



How to Set Up Hustle for Your Campaign

KENTUCKY  **DEMOCRATS**

What is Hustle?

- Hustle is a Peer-To-Peer (P2P) texting service available to campaigns in Kentucky
- Depending upon your objective, you can send texts to voters and volunteers, and catalog/record the information you get from them



How to Get Started

- Create Your List of who you want to talk to
- Click the 'SMS' Icon

The screenshot displays the DNC VOTEBuilder Kentucky web application. The top navigation bar includes the logo, the text 'DNC VOTEBuilder Kentucky', and the user's name 'Josh Howerton' with a dropdown arrow. Below this, a secondary navigation bar features three tabs: 'Voter Registration', 'My Voters' (which is active), and 'My Campaign'. The main content area shows the breadcrumb 'Home / My List' and a settings gear icon with language options 'ES' and 'EN'. The 'CONTACTS My List' section displays statistics: 2 People, 2 Home Phones, 2 Preferred Phones, 1 Doors, and 1 Mailboxes. A row of 18 icons is shown, with the 'SMS' icon (a smartphone with a signal wave) highlighted by a red box. To the right of the icons are buttons for 'Edit Search', 'Load List', 'Save List As', and 'New Search'. Below the icons is a 'Description' field with a dropdown arrow. Further down are input fields for 'Last Name' and 'First Name', and buttons for 'Remember Filters' and 'Refresh Results'. At the bottom, a table header is visible with columns: Name, Address, City, Phone, Age, Precinct, Cell Phone, and Voter File VANID.

- Save Your List into a folder, give it a description, and hit 'SEND'

DNC VOTEBUILDER Kentucky

Josh Howerton
Kentucky Democratic Party

Voter Registration My Voters My Campaigns

Home / My List

CONTACTS
My List

2 People 2 Home Phones 2 Preferred Phones

Print Letters Labels Calls Export SMS

Description

Last Name First Name

Send This List to Your SMS Provider

Engage your audience via text message by sending this list to your SMS provider.

SMS Provider
ThruText

Folder*
2020 Reorg Support ☐ New Folder

This folder will be shared with your SMS provider. If you do not wish to share the folder's contents, consider creating a new folder.

List Name*

List Description*

Cancel Send

Remember Filters Refresh Results

Name	Address	City	Phone	Age	Precinct	Cell Phone	Voter File VANID
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DNC VOTEBUILDER Kentucky

Josh Howerton
Kentucky Democratic Party

Voter Registration My Voters My Campaign

Home / My List

CONTACTS
My List

2 People 2 Home Phones 2 Preferred Phones

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Description

Last Name First Name

Send This List to Your SMS Provider

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SMS Provider
ThruText

Folder*
Training Materials ☐ New Folder

This folder will be shared with your SMS provider. If you do not wish to share the folder's contents, consider creating a new folder.

List Name*
2020_HustleTraining

List Description*
TrainingListToHustle

Cancel Send

Task Bulk Apply Copy Map Advertising

Remember Filters Refresh Results

Name Address City Phone Age Precinct Cell Phone Voter File VANID

- Your List is now sent over to Hustle for processing!



Hustle

Kentucky Democratic Party



Your list is ready

Let's get your list in Hustle!

Get started

? Help

- Depending upon what you want to include in scripting, match up fields from VAN in Hustle, such as if you want to tell a voter their Polling Location



Hustle

Kentucky Democratic Party

Make sure the fields match

We were able to automatically match some of the fields from your list with fields in Hustle. To import this list with any additional fields, match the field to a corresponding Hustle field below.

VAN field	Hustle field
City	Select field for City
CongressionalDistrict	Select field for CongressionalDistrict
County	Select field for County
Party	Select field for Party
PollingAddress	Select field for PollingAddress
PollingCity	Select field for PollingCity
PollingLocation	Select field for PollingLocation
State	Select field for State

[? Help](#)

- Add contacts to a group to keep track of where you may have added contacts
- Select a location to choose an area code to text from



*Hustle*Kentucky Democratic Party

Add contacts to a group

Create a new group by giving it a name, or search for an existing group. Groups can only contain 100,000 contacts, so you'll only be able to add these contacts to a group with room for the list you're importing.

Training ✕ ▼

Select a location for Training

Agents will send texts using phone numbers with area codes in or near this location.

Search places

Submit

? Help

- Following these steps, your list will now import into the system



Hustle



Amazing

Your list is now importing to Hustle!

[View Group](#)

[? Help](#)

- Now your contacts, and their MyVoters VAN ID, will appear so data can be synced back into MyVoters

Hustle

Kentucky Democratic Party

Activity

Groups >

Reports

Tags

Custom Fields

Scripts

Integrations

Settings

Groups /

Training

Goals Agents **Contacts 1** Group Settings

To start messaging contacts, you must first add agents. Click the **Agents** tab above to get started.

Name Search Add contacts

Filters Name All Phone Number Mobile Tags All Status All Export

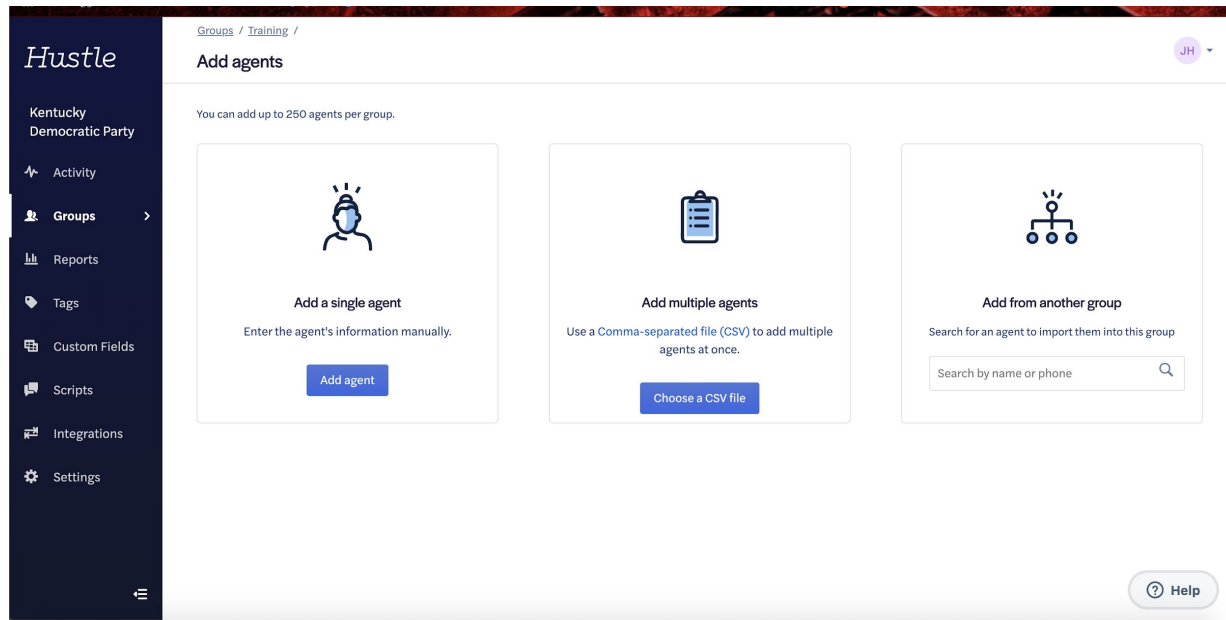
Showing 1 out of 1

	Name	Phone Number	Tags	Sex	MiddleName	PollingLocation	PollingAddress	Status
<input type="checkbox"/>	Joshua Howerton KY Dems Main VAN: 5823790	(606) 571-0463	Guide			SOUTH SHORE FIRE DEPARTMENT	28 SOUTH SHORE DRIVE	Not Assigned

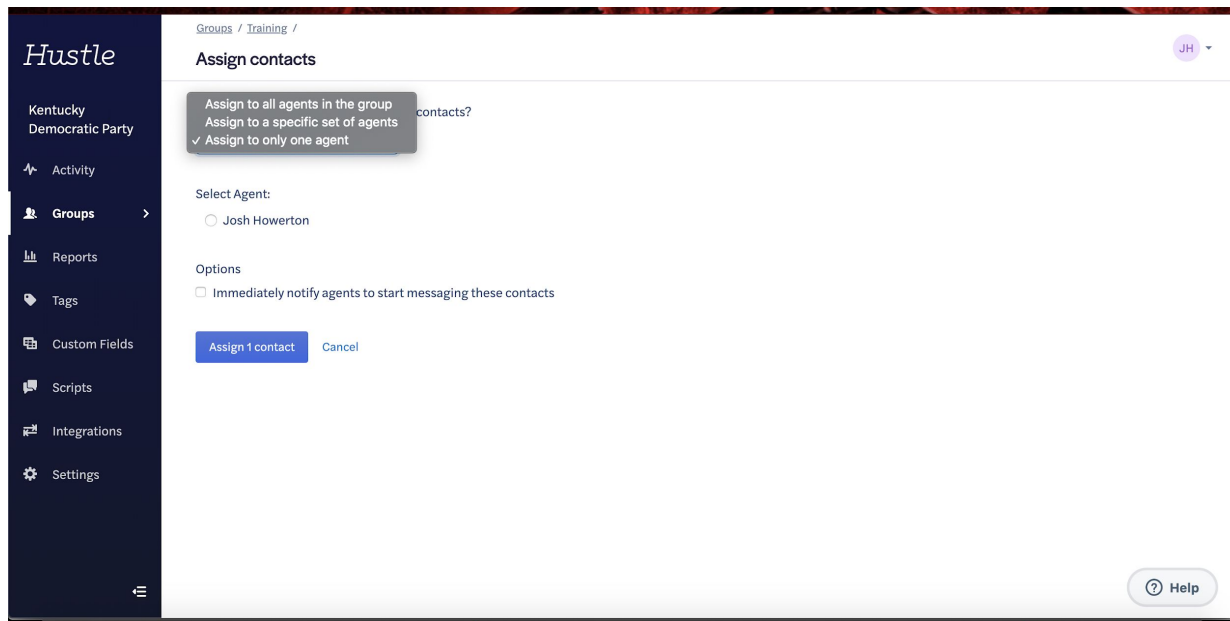
Help



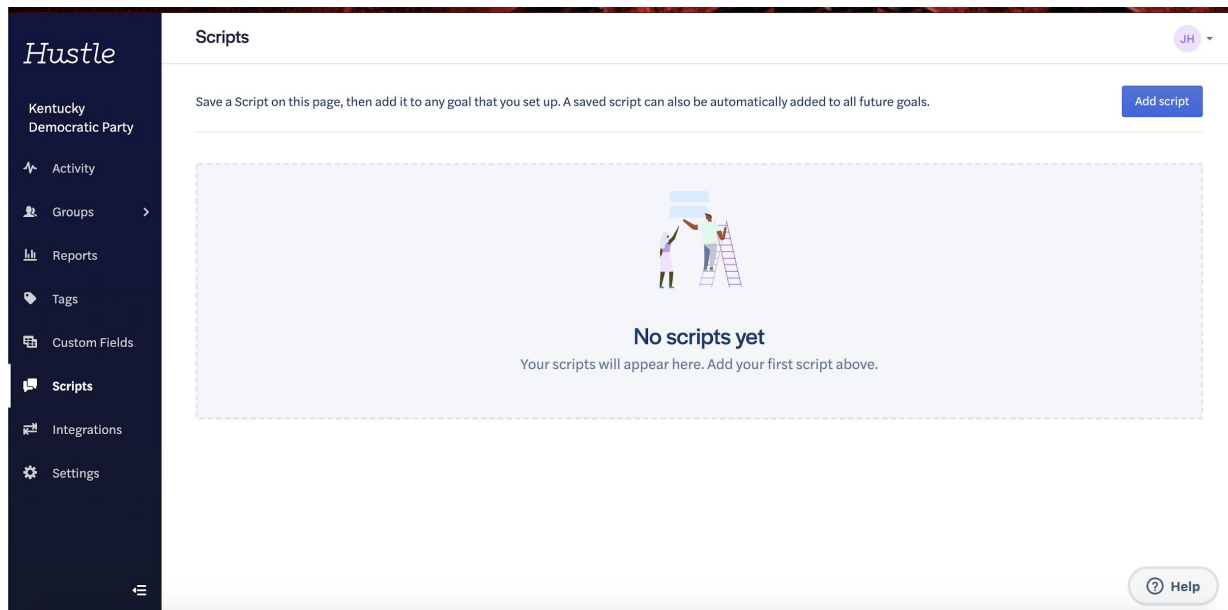
- To assign your contacts to your text team, you must Add Agents in your group



- Once you have 'Added Agents', you can assign contacts to them



- Prior to sending texts, you will need to add in Scripts that will be available to your texters



Apps STAR WARS COST... G Guide to bringing y... demsdata - My Ap... All birties Bow-ties... Hustle | Admin How to Tie a Bow T... NFL "Game of Thro... Other Bookmarks

Hustle

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Activity

Groups

Reports

Tags

Custom Fields

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Integrations

Settings

Add Script

SCRIPT NAME

0 characters

VARIABLES EMOJI IMAGES ?

☐ Automatically include in all goals

Save

Cancel

Script Analysis Preview

- ✓ Message is the right length ▶
- ✓ No links present ▶

Add script

Help

- To send texts, you must 'Create a Goal' and what the goal is, such as:
 - Invite to event
 - VAN Survey
- For the most part, always use 'VAN Survey' to import your Survey Question



Hustle

Kentucky Democratic Party

Activity

Groups

Reports

Tags

Custom Fields

Scripts

Integrations

Settings

Groups / Training /

Create a goal

Get IDs

Unsaved draft

Cancel Save Draft Launch

General

TYPE

VAN Survey

NAME

Get IDs

TARGET DATE

03/17/2020 2:00 PM US Eastern Time

AGENTS CAN MESSAGE:

☐ Assigned Contacts
Agents can only message contacts assigned to them.

☐ Anyone
Agents can message anyone on a first-come, first-served basis.

GOAL CALENDAR

MARCH

9 10 11 12 13 14 15

16 17 18 19 20 21 22

Step 1: Initial Workflows

Target date

Help

- In Step 1, you will be able to select the survey question you want to use



Hustle

Kentucky Democratic Party

- Activity
- Groups**
- Reports
- Tags
- Custom Fields
- Scripts
- Integrations
- Settings

Get IDs

Unsaved draft

03/17/2020 2:00 PM US Eastern Time

Cancel Save Draft Launch

Import VAN Survey

KDP Coordinated Campaign [VAN My Voters]

House Support ID

Responses available to be collected:

- ☐ Support Democrat
- ☐ Lean Democrat
- ☐ Undecided
- ☐ Lean Opponent
- ☐ Support Opponent
- ☐ Not Voting

INITIAL SCRIPTS

Script for starting a new conversation [Edit](#) [Use Saved Script](#)

Hi <Contact Name>! This is <Agent Name>, with Kentucky Democratic Party. Election

GOAL CALENDAR

MARCH

9	10	11	12	13	14	15
16	17	18	19	20	21	22

● Step 1: Initial Workflows

● Target date

[? Help](#)

- After your Survey Question, you can add in your Initial Script Plus Recommended Responses



Hustle

Kentucky Democratic Party

- Activity
- Groups
- Reports
- Tags
- Custom Fields
- Scripts
- Integrations
- Settings

Get IDs
Unsaved draft

Cancel Save Draft Launch

INITIAL SCRIPTS

Script for **starting a new conversation** Edit Use Saved Script

Hi <Contact Name>! This is <Agent Name>, with Kentucky Democratic Party. Election Day is around the corner so we're asking people:

Script for **picking up an existing conversation** Edit Use Saved Script

Hey <Contact Name>! Election Day is around the corner so we're asking people:

RESPONSE SCRIPTS

Script for "Support Democrat" responses Use Saved Script

No script for this response. Add

Script for "Lean Democrat" responses Use Saved Script

No script for this response. Add

Script for "Undecided" responses Use Saved Script

GOAL CALENDAR

MARCH

9 10 11 12 13 14 15

16 17 18 19 20 21 22

Step 1: Initial Workflows

Target date

Help