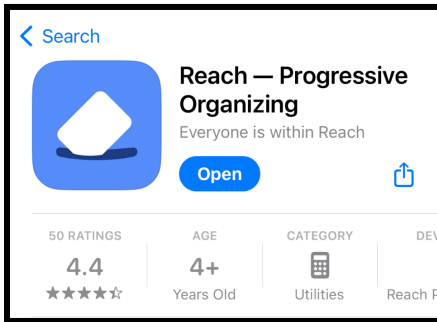


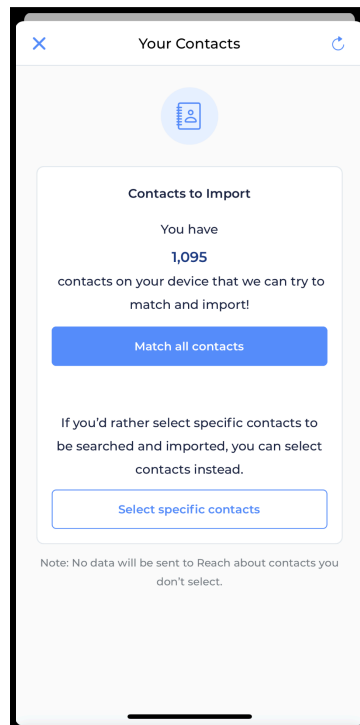
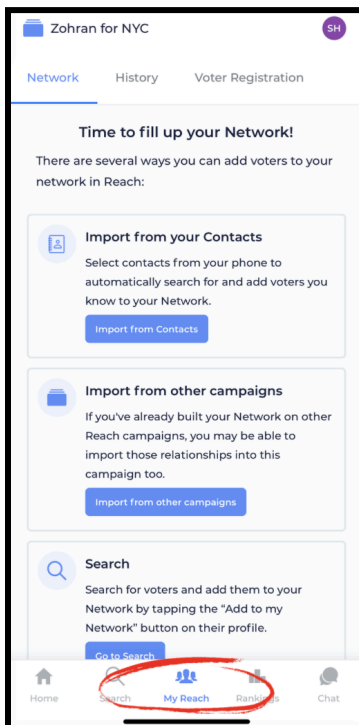
Zohran for NYC: How to Use REACH for Relational Organizing



Relational organizing is when people use their existing networks to talk to voters about the campaign, ID them as supporters, and turn them out to vote. There are many ways to do relational organizing; one thing we're doing is using Reach to text our friends and ID them as voters in the district.

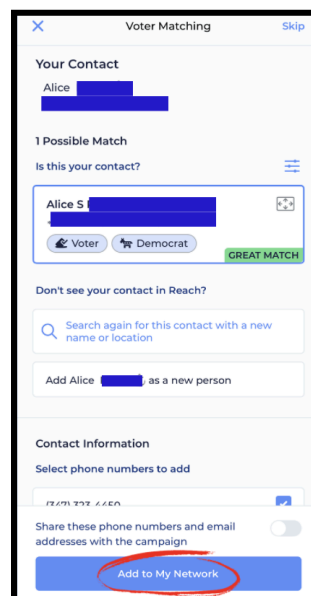
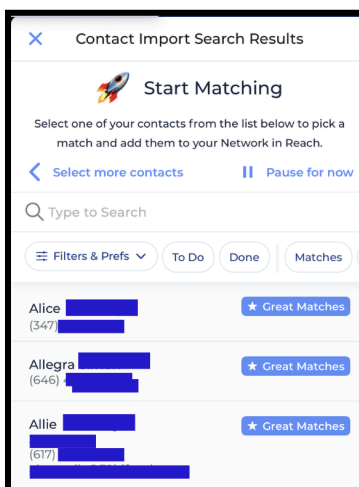
Step 1: Download REACH and sync your phone contacts. In the [App Store](#) or [Google Play Store](#), download the Reach — Progressive Organizing App for free and create an account.

Use the "Browse Campaign Directory" button to search "Zohran for NYC" and join the campaign.



Once you have made an account and logged into the Zohran campaign, select "My Reach" on the bottom of the screen. Then select the blue "import" button, then choose "From Phone Contacts". You can either select contacts or import all, **nothing will be sent to your contacts until later, when you will be able to write and approve every single text.**

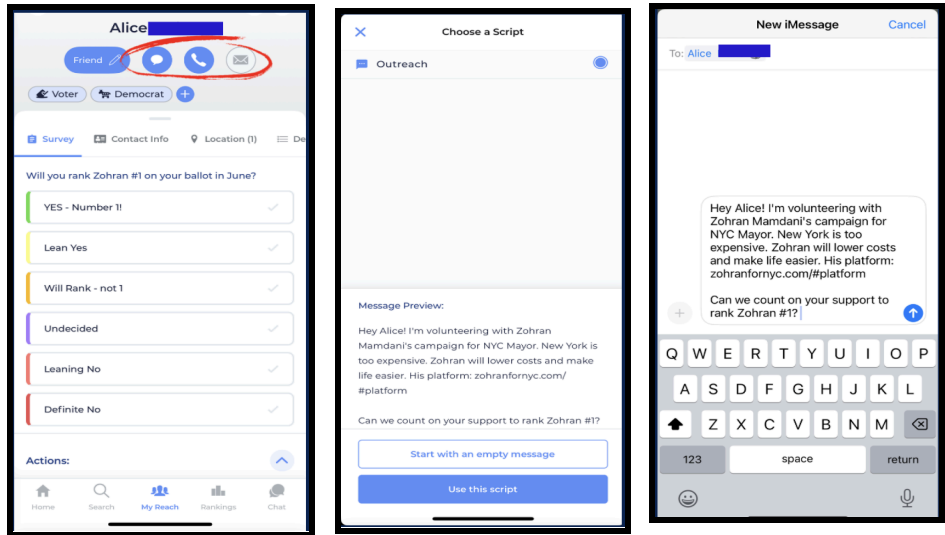
Step 2: Match your contacts



After you import your contacts, Reach will check their names and phone numbers against the voter file for New York and categorize them as Great or Possible Matches. Select your first great match. If they correspond to the person in the voter file, select their name and click "Add to My Network". If they don't match the person in the voter file, select "Skip" in the top right-hand corner.

Step 3: Reach out to your contacts!

Once you've matched your phone contacts, navigate back to "My Reach" and select one of your friends. This should open you to their page. At the top, choose the text message icon. Either select "use this script" if you want to get started with it, or if you want to write your own message, choose "Start with an empty message". Then choose "Text mobile". This will open a draft text message to your contact about the campaign. Text or call your friend, and have a conversation with them about Zohran and the campaign.



Make sure to ask if we can count on their support!

Step 4: Code your contacts with a support score

After you've asked your friend if we can count on their support, assign them a support score in Reach via our 1-5 support score.

1. Is a strong supporter, will vote for Zohran
2. Is a supporter, likely to vote for Zohran
3. Is undecided on who they are voting for
4. Is likely not to vote for Zohran
5. Is not voting for Zohran

As we get closer to the election, we'll ask you to re-contact your supportive friends and make sure they have a plan to vote!

Bonus: What if I meet someone at an event and want to add them to my network?

Use the search button to find your new friend and add them to your network! Reach is a great tool for high-traffic canvassing, tabling, or just getting people connected to the campaign. Once they are added to your network, you can code their support the same way.

