



Team Virginia: Guide to Reach and Relational Organizing

Welcome! We're glad you're here. This guide covers how to use Reach, what relational organizing is, and the powerful role you have to play in this campaign.

If you haven't already, sign up for an "Intro to Relational Organizing" training session [here!](#)

What is relational organizing?

Relational organizing means using the power of your relationships to get the people you know to vote. Instead of having a stranger call or text your friends about voting, you get to be the person who reaches out to them. **This is proven to supercharge the work our team of organizers and volunteers are already doing on the ground.**

Our strategy:

We need to contact every potential Democratic voter in Virginia. We also know that if you contact people that you know about the election, they will be significantly more likely to actually vote in the November 2nd General Election. So that's what we are doing!

Here's how it works:

1. You identify every Virginia voter you know in Reach
2. Instead of getting a call or text from a stranger, *you* have conversations with the people in your network to get them out to vote
3. You ask your network to join Reach and contact the people *they* know
4. The campaign uses traditional calls and texts to fill the gaps

It's as simple as that.

First Step - Download Reach!

Here's what it looks like ----->
You can find it in your app store



Reach — Progressive Organizing

Everyone is within Reach

OPEN



You can go to your app store and type in “reach progressive organizing”.

Or scan this code with the camera on your phone or tablet to go directly to the download page

Then, open it and enter your code to join the campaign!

- **Northern Virginia: 56Z82Q**
McLean; Alexandria, Arlington, Fairfax, Falls Church, Loudoun, Prince William County, Manassas
- **Central Virginia: H6H96U**
Richmond, Chesterfield, Henrico, Petersburg, Charlottesville, Fredericksburg, Stafford, Spotsylvania, Roanoke, Harrisonburg
- **Hampton Roads: 9CPMQ2**
Newport News, Portsmouth, Hampton, Norfolk, Virginia Beach, Chesapeake, Suffolk, James City County
- **Out of State: 28CG3R**

Getting Started

Complete action cards: If you ever don't know what to do next, check out our action feed! We list all the steps in there, and will add new ones as we get closer to November 2nd!

Make your list: Create your own personal network in "My Reach". This is how you see the people for whom you are responsible for contacting! It's very important to add them to "My Reach"- it enables the campaign to let you know who has and hasn't voted yet!

Record responses: Mark a person as a supporter, collect contact info, and gather their survey responses. This is helpful for the campaign because it will help us learn who needs to be reminded to vote, who needs more information, and who is good to go!

Join the fun: Compete with other volunteers to rise to the top of the leaderboard!

Common Questions

Will my outreach be repetitive if my contacts are already hearing from the campaign?

- No, and in fact we actually put a pause on calls to those you are in touch with using Reach because we trust that you will be the best messenger to speak with them!

Can other volunteers see my list and any matched contact information?

- No. The contact details like phone numbers or email address that you match to voters in this process will not be visible to anyone else using Reach.

Do I have to import all of my contacts?

- No, it is optional. Many people like to jump in and add everyone they know -- and we love that! Others find it easier to start with adding 10-20 people, reaching out to them, and then going back and matching another 10-20. Either way works!

Identify Your Network in Reach

Note: While Reach works on both desktop and mobile, for this step, you'll need to use your smartphone.

Step 1: Navigate to the “My Reach” section of our tool (access it from the toolbar at the bottom of your screen.)

Step 2: Tap “Import from Your Contacts” to bring up your contact list.

Step 3: At the bottom of the screen, tap “Search for Matching Voters in Reach”. This will bring up everyone in your contacts whose names or phone numbers match those of registered voters in the Virginia voter file.

Step 4: Tap on a contact to see their potential matches. Once you've found their match in the voter registry, add them to “your network”! Fill in any info you know already in the survey questions in their profile and then you'll ask for what you don't have when you get in touch with them.

Contact Your Network

Once you've imported your first ten contacts (or more!), it's time to reach out to them! You know your network better than anyone - so it's up to you what you think is the best way to contact each person. Reach has some built in features that make it easy.

We've created scripts and example messages to make it as easy as possible, but feel free to use your own words and reach out in a way that feels natural. **Your goal is answer the survey questions about each person in the “profile” section of the app, which means asking these questions:**

- Do you support Terry McAuliffe, Hala Ayala, Mark Herring, and your Democratic House of Delegate candidate?
- How will you vote? Early, by mail, or on Election Day? (Help them make a plan!)
- Will you help me get three more friends to vote by joining Reach and coming to an Intro to Relational Organizing Session?

Basically, you want to make sure they know about the election, are supporting Democrats, and have a solid plan to vote.

Here are some ways you can reach out:

Text message - You can text a member of your network right from their profile screen. Do this by tapping the message icon in the upper left hand side of their profile. We have a number of pre-loaded scripts you can use, right within Reach.

Call - Calling someone is a great way to ensure they take action in real time!

Email - Send them a personal email saying hello, and checking in if they are all set to vote in this election. You can also send a blast email to a bunch of folks at once. This shouldn't replace 1:1 contact, but can be a great supplement. There is a template in the Reach app when you click the "email" button on your contact's profile.

Social media - Send a direct message on Facebook, Instagram, Twitter, or wherever you are online in community with them!

Talk in-person - People you live with or see on a daily basis are some of the best members of your network. Don't forget about them! Just like the rest of your network, the campaign needs to know if we can count on their support, how they plan on voting, and if they will volunteer -- go ask them, then log their answers in Reach via the survey questions.

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You are now all set to start organizing your own community!
Questions? Email will@virginiaturnoutproject.org