

# Texting Team Training

***Xang2020***

# Mission of the Texting Team

1. Humanity First
2. Make America Think Harder
3. Identify, recruit, inform and mobilize Yang supporters
4. Three main types of texts:
  - a. Voter Identification
  - b. Event Invites
  - c. Fundraising



# Getting Started

- We use two platforms to send texts and communicate
  - Spoke
    - Peer-to-peer texting platform
    - Web-based
    - Texting hours are 12pm - 9pm ET
  - Slack
    - Team communications



# Spoke - Dashboard

## Spoke Texting

### Voter ID - v1.4 - 014

Texting voters to test their support for Andrew Yang - Aug 10 2019

SEND FIRST TEXTS 382

### 08/09 - Fundraising Drive - 014

Texting supporters to donate - Aug 10 2019

SEND REPLIES 5

PAST MESSAGES 3

### 08/09 - Fundraising Drive - 001

Texting supporters to donate - Aug 10 2019

SEND REPLIES 1

PAST MESSAGES 3

### 08/09 - Fundraising Drive - 002

Texting supporters to donate - Aug 10 2019

PAST MESSAGES 3

SKIPPED MESSAGES 1

# Spoke - Initial Message



This is your first  
message to  
Catherine

Your message

Hi Catherine, I'm Drew, a volunteer w Yang2020. Andrew Yang is a Democrat who wants to help American families with a Freedom Dividend -- \$1,000 a month for everyone over age 18. Would you consider voting for Andrew? <http://bit.ly/2IHPTNU>

SEND

22 of 250



# Spoke - Canned Responses

Charvella

2:17 PM

🏠

Hi Charvella, I'm Drew, a volunteer w Yang2020. Andrew Yang is a Democrat who wants to help American families with a Freedom Dividend -- \$1,000 a month for everyone over age 18. Would you consider voting for Andrew? <http://bit.ly/2IHPTNU>  
an hour ago

I saw him on colbert and decided then i am officially part of Yang Gang, he will Have my vote!!!!!!!!!!!!!!  
30 minutes ago

Leans Away

Not a Supporter

Potential Supporter

Supporter

Undecided


Wrong Number

Clear response

Your message





# Spoke - Canned Responses

Charvella 2:18 PM 

Hi Charvella, I'm Drew, a volunteer w Yang2020. Andrew Yang is a Democrat who wants to help American families with a Freedom Dividend -- \$1,000 a month for everyone over age 18. Would you consider voting for Andrew? <http://bit.ly/2IHPTNU>  
an hour ago

I saw him on colbert and decided then i am officially part of Yang Gang, he will Have my vote!!!!!!!!!!!!!!  
30 minutes ago

Current question 

Interest in Andrew?  
Supporter 

Your message

Awesome! Thank you so much for your support! We're working really hard to get to our fundraising goal of \$3.5 million by June 30th. Will you help us by going to this site and clicking donate?  
[https://action.yang2020.com/donate-grassroots-matchlist\\_05\\_31\\_19/](https://action.yang2020.com/donate-grassroots-matchlist_05_31_19/)



# Spoke - Opt Out

Catherine

2:16 PM

🏠

Hi Catherine, I'm Drew, a volunteer w Yang2020. Andrew Yang is running for the Democratic Presidential nomination on the Freedom Dividend (\$1,000 a month for everyone 18+), Medicare for All, and Human Capitalism. Would you consider voting for Andrew? <http://bit.ly/2IHPTNU>  
an hour ago

Pls remove me from your list. Thank u for all your good work.  
36 minutes ago

Current question

Interest in Andrew?

Your message

SEND

SKIP REPLY

CANNED RESPONSES

OPT OUT

348 of 350

<

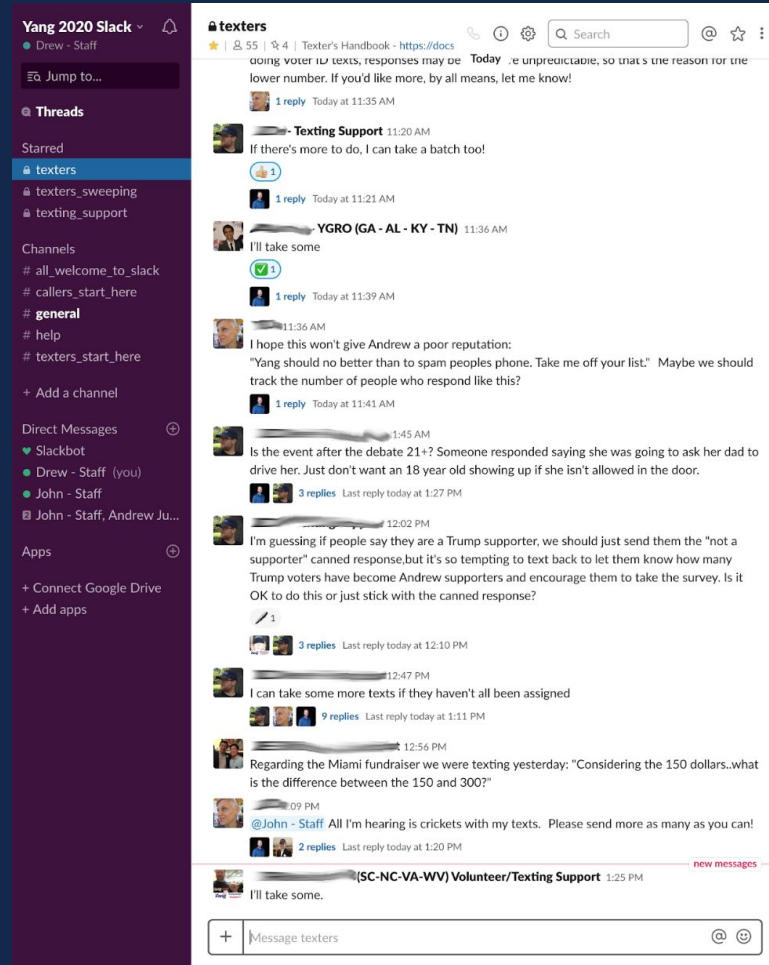
>





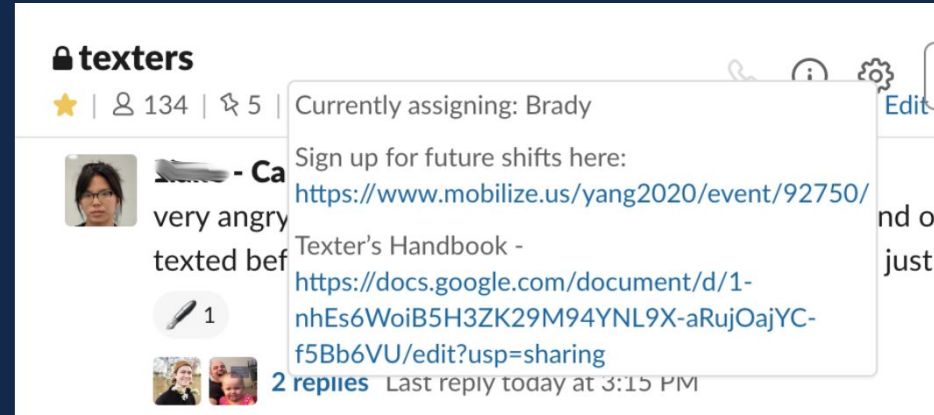
# Slack

- Slack is the exclusive way to communicate with the Texting Team.
  - Request texts
  - Get updates
  - Ask questions



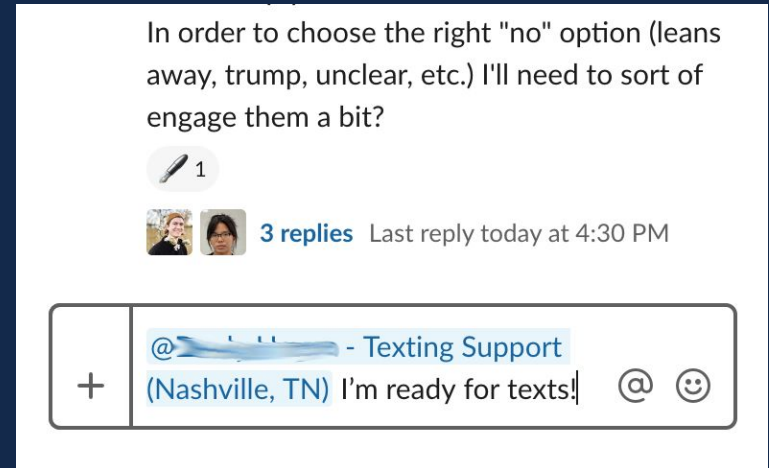
# Slack

- When logging into Slack, check the channel status by hovering your mouse over it at the top of the channel. This will indicate who is currently assigning, and relay any important information about the day's campaigns.





# Slack

- When you're ready for some texts, tag the current assigner by typing "@" and their username, and let them know you're ready
- They will assign a batch of texts to you and reply to your post when they're assigned






# Slack


- If you have a question about how to respond to a question or how to mark a response, ask in the #texters channel

 **Calling Support (New York, NY)** 4:10 PM



What's good response to a voter's response that's simply "No" or "i don't live there now"? In order to choose the right "no" option (leans away, trump, unclear, etc.) I'll need to sort of engage them a bit?

 1

 **3 replies** Last reply today at 4:30 PM



What do I say if they ask how he'll pay for the Freedom Dividend?





# Code of Conduct

- Be a Good Guest: No arguing or disrespect
- We say good things about our candidate, not bad things about other candidates
- Stay Positive!
- Wrong numbers always take precedent
- Report threats and abusive messages to staff or volunteer managers



# Code of Conduct

- Opt-Out Requests
  - If they want to be opted out, do it. If they don't mention it, don't
  - **YES** Opt Out: Stop, unsubscribe, quit, go away, don't text me
  - **NO** Opt Out: Wrong number, #MAGA, I support someone else, you text too much



# Code of Conduct

- Texts are Forever: What would your message look like out of context on CNN?
- Represent Yang's positions accurately
- Let Andrew Speak for Himself: use the website, quotes from Andrew, or make it clear you're speaking for yourself
- Personalize the Responses: You can and should do minor editing for conversation flow



# Code of Conduct

- No Data > Bad Data: Do not read into text responses
- Always report double texting
- Follow Security Rules
- Follow the naming conventions
  - Use the same email for your Slack account and your Spoke account.





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# Take the Quiz!

- Visit [yang2020.com/textingquiz](https://yang2020.com/textingquiz) to agree to the Code of Conduct and take the quiz!
- Keep an eye on your email inbox (check for spam - email will come from [drew@yang2020.com](mailto:drew@yang2020.com))

## Account

F

Email	First name
<input type="text" value="john@yang2020.com"/>	<input type="text" value="Finished"/>
Last name	Cell Number
<input type="text" value="Sweeping"/>	<input type="text" value="5555551234"/>

