What should I expect?

Initial Login: Our site is staffed by real people! It may take up to 10 minutes for you to get added to a texting campaign for your first time. Have questions or want to know how long it will take? Try chatting us! Just click the blue chat button on your screen.

Initial Message: It will take you about 20 minutes to send 200 text messages.

Response Rate: Not everyone will return a message, in fact, most people won't. On average, about 10% of the people you message will respond. Some will do it immediately, most may come in a couple hours later.

Responses: After you send the initial messages, you may get responses back immediately from a couple of voters. We recommend waiting on the site for about 15-20 minutes after your done sending initial messages to answer any responses that may come in.

One of the NCWins staff will respond to all lingering messages the morning after your text bank. If you are unable to respond, don't worry! We'll text them back for you the next day.

Who are we texting?

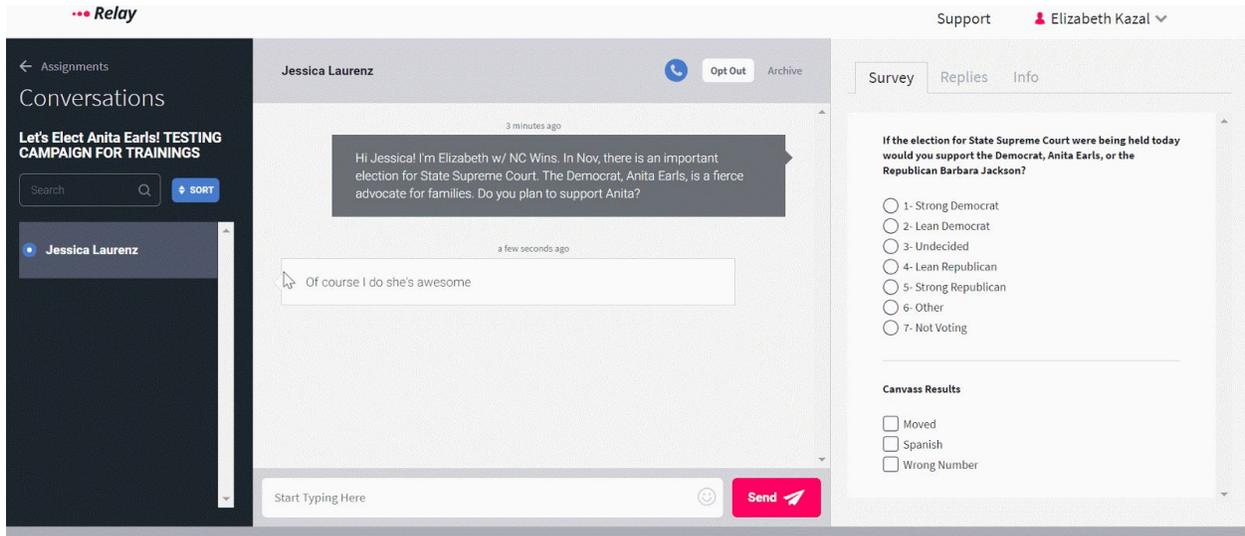| State Supreme Court Race | We're reaching out to what is called the "persuasion" universe. These are people that either do not consistently vote in midterm |

	elections OR we are unsure if they are likely to support our candidate. The goal of these messages is to let them know that Anita Earls is on the ballot, and if people are unsure of who to vote for we direct them to a place where they can learn more.
Constitutional Amendments	For this campaign, we are contact what is called the "base" universe. These are people that consistently vote year after year in elections and are likely already progressive voters. The goal of these texts is to educate our base voters that there are important amendments on the bottom of their ballots, and we need them to vote against them.

Tracking Your Responses

Please track the responses you get from voters! It is critically important. Even if someone is not supporting our candidate or position, just knowing that is extremely helpful as we get closer to the election. We can remove people from our lists who are not planning to vote with us and ensure that only progressive voters get additional information from our campaign.
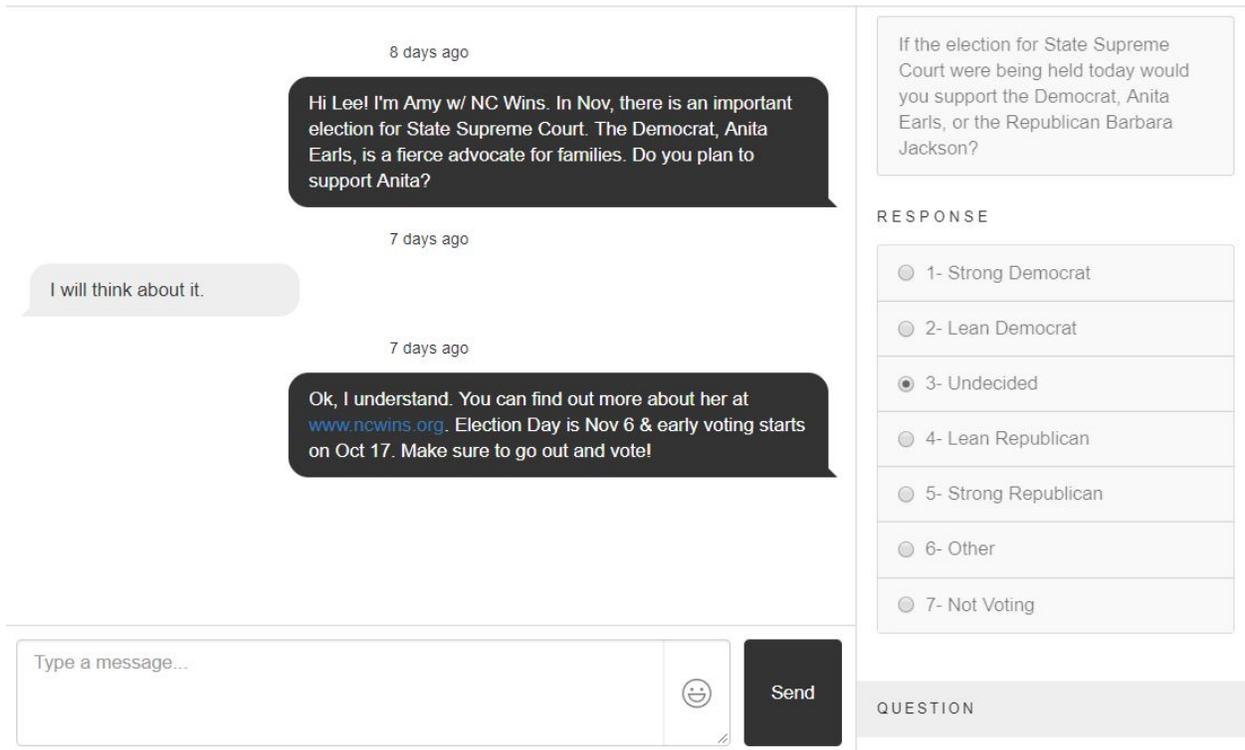
Coding Scale:

Strong Democrat Response: Anyone who has an enthusiastic answer or solidly yes should be coded as Strong Democrat. This also include any positive emoji responses like 👍.

Above: Strong Democratic Response

Lean Democrat: Anything less than a definitive yes. Examples: Probably, I'm thinking about it, Likely.

Undecided: Anyone who is unsure. Examples: Maybe, I'm not sure, I don't know.

Above: Undecided Response

Lean Republican: Anyone who is considering the opposition. Examples: Probably not, I don't think so.

Strong Republican: Anything that is definitively no or negative. Examples: Definitely not, No, Not a chance.

Volunteer Ask:

Mark anyone who says yes to volunteer as YES under **Would you be willing to make calls or texts using Relay?**