D-I-Y TEXTING GUIDE
FOR WIDESPREAD VOTER ENGAGEMENT

Texting friends, family, colleagues, and classmates with reminders and information about voting is a simple and effective way to boost turnout. If you have access to tech tools like Impactive (formerly Outvote), Reach, or another platform, that's awesome! They work great and make it especially easy to text huge numbers of people. However, if you don't, you can still run a large-scale, get-out-the-vote texting campaign, with nothing more than eager volunteers and their cellphones.

Here's our guide on how to create your own DIY texting program during a Couch Party, or another voting event.

1 / START WITH A LIST, OR DON'T!

This first step is entirely optional. Since your volunteers will text people they actually know, it can help to maintain a central list of names so they don't message the same folks. If your school or group can create or obtain the list (only names, no other biographical or contact information), you can ask volunteers to mark off the people they text, making it easy afterwards to count how many texts you sent, too.

2 / DRAFT A MESSAGE

Craft a helpful and encouraging text for your volunteers to send. The message should be nonpartisan and offer resources so recipients can take concrete action.

a) *Choose a theme*
Depending on the time of year, the text may focus on registering to vote, verifying registration, requesting a ballot, learning about candidates and issues, and/or actually turning out to vote.

b) *End with a question*
Volunteers can customize the message they send as long as the core focus is intact. Always end your sample text with a question so recipients engage instead of reading and ignoring.

See our sample on the next page.

3 / HAVE RESPONSES READY TO GO

Set your volunteers up for success by providing sample responses to questions their friends may have. These can be simple but are designed to foster further engagement from recipients.

See sample.

4 / PROVIDE RESOURCES

Make sure volunteers know about resources like AllInToVote.org and Vote411 so they can share with their contacts. Those external tools will answer questions they receive but may not be able to answer.

5 / TRANSLATE

It's always important to think about language access. If folks on your team can translate your sample message into other languages, that's fantastic.

D-I-Y TEXTING GUIDE
SAMPLE TEXT

INTRO

Hey! Reaching out to see if you're registered and ready to vote this fall. To register or verify your registration, use this free tool: https://allintovote.org/register/.

Are you planning on voting in-person or by mail/absentee?

RESPONSE 1/ BY MAIL

Sounds good! If you haven't requested your ballot yet, use allintovote.org to do so. Request it as soon as possible since mail ballot request deadlines are coming up soon.

RESPONSE 2/ IN-PERSON

Sounds good! You can find more info on deadlines and polling locations using allintovote.org. Keep in mind that early, in-person voting may be available in your state!

RESPONSE 3/ NOT SURE

No worries - you've still got time! Go to allintovote.org and take a look at your options. Let me know if you have any questions!

RESPONSE 4/ CAN'T VOTE

I understand. There are lots of ways to be civically engaged beyond voting. Would you like to volunteer with us?

Questions, comments, help with texting? Contact **team@voteforastra.org**!