



Text Team TextOut Guide

Welcome to the El Paso County Democratic Party Text Team!

Texting helps us reach people where they're at, providing them with voting information and encouraging them to vote. Once you've created a TextOut account, you will be automatically added to our available text banks. All you need is a computer or large screen smart device with an internet connection. Your personal phone number will not be used to send texts.

Step One: Create Your Account

1. **Set up an Account.** Go <https://www.textout.app/App/Join?inviteId=f2b94a75-930c-4531-bd57-528e235cca>

Step Two: Sending Texts

1. **Send texts.** When you are ready to start sending texts, select an open text bank and click the Request Texts button. You will receive a batch of texts. Click on the Send Initial button. Each click sends a text.
2. **Wait for replies.** It can take a few minutes for people to respond. To ensure you don't get behind on replies, we recommend sending 25-50 at a time and pausing for responses.
3. **Request more conversations.** Once you have sent out your first batch of initial messages in an assignment and replied to every response from a voter, you can request more texts.

Aim for quality over quantity.

Step Three: Responding to Texts

1. **Choose a response.** We've prepared a number of recommended replies for you to use based on common responses from voters. These recommended replies live in the far right panel and can be searched for based on keywords. Some of these responses have light teal colored tags. These tags are data items. When you choose and send a recommended reply with a tag, this data item is saved.

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🚫 **TextOut does not automatically read the keywords voters share with us - it's up to us to save that info.** Saving this info helps ensure that we are reaching out to people with the most meaningful messaging. When we don't save info properly, we risk annoying voters, losing valuable insights, and running into legal trouble. 🚫

Imagine telling a campaign they've reached a wrong number - and still getting texts addressing you by someone else's name. Or asking to be removed from a list and finding that your request wasn't honored - how would that make you feel?

The recommended replies are designed to flow into one another, one question leading to the next.

What if the recommended replies don't quite fit the situation? Keep the following principles in mind.

DO add personal touches. If you see a way to make the recommended reply flow better, or feel more personal, you are welcome to add phrases like, "Thanks for sharing!", "I hear you", "I understand", "Feel better!"

DO share your personal reasons for volunteering. Telling our stories and sharing how our lives would be impacted by a Democratic policies are powerful ways to connect with people.

DON'T make up answers. Using the sources provided or ask questions. It's also OK to tell a voter you don't know.

DO familiarize yourself with the following resources.

El Paso County Democratic Party

<https://www.epcodemparty.org/>

Main page and under Election 2020

El Paso County Elections

Main <https://www.epcvotes.com/>

Voter Service and Polling Center and ballot dropbox information

<https://clerkandrecorder.elpasoco.com/elections/ballot-drop-boxes-vspsc-locations/>

Colorado Secretary of State

Voter registration information

<https://www.govotecolorado.gov/>

Acceptable forms of ID

<https://www.sos.state.co.us/pubs/elections/vote/acceptableFormsOfID.html>

Withdrawing a registration

<https://www.sos.state.co.us/voter/pages/pub/witdrawLookup.xhtml>

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Step Four: Opt-Out Requests

*If a person asks to be removed from our lists (opted out, unsubscribed), we **MUST** honor their request and **IMMEDIATELY** take them off our lists. Even if you're an experienced texter, we recommend reviewing our [Opt-Out guide](#) and keeping it open when you're texting. Opt-Outs can sometimes be tricky to spot.*

- 1. Determine if the voter's response constitutes an Opt-Out.** If a contact specifically requests to be removed from our lists, we are legally obligated to opt them out of receiving future texts. However, if a contact is simply rude or sends nonsense, we do not opt them out. Opt-Outs permanently remove our ability to contact that voter by text - we want to keep our potential texting list as big as possible. Only remove people who ask to be removed. Consult the Opt-Out guide or ask a moderator when in doubt.
- 2. Search for Opt-Out in the Recommended Replies.** Honor Opt-Out requests by choosing and sending the recommended opt-out reply by searching for opt-out (you can modify the text as appropriate). The associated data item will automatically update the voters record.

Step Five: Wrong Numbers and Moved Contacts

When we text the public voter file, we often encounter wrong numbers and voters who have moved out of the state we associated with their file. Wrong numbers and moved contacts are potential supporters, so we usually want to engage with them.

- 1. Search for the matching recommended replies.** We will offer several saved replies for wrong numbers and moved contacts. Search with "wrong number" or "opt out".
- 2. Click on the message that best fits the situation.**
You are freed to modify as appropriate.

Step Six: How to Ask Questions

Texting can be complicated. If you have questions about your conversations, feel free to call or text or email Amy Paschal, amypaschal@icloud.com, 719-201-8576. Only use email for answers which don't require an immediate reply. You may also click on the **Reassign** button to have someone else complete the conversation.

FAQ

Does TextOut use my personal phone number?

No. TextOut uses new local numbers for each campaign. No one you're texting with will ever see your phone number.

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Can I use TextOut on my SmartPhone or tablet?

Yes! It's easier on a computer, but you can use it on a large screen tablet. Using a phone doesn't seem to work very well.

How do I log off?

Click on the person icon in the upper right corner and selection Logout.

Is it legal for us to text people like this?

Yes. Under the Telephone Consumer Protection Act (TCPA) of 1991 and Federal Communications Commission regulations, it is illegal to use an "autodialer" to broadcast text messages to individuals who have not consented to receiving them. With TextOut, we are manually clicking a button to send each of our texts, not using an autodialer, and therefore, our texting does not violate these regulations. However, we are still legally obligated to Opt-Out anyone who no longer wishes to receive texts from us.

What do I do if there is a threat of physical violence?

Immediately screenshot the interaction and contact Amy Paschal. Do not reply.

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