



HOSTING A TEXT BANK

SCHEDULE YOUR EVENT

We recommend texting between the hours of 10AM and 8PM weekdays and Saturdays, 12N to 6PM on Sundays. Have a schedule of shifts ready for texters to sign up. Texters can report in for their shift get any important updates and receive batches (trenches) of texts assigned to them by the organizer.



CONTACT THE CAMPAIGN

There are several formats and platforms for texting. Texting programs can offer an option to text through your phone or computer. Texting programs are not free, a campaign will set up a contract with a provider and set up the what needs to be texted.



PROVIDE TRAINING AT THE START OF EVERY TEXT BANK

Texters work through a list of questions and recommended responses provided by the campaign, and record answers in the database. Texters should respond to voters within a short time frame or archive them to be answered by another volunteer. Once the conversations and responses submitted the texter can archive the conversation.



BEST PRACTICES

Texting is a great tool when you have a specific ask, share resources (i.e. voting locations, times, ride-shares, rsvp for rallies) and reminders to get out and vote. Peer-to-peer texting can feel personal, typically the voters name is auto-filled in the message. One texter can easily reach 500 voters and should plan to follow up with responses in one-hour. Texting is a great way to connect with a more likely progressive demographic.

