



# PEER-TO-PEER TEXTING

## BRING PEOPLE INTO PLAY:

Help us build momentum and excitement in anticipation of Election Day on November 3. The peer-to-peer outreach tool is designed to help you, your patrons, and your audience spread the joy of voting and civic participation far and wide. This outreach is done for the people, by the people – using your networks to ensure everyone’s voice is truly heard and helping us reach our goal of building a political and cultural identity around listening, healing and justice.

**Remember: No one plays alone.**

## WHAT DOES THIS LOOK LIKE:

If you have patrons who are very motivated and are looking to do more than vote, this tool can help them connect with their personal and professional networks and increase voter participation. If you are looking for a way to engage your patrons and ask them to step up and do more in the leadup to the 2020 election, this tool will work well for you. Using this tool is an easy way to share your motivation and encourage others to make their voices heard.

## GET STARTED RIGHT AWAY:

You can get started today! Ask voters in your networks to text “AWAKE” to 33339. Once the new contact has texted that number, they will be opted-in to receiving our SMS broadcast messages which will include reminders to register and vote.

Once their ballots are complete, encourage them to sign up to engage other voters at: <https://tinyurl.com/y2gc8yfz>

## WHO ARE WE TEXTING:

This program is designed to help your patrons and audiences connect with their own network – it is a force multiplier! Each voter who signs up to participate will be asked to send a simple message to their personal and professional networks.

- *Hey \_\_ ! This is our wake up call. Together we can build a political and cultural identity around listening, healing and justice. Together we are awake. Get all the updates you need to increase the joy of voting! Text A WAKE to tel:33339 (Msg&data rates may apply)*

Once a voter responds by signing up for alerts, they will receive periodic, meaningful messages from For Freedoms to remind that voter to participate. We will also send your volunteer messages around key deadlines, so they have the opportunity to reach out to their networks at especially meaningful moments.