WHEN WE ALL VOTE

Welcome to the When We All Vote Texting Resource Guide! This document will help you get started texting with WWAV and make sure you have all the information you need to have a fun and successful texting shift.

Best practices:

- Be personal! This is a real text to a real person. Use our prewritten response scripts wherever possible - but remember, you don't need to be formal! These conversations should feel real and authentic.
- **Don't provide misinformation.** If you don't know the answer to a question, always reach out in the #texting-team channel in Slack or refer them to 1-866-OUR-VOTE!
- As soon as someone uses a word like "STOP" or "REMOVE" to opt themselves out of receiving messages from us, opt them out and end the conversation. If someone is being unfriendly, rude, threatening or offensive to you but has not requested explicitly to be opted out, you can opt them out. You can also ask a When We All Vote team member if you're unsure.
- After each batch of 50-100 texts that you're sending, take a break to ensure that you're replying to each response that you receive. Sending responses is the most important part of being a When We All Vote texting volunteer!
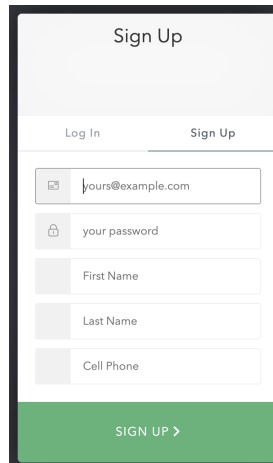
Important notes:

- You must opt someone out as soon as they ask us to stop sending them text messages.
- Texts do NOT come from your personal phone number -- you send messages from a local area code and your personal number will never be used.
- You can text from your computer or mobile browser.
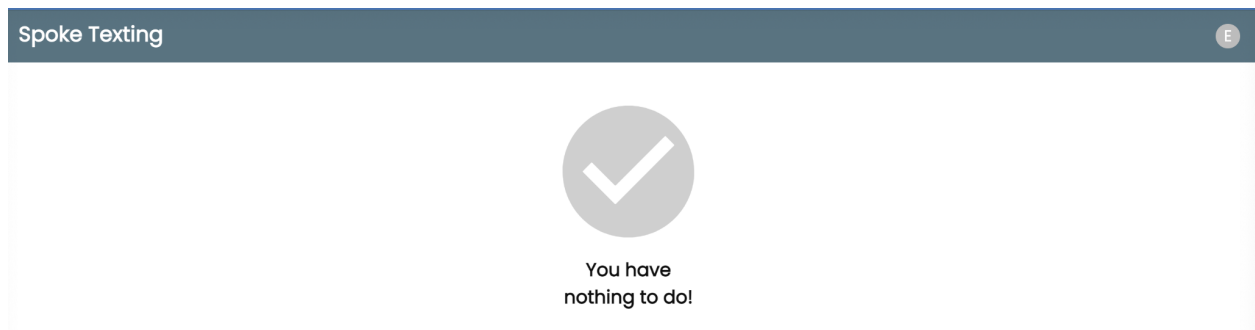
Getting started:

Step 1: A member of When We All Vote's team will send you a link to sign up for a Spoke (our peer-to-peer texting platform) prior to the beginning of your shift

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- After creating your account, you will be able to accept texting assignments and start texting from your home dashboard!

- Even if you have used Spoke to text before, you will need to create an account with When We all Vote in order to text with our organization.

Step 2: One you sign up, you'll arrive at this page. You don't have any assignments yet!

- We will send you a link that will direct you straight into your texting assignment so you can get started sending texts!

Step 3: Wait until the When We All Vote team begins the campaign. Once this starts, you will see a button that says, "Send First Texts"

WHEN WE ALL V✓TE

Spoke Texting

COPY - Test Campaign
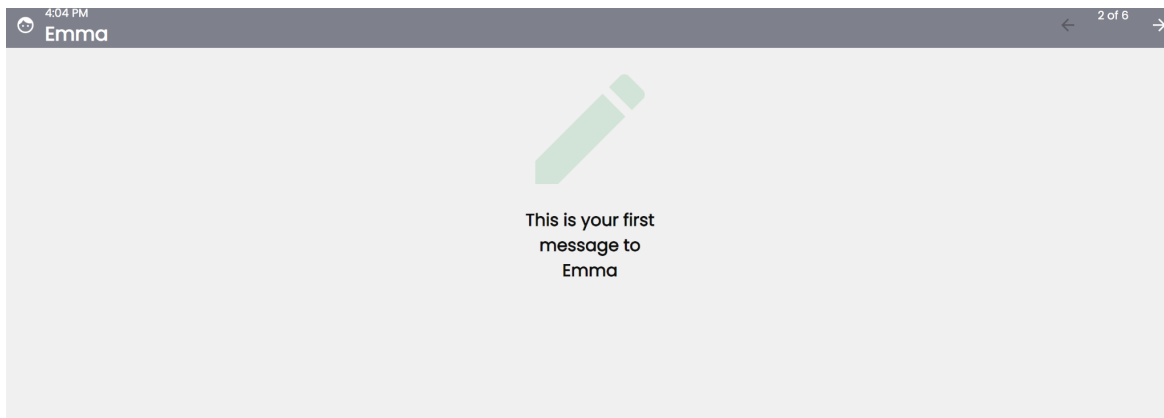Test - May 24 2021

SEND FIRST TEXTS 6

Done Texting?

We'll make sure you don't have to
watch for continued replies.

RELEASE MY TEXTS

- Once you click on the assignment link that we provide you, you should see your assigned messages to send.

- Click "Send first texts" with the number of texts that are assigned to you to begin texting. You can't reply to texts until you've sent all of your initial texts.

Step 4: You will then see the outbound message we are sending autofill in the text box. Click the green "Send" button to begin!

This is your first
message to
Emma

Your message
Hey Emma, this is Kevin volunteering with When We All Vote! I'm reaching out to see if you plan to vote in the election? Respond with any questions, or reply remove to opt out.
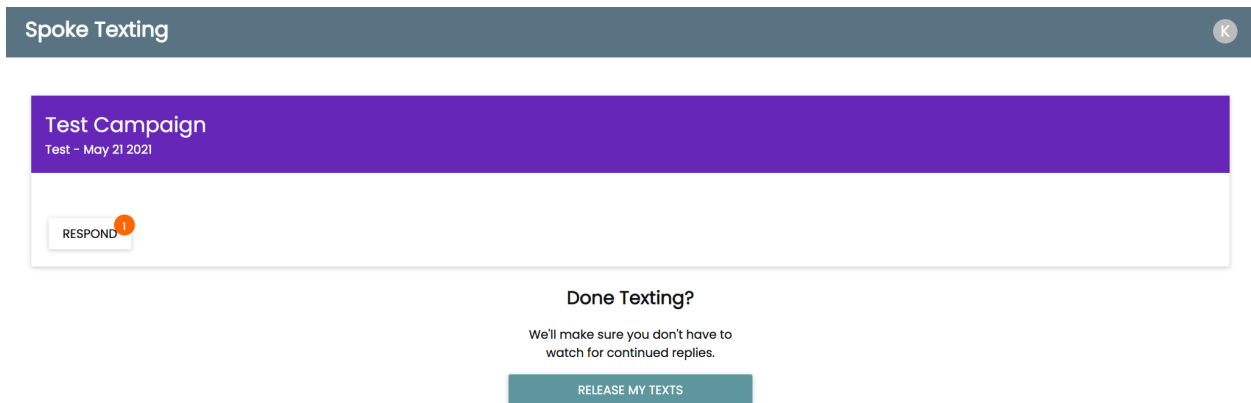
↵ Send

- Once you are in the assignment, you will see the auto-populated text already loaded into the message box. Press the green send button to send the text.

- As you text, texters will begin replying to your sent messages.

- There are drafted responses to most of the replies that you receive. Click one of the response boxes based on the texter's response and it will auto-populate in the chat box.
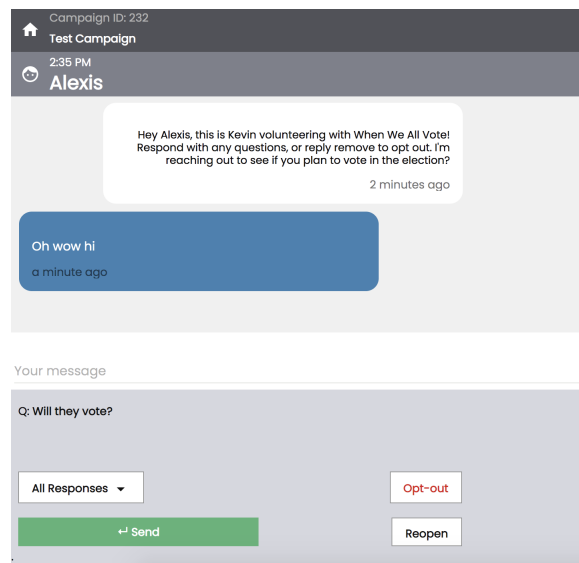
Prepared for volunteer use only.

WHEN WE ALL V✓TE

- You can also use the "all responses" drop down boxes to see all the different pre-drafted message replies.

Step 5: Once you finish all of your texts, you will see the "You have nothing to do!" screen until responses start coming in. Once people start responding, you will see the "Respond" button appear. Click it!

Spoke Texting   K

Test Campaign
Test - May 21 2021

RESPOND ¹

Done Texting?

We'll make sure you don't have to
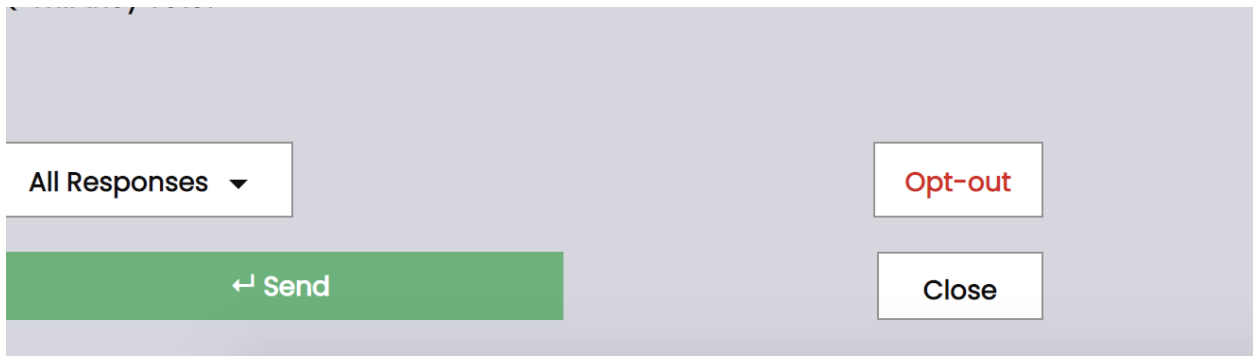watch for continued replies.

RELEASE MY TEXTS

Step 6: To respond to a text, click "All responses" and select the best response to help the person you are texting. As much as possible, use the pre-written responses we've provided. Make sure any message you're sending is kind and nonpartisan!

Campaign ID: 232
🏠 **Test Campaign**

2:35 PM
😊 **Alexis**

Hey Alexis, this is Kevin volunteering with When We All Vote!
Respond with any questions, or reply remove to opt out. I'm
reaching out to see if you plan to vote in the election?

2 minutes ago

Oh wow hi

a minute ago

Your message

Q: Will they vote?

All Responses ▾   Opt-out

↵ Send   Reopen

Step 7: If the person you are texting requests to be removed from the campaign or says "STOP"*, use the red "Opt-out" button to complete their request.

Prepared for volunteer use only.

- If someone is being unfriendly, rude, threatening or offensive to you but has not requested explicitly to be opted out, you can opt them out. You can also ask a When We All Vote team member if you're unsure.

*In addition to STOP, frequently received opt-out language can include "quit, unsubscribe, remove me, don't text me", etc.

Step 8: If you have to leave your texting shift before you complete all of your responses, that's okay! Click the Home button in the upper left hand corner of the screen. Here are some best practices for closing the conversation: 👇 👇 👇

- When a conversation is over, but the person you are texting has sent the last response, you may need to use the "close" button to end the conversation.

- Do not close out conversations where the person has sent a message that needs a response (Closing out conversations means that we can't access them again unless the texter replies). If someone is left without a response and the conversation is kept open, they'll be shifted to a new volunteer or staff member to continue the conversation.

- If you get a message that you don't know how to reply to, do not close it out and keep texting! Check the FAQ or ask a volunteer leader or staff member.