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

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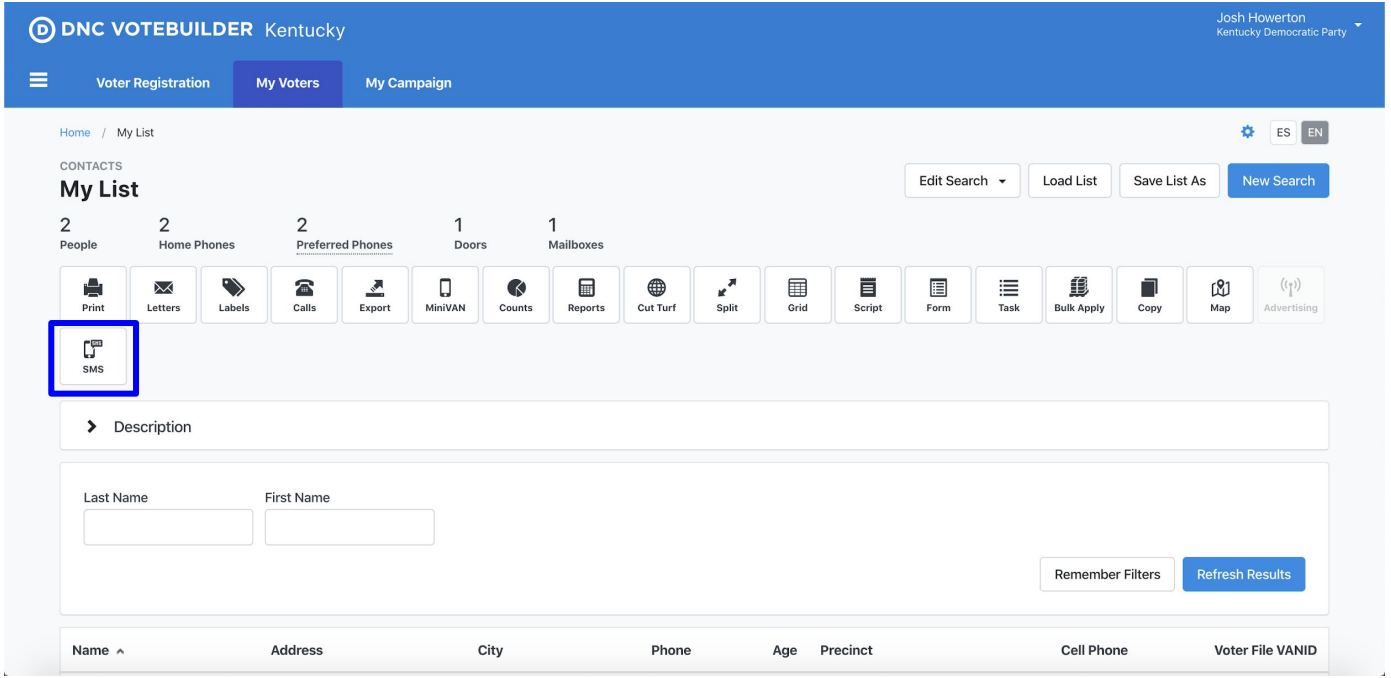
How to Get Started

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



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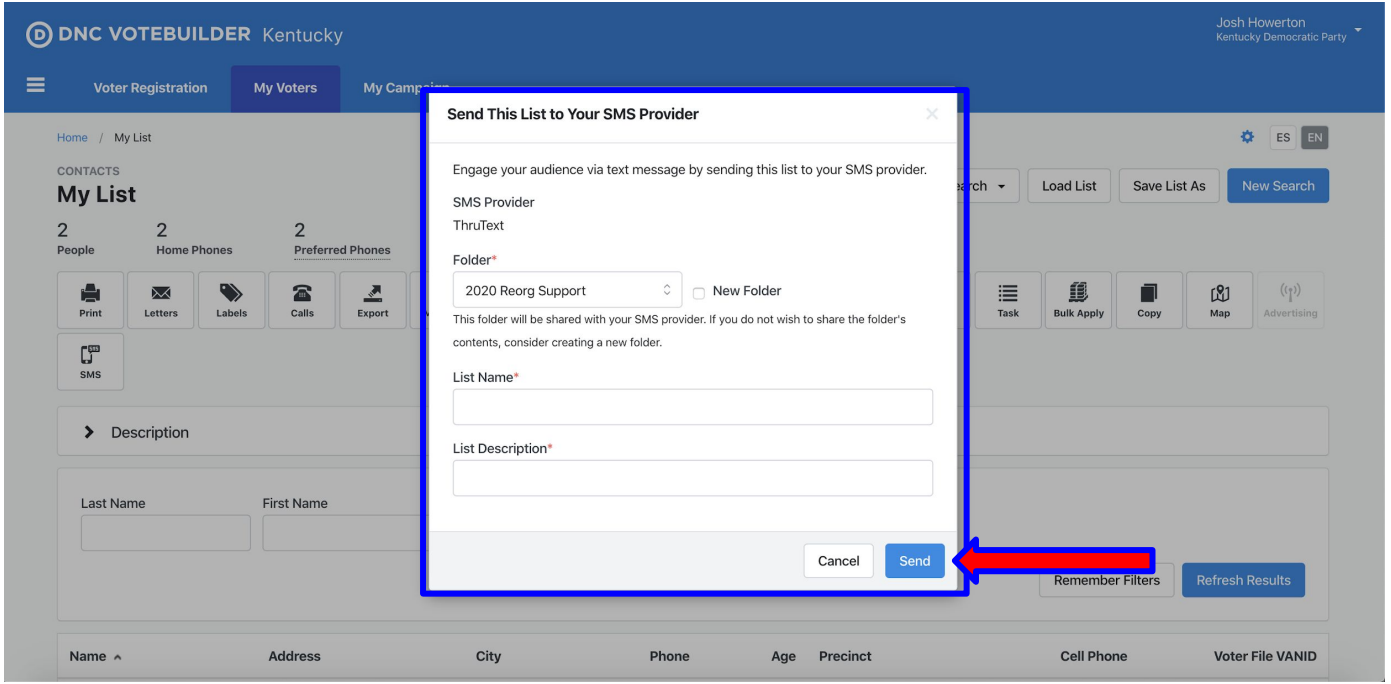
- Save Your List into a folder, give it a description, and hit ‘SEND’



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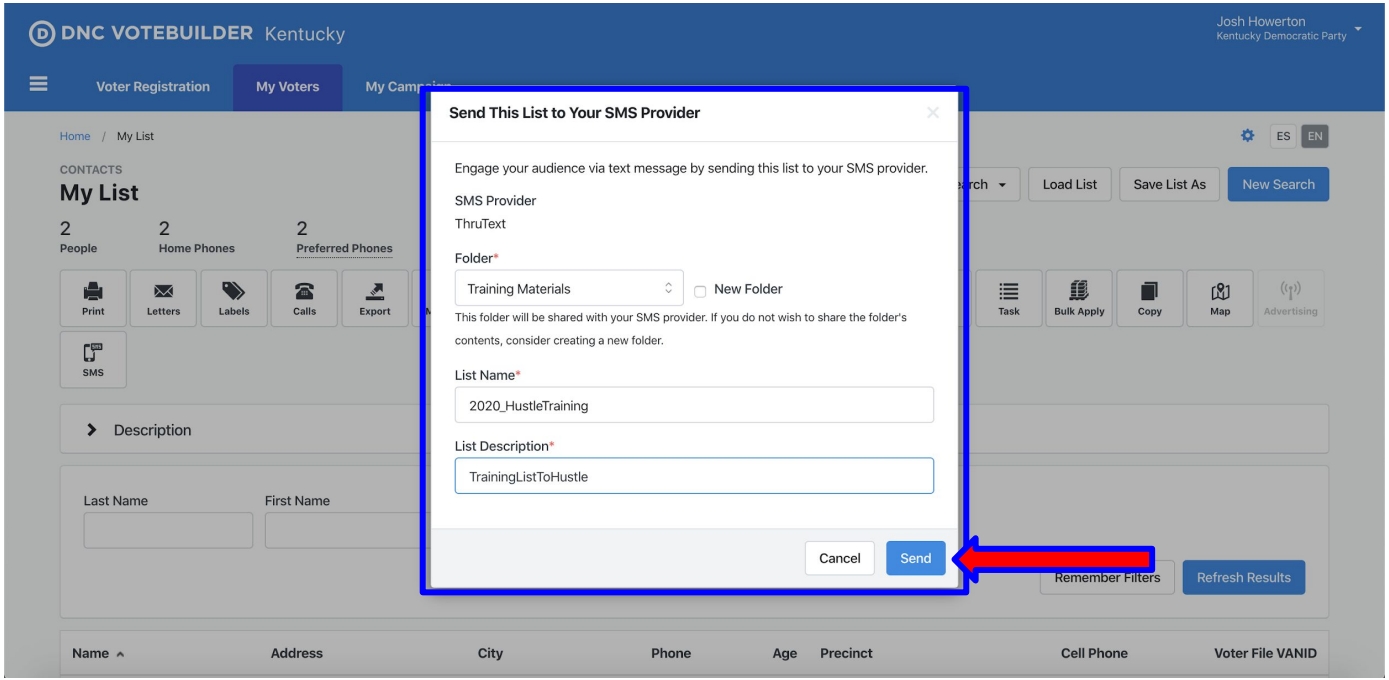

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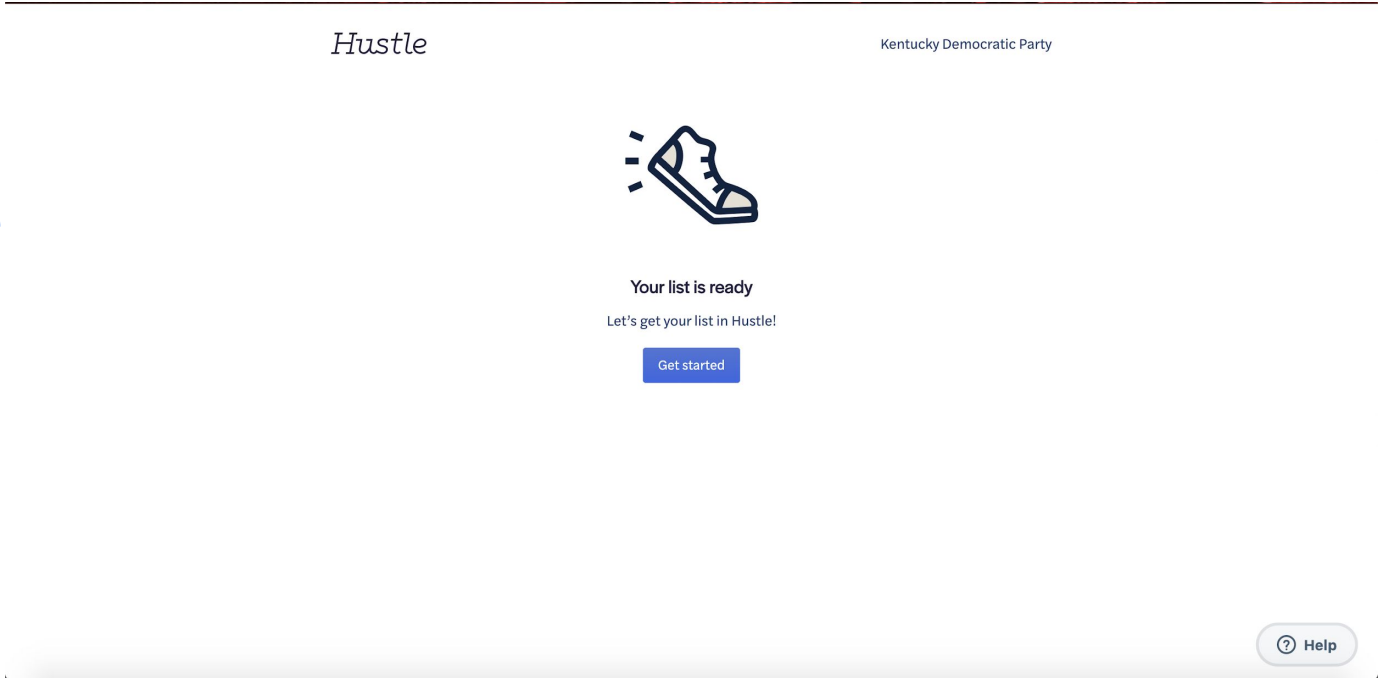
- Your List is now sent over to Hustle for processing!



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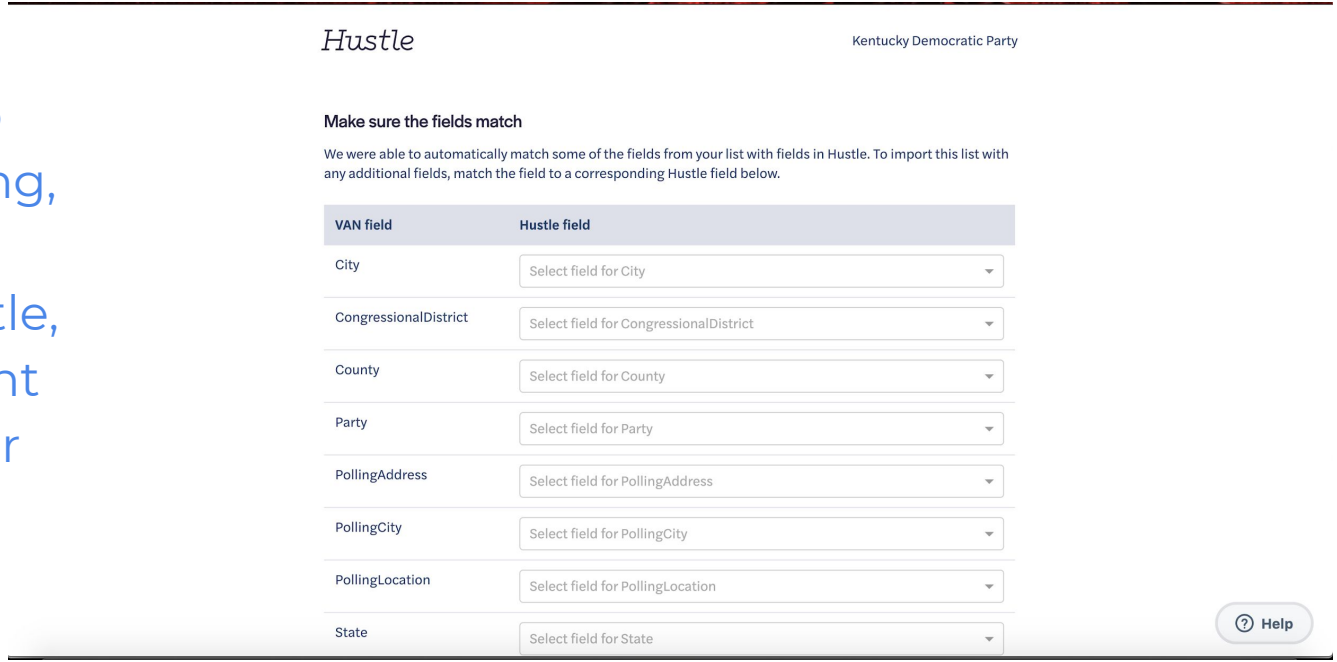
- Depending upon what you want to include in scripting, match up fields from VAN in Hustle, such as if you want to tell a voter their Polling Location



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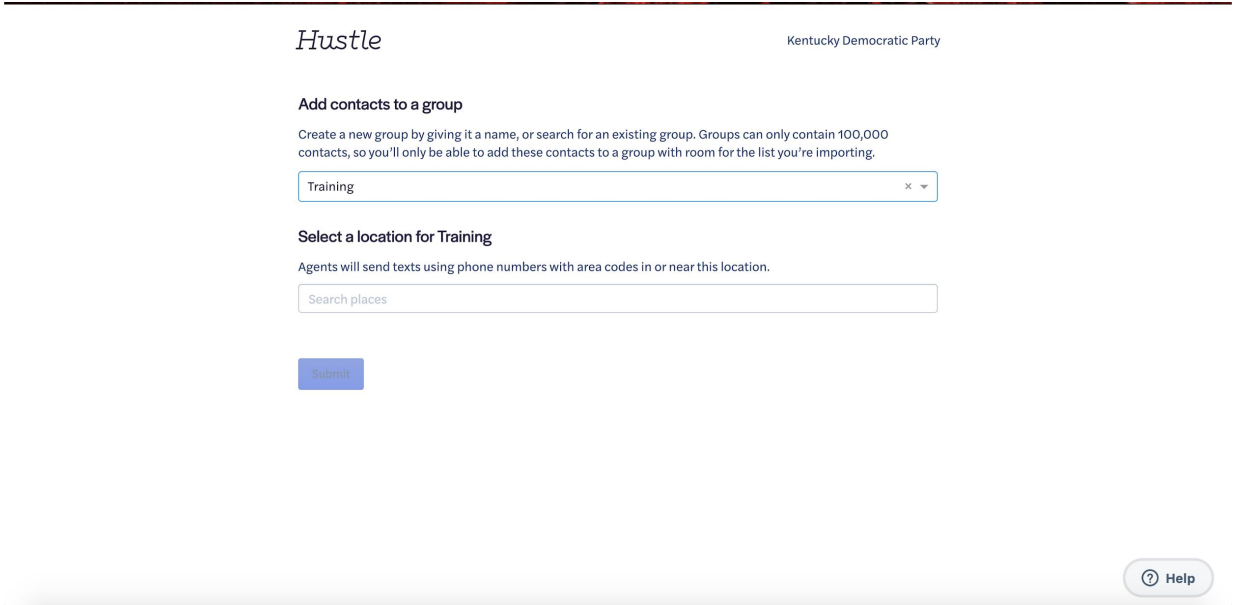
- Add contacts to a group to keep track of where you may have added contacts
- Select a location to choose an area code to text from



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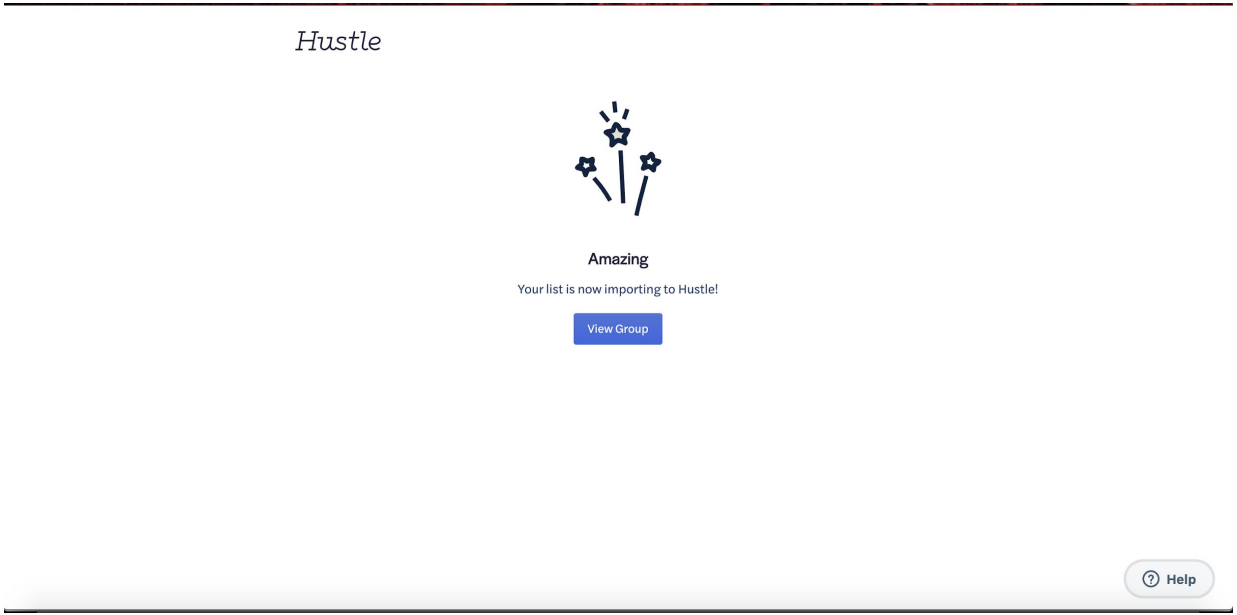
- Following these steps, your list will now import into the system



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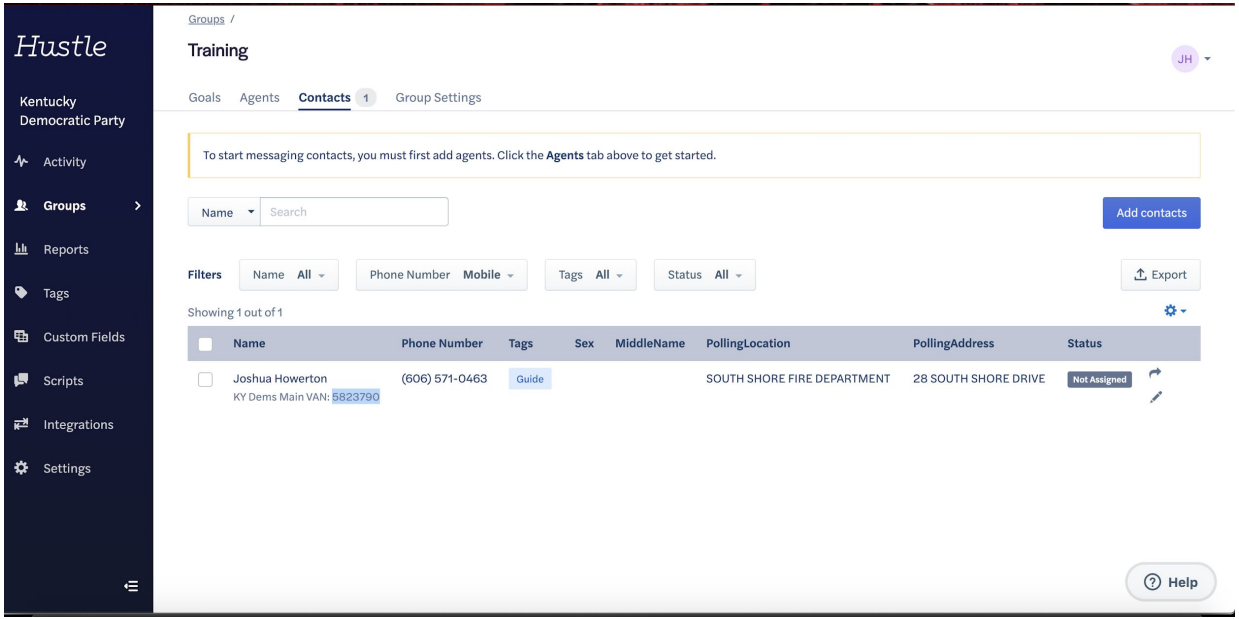
- Now your contacts, and their MyVoters VAN ID, will appear so data can be synced back into MyVoters



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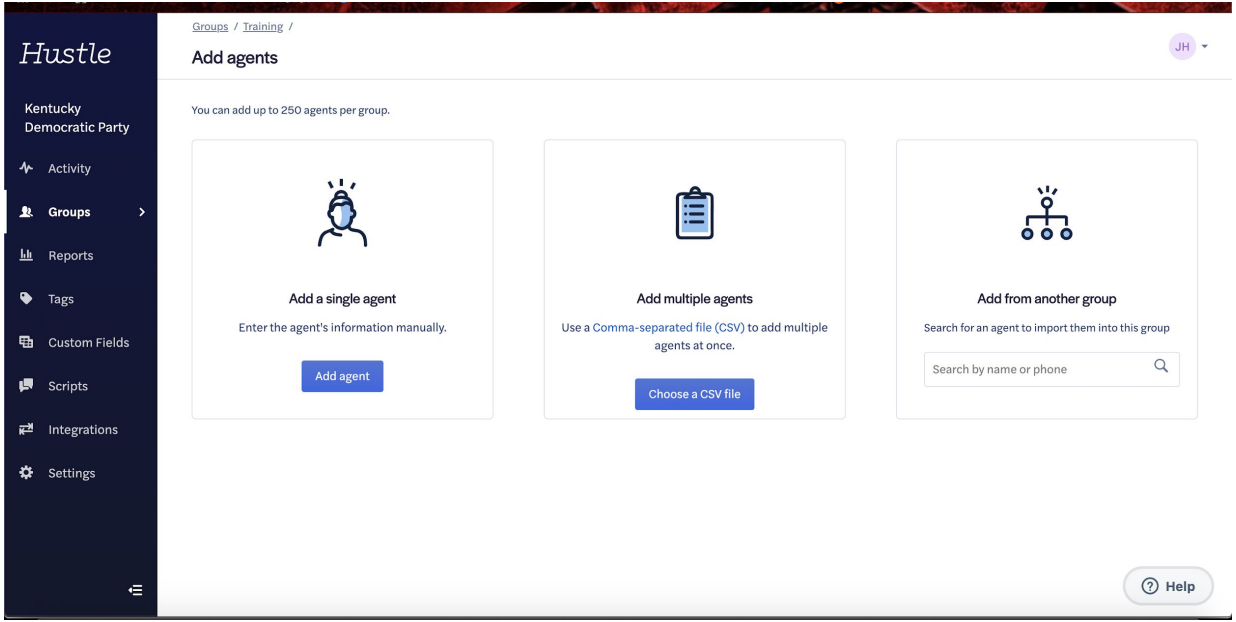
- To assign your contacts to your text team, you must Add Agents in your group



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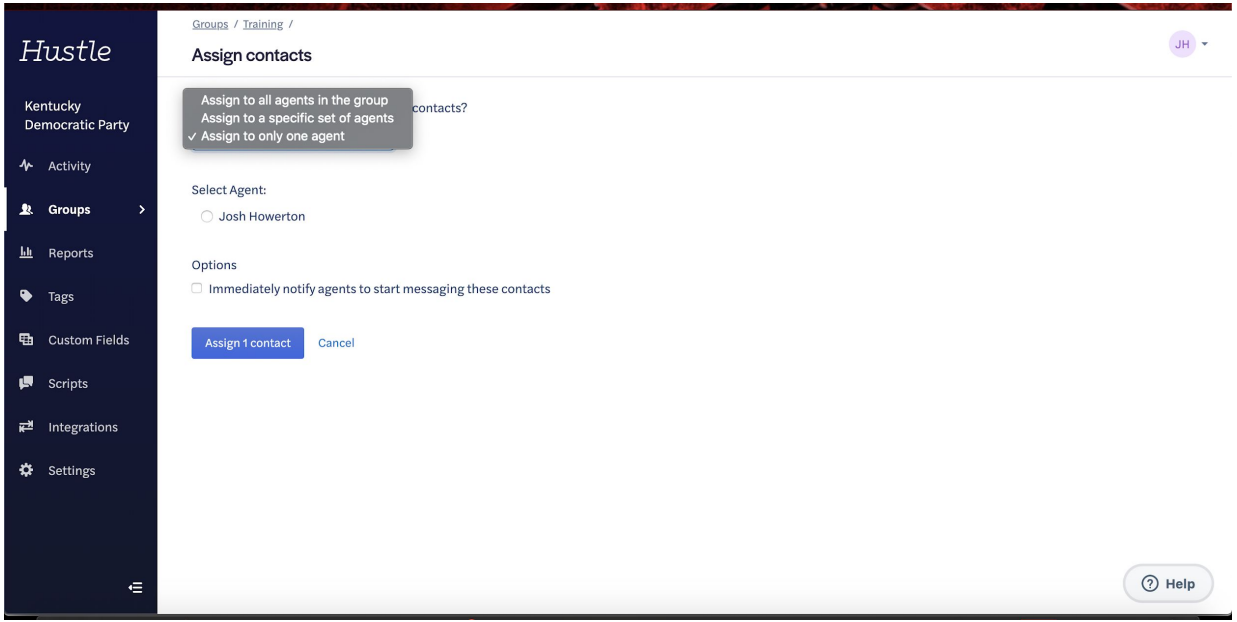
- Once you have ‘Added Agents’, you can assign contacts to them



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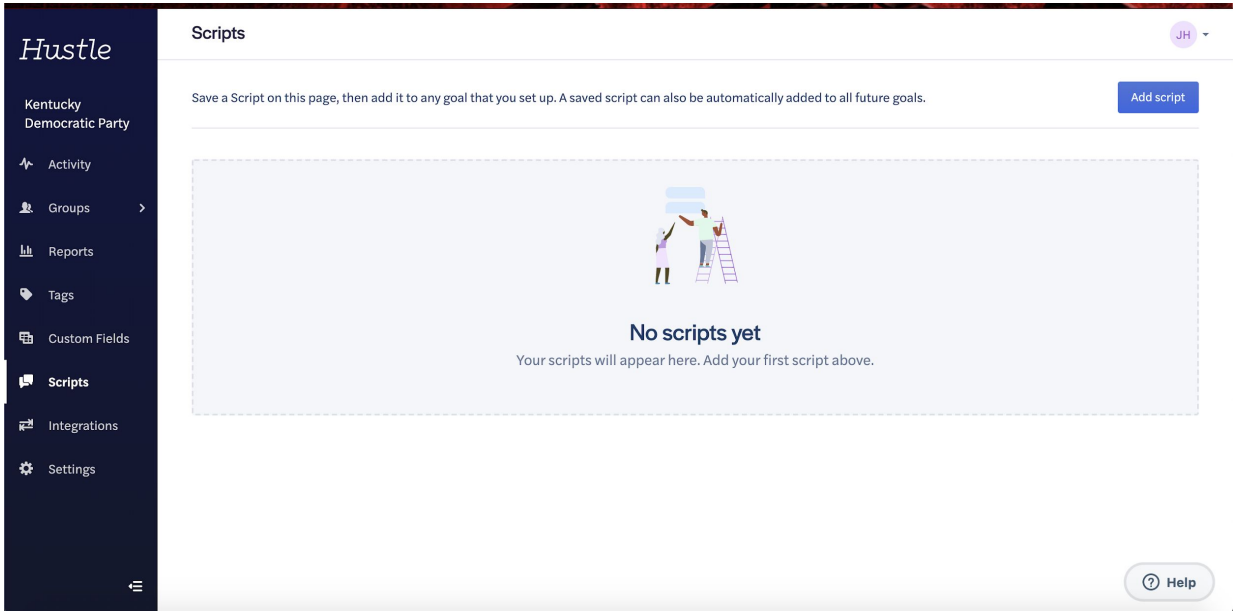
- Prior to sending texts, you will need to add in Scripts that will be available to your texters



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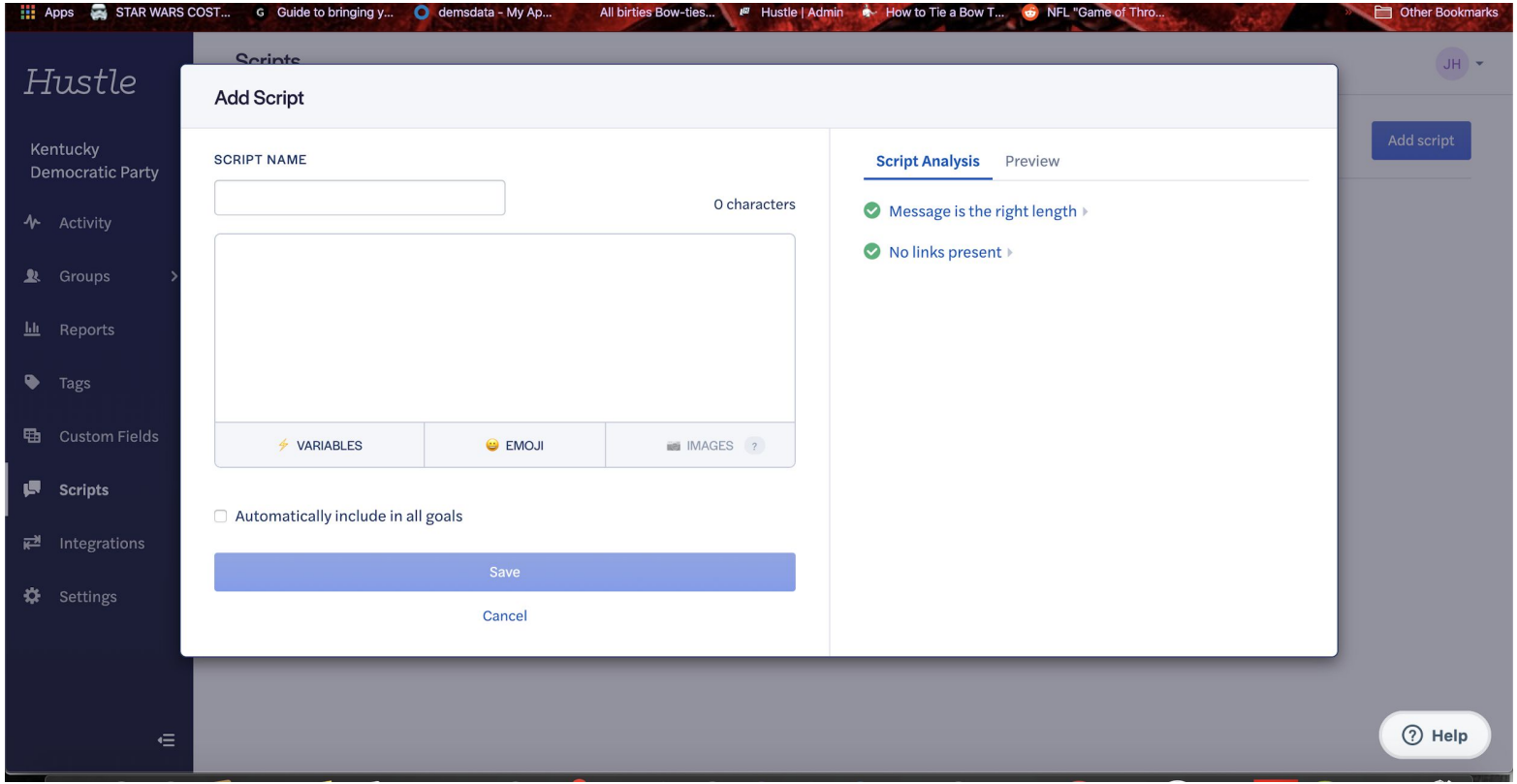

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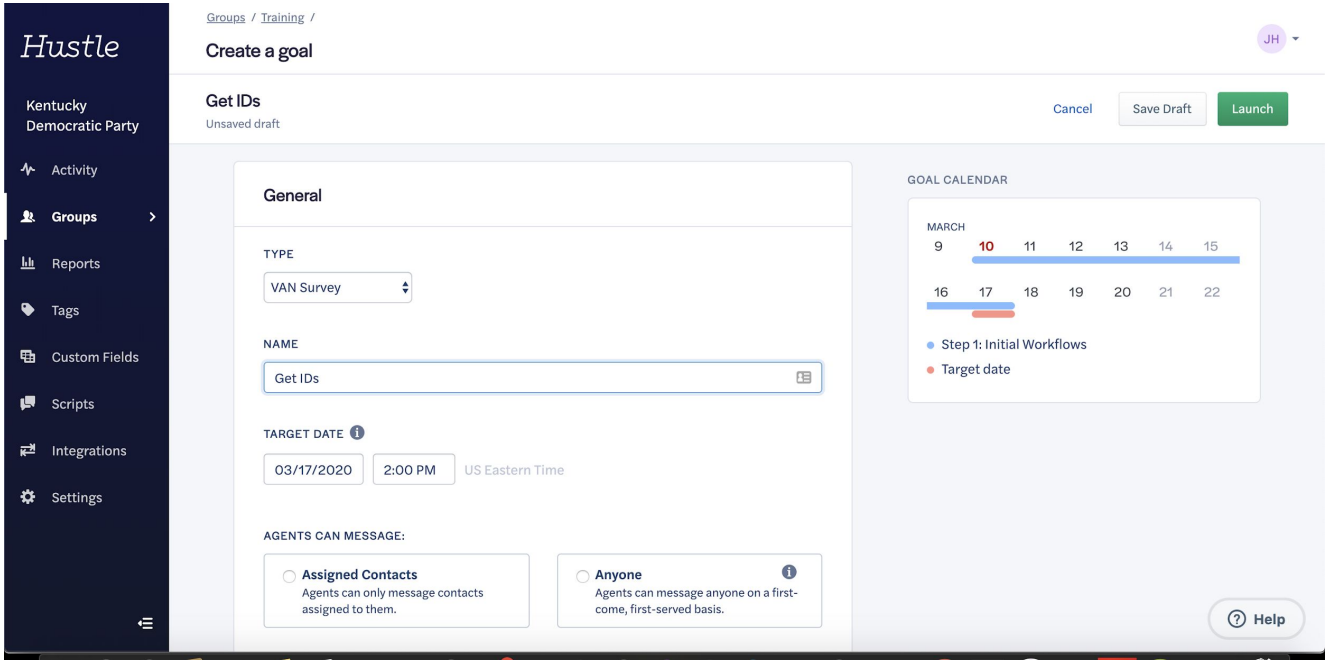
- To send texts, you must ‘Create a Goal’ and what the goal is, such as:
  - Invite to event
  - VAN Survey
- For the most part, always use ‘VAN Survey’ to import your Survey Question



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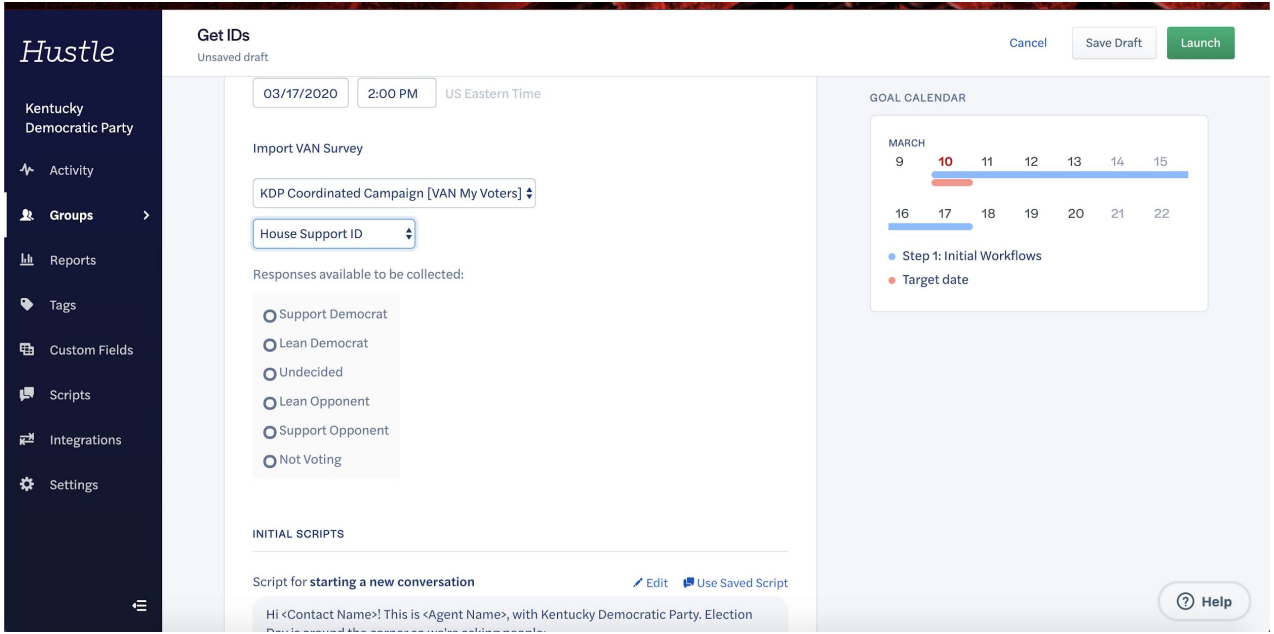
- In Step 1, you will be able to select the survey question you want to use



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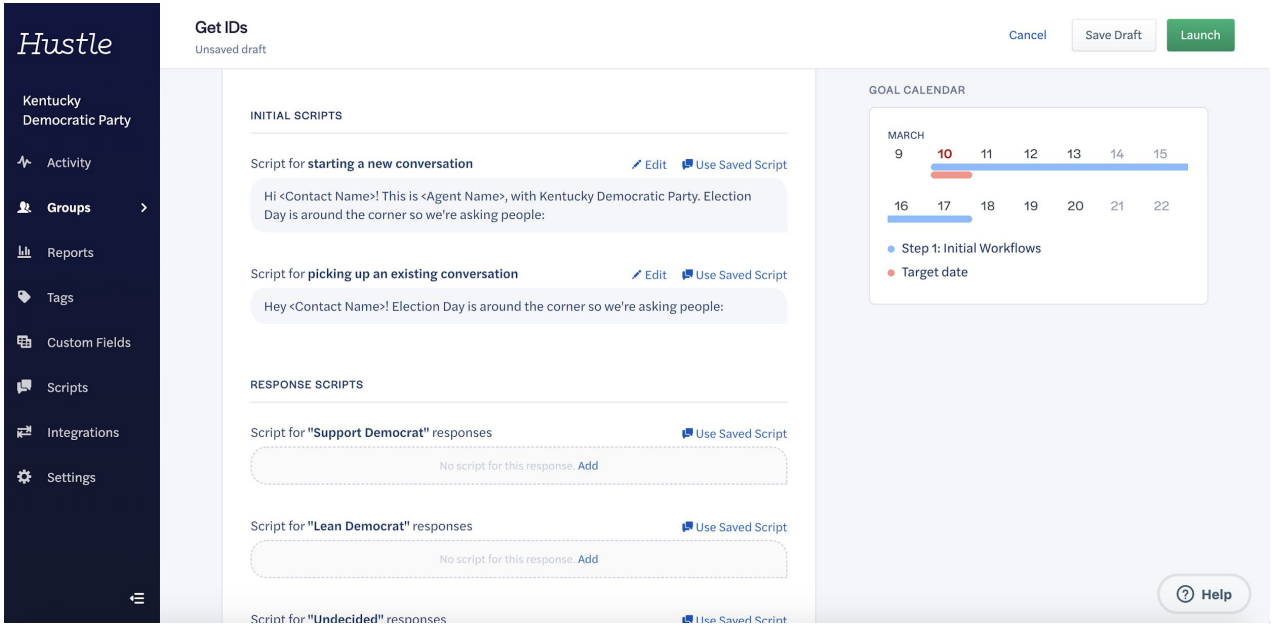
- After your Survey Question, you can add in your Initial Script Plus Recommended Responses



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