting early
- ☐ Not voting
- ☐ Already voted
- ☐ Needs help registering
- ☐ Needs help with absentee
- ☐ Needs ride to polls

Update Voter First Name _____

Update Voter Last Name _____

Update Voter Contact Info

Notes _____