Mass Texting Request Guide

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Points of Contact

- **Mass Texting Steward:** Joey S. (he/him)
- **Comms Lead:** Christian C.W. (he/him)

Useful Links

- The Red Desk
- Spoke User Tutorial

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About Mass Texting

The **MDC DSA Spoke Team** is here to help you send texts! With a little information from you, we can make it easier to send lots of messages at once from the comfort of your own browser.

We use Spoke, an open source peer-to-peer tool, to launch and manage mass text campaigns. This resource is supported by both National DSA and the MDC chapter.

Please allow a minimum of **one week (7 days)** between the submission of your request and the start of your text campaign. Providing all required information up front will help us to help you faster!

Submitting a Request

To request a texting campaign, create a new ticket at the **Red Desk**: https://reddesk.mdcdsa.org/open.php

Under **Help Topic**, select “Comms Request / Mass Text”. Then fill out information about your campaign!

If you have any questions, contact the Spoke Team directly by messaging Joey S via Slack.

All texters on the campaign will need to make a Metro DSA Spoke account using this link. Asking your texters to sign up when you submit the request can save time later on (since we'll need to wait for them to register before launching the campaign).

As of July 2022, we're asking text requesters *not* to include the first names of text recipients in message drafts. Our data can be out of date and we don't want to risk deadnaming people.

If you're requesting a campaign with a large list:

- The campaign will need approval from the steering committee. The Spoke team will handle this process. It usually takes a couple of days, which you should account for while planning your campaign.

Special Cases

If your campaign is *urgent* (you need to start texting in < 1 week):

- Contact the Spoke Team immediately through Slack upon ticket submission.
- Be aware that we cannot guarantee the timeliness of campaign launch (but will do our best).

If your campaign is *election-related*:

- Please seek pre-approval from the Electoral Working Group, which must sign off on all mass text campaigns related to electoral work.
- Note that election-related texts will only be sent to members in good standing. The Spoke Team will verify your list prior to launch.

What happens at the Red Desk?

When the ticket is received, it is assigned to a Spoke Team representative. The rep will contact you through Red Desk to confirm that they've seen your ticket and to ask you for any additional information needed. The Spoke Team will then work behind the scenes to get the campaign launched.

Upon the launch of your campaign, you will receive a confirmation notice through Red Desk with further instructions.

Data Files

If possible, submit a spreadsheet of your targeted numbers. If you are unable to provide this information, the Spoke Team can gather it for you through Action Network, which maintains our membership database.

All submitted data files must meet the following criteria:

- File format is .csv (comma delimited)
- Three columns, with headers exactly as follows:
    1. firstName
    2. lastName
    3. cell

Please also remove bad data to the best of your ability (such as entries with no names, incorrectly formatted numbers, addresses in the name field).

To submit your data file, use the upload function in Red Desk. If this function is not working, please reach out to the Spoke Team directly via Slack or email.

Sending Texts

To send texts in the Spoke interface, **each texter must sign up for an account** using this link. Please contact the Mass Text Stewart (Joey S) if you have any issues with the link.

You can sign into the MDC DSA Spoke system here. If you have team members to help you send messages, make sure to provide their full names (first and last) and email addresses so that we can set up their access in the Spoke system. If you do not have texters, contact the Mobilization Team.

MoveOn provides a Spoke tutorial here: https://www.youtube.com/watch?v=EqE1UDvKGco