Good afternoon, Irene. This is Jada from River Watch. We're holding a Rally this Saturday at 3pm to support the Clean Rivers Act 🌊. Join us?

That sounds amazing! Thank you for letting me know. Where is it going to be?

Great 🙌 It's at Universal Square from 3pm to 6pm. You can visit this link for more details bit.ly/8stWlbdQ. See you out there - let's get clean waters flowing 😃.

See you there, Irene!

PEER-TO-PEER (P2P) TEXTING CAMPAIGN CHECKLIST

from The Climate Advocacy Lab

Research consistently shows that we can increase public engagement by asking people to ask their peers, family, and friends to take action – instead of the traditional model of blasting out calls to action from an organization's headquarters. (P2P) texting is one of the hottest campaign tactics in recent years, pairing high engagement rates with great resource flexibility. The technology requires a group of volunteers to "staff" the campaign in order to respond to your audience.

The Lab is committed to helping the community be evidence-based in its work. Before you begin your own P2P texting campaign, make sure you cover these basics…

DETERMINE YOUR GOAL

○ **ALL TACTICS FLOW FROM YOUR GOALS AND STRATEGY.**
Don't choose to use technology because it is hip or innovative. The key to results is having a clear goal you can measure. Do you want to expand your activist base? Raise money? Impact a policy? All tactics flow from your strategy.

FIND YOUR PLATFORM

○ **MANY P2P OPTIONS EXIST.**
Common platforms include Hustle, GetThru, CallHub, and Spoke. All offer the same basic functionality but may vary in price and additional features. Platforms may price per message, per contact, by feature tier, monthly, annually, or in some combination, so shop around. Pick the platform that best helps you achieve your goal. If your users don't like the interface, you may not see desired results.

IDENTIFY YOUR AUDIENCE

○ **DOES YOUR TARGET AUDIENCE USE THEIR MOBILE PHONES THE WAY YOU EXPECT?**
Part of exploring P2P tools is having an appetite to test, fail, and learn. The goal is to get smarter and more effective with each campaign. Plan to have patience and budget to run more than one campaign. P2P texting may be especially impactful with populations reliant on mobile technology (e.g., younger people, people of color, etc.).

○ **ARE YOUR MOBILE PHONE NUMBERS ACCURATE?**
Are you routinely acquiring mobile numbers in your public engagement work? Can you validate your mobile numbers or tell them apart from landlines?

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Helping the climate community build grassroots power and win through evidence-based advocacy.
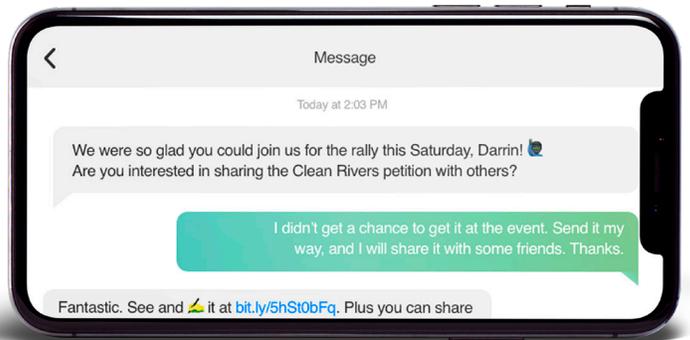
BEFORE THE CAMPAIGN

○ **WHAT'S YOUR MESSAGE?**
Do you know it works? Before you spend your entire budget on the campaign, you can also pre-test potential messages using member or non-member surveys, focus groups, or other audience research to find the right tone and message that resonates with your chosen audience.

○ **WHAT'S YOUR COMMUNICATION STYLE?**
Texts, especially initial contact texts, should be conversational and prompt curiosity in the audience, and not be merely informative.

○ **WHAT DATA ARE YOU TRACKING AND HOW?**
Select metrics that can accurately measure the success of your campaign (petition signatures, event RSVPS, etc.) and your system for tracking those data. We strongly recommend you track metrics that impact your desired outcome, not mere outputs (# of emails sent, etc.) Think about what data you may want on your members in the future (birthdate, etc.)

○ **BUILD A TEAM.**
Make sure volunteers are specially trained for P2P texting and comfortable running their script, sustaining a conversation, tracking data, and using your P2P texting platform.

○ **PLAN AHEAD.**
With any new technology or campaign program, there are going to be the occasional glitches. Build in time for troubleshooting and be ready to reach out to support.

○ **GET PERSONAL.**
In your initial text, personalize the message, identify yourself and your organization, and prompt the audience with a question or call to action (emojis can also help personalize messages 😊)

DONT' CHOOSE TO USE TECHNOLOGY

BECAUSE IT IS HIP OR INNOVATIVE.

THE KEY RESULTS IS HAVING A CLEAR

GOAL YOU CAN MEASURE.

We were so glad you could join us for the rally this Saturday, Darrin! 🙋
Are you interested in sharing the Clean Rivers petition with others?

I didn't get a chance to get it at the event. Send it my way, and I will share it with some friends. Thanks.

Fantastic. See and ✍ it at bit.ly/5hSt0bFq. Plus you can share

DURING THE CAMPAIGN

○ **KEEP IT SHORT.**
Rather than send big blocks of text, keep your messages short and sweet (120 characters or fewer).

○ **IS YOUR AUDIENCE ENGAGED?**
Reduce audience frustration by training volunteers on the importance of quick responses, providing them templates for the most commons questions or responses, and assigning a manageable amount of contacts to each volunteer (around 1000 contacts/volunteer per hour.)

○ **ARE YOUR TEXTERS ENGAGED?**
With canned ("saved") responses, there is a balance that needs to be struck between scripted efficiency and personalized conversation. To keep volunteers engaged, train them to use saved responses as a guideline and use their own intuition to fit it naturally into a conversation. You can account for underperforming volunteers by transferring their responsibilities to more active volunteers.

○ **DO YOU HAVE CONTINGENCY PLANS?**
For instance, if contacts call the number that's been texting them to find more information, make sure volunteers are prepared to connect them to the campaign organization or answer any questions themselves. For unresponsive contacts, limit yourself to 1-2 follow ups before removing them from a campaign list (NOT your overall list). This will keep texts fresh (unlike emails).

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[1] The Climate Advocacy Lab offers a discount for organizations that wish to use GetThru. Email the Lab for more info!

[2] See http://stonesphones.com/blog/everybody-texts-demographics-texting/

[3] Note: if mobile number acquisition is from a voter file, these can be notoriously incorrect.

[4] Some P2P texting services, including Hustle and CallHub, offer tools to scrub texting lists for landline numbers. Other options include services like Accurate Append.

Download the report here: https://tinyurl.com/p2ptexting

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