



Reach App 101

Introduction
Voter Registration





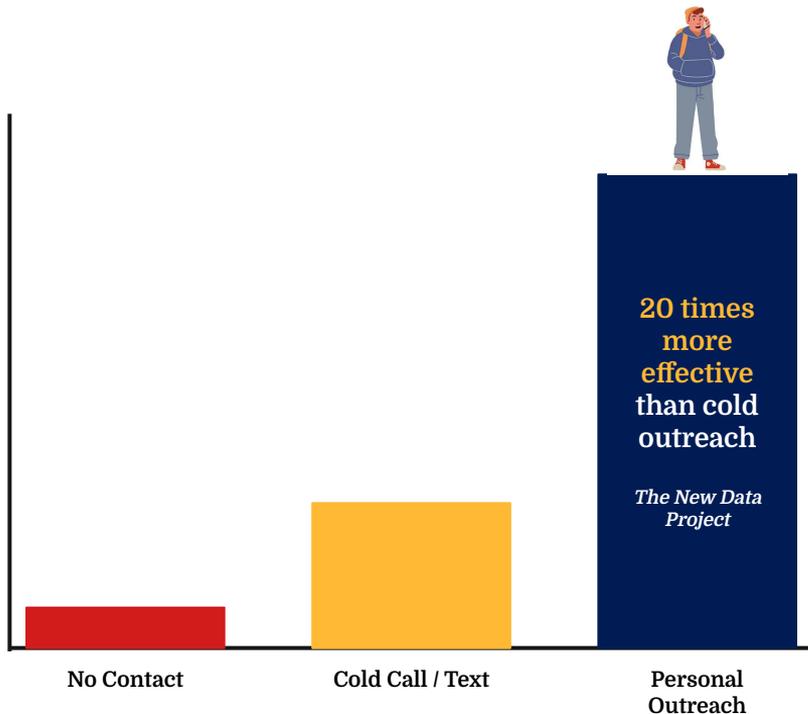
Charleen Smith

**Southwest Volusia Dems - Media & Communication
FDP Reach Trainer**



**We're building an
organizing program
around a simple principle:
YOU are the best
advocate with the people
in your life.**

Contact Rate Comparison

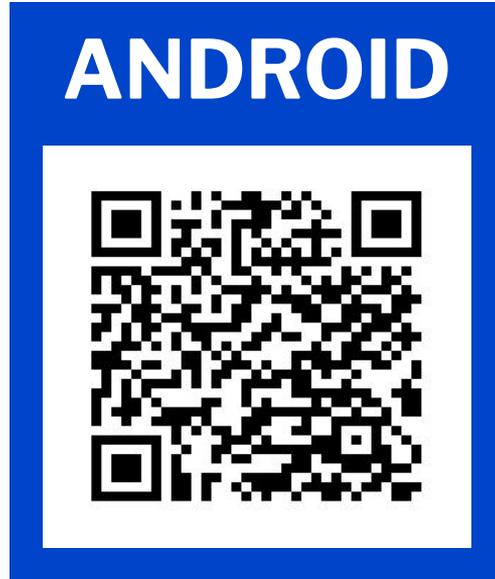
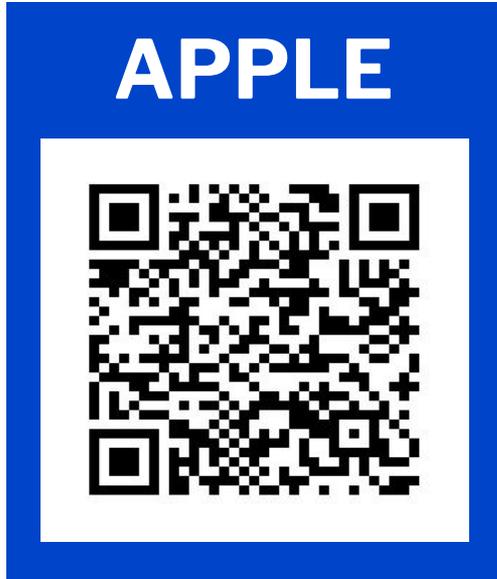


“A message will be more effective at getting you to vote if it comes from someone you know and trust than if it comes through a cold call or campaign advertisement.”

Credit: Wired

**The Next Campaign Text You Get
May Be From a Friend**

1. Download: <https://reach.vote/get-the-app>



1. Download from App Store:
2. Create Account
3. Browse Campaign Directory

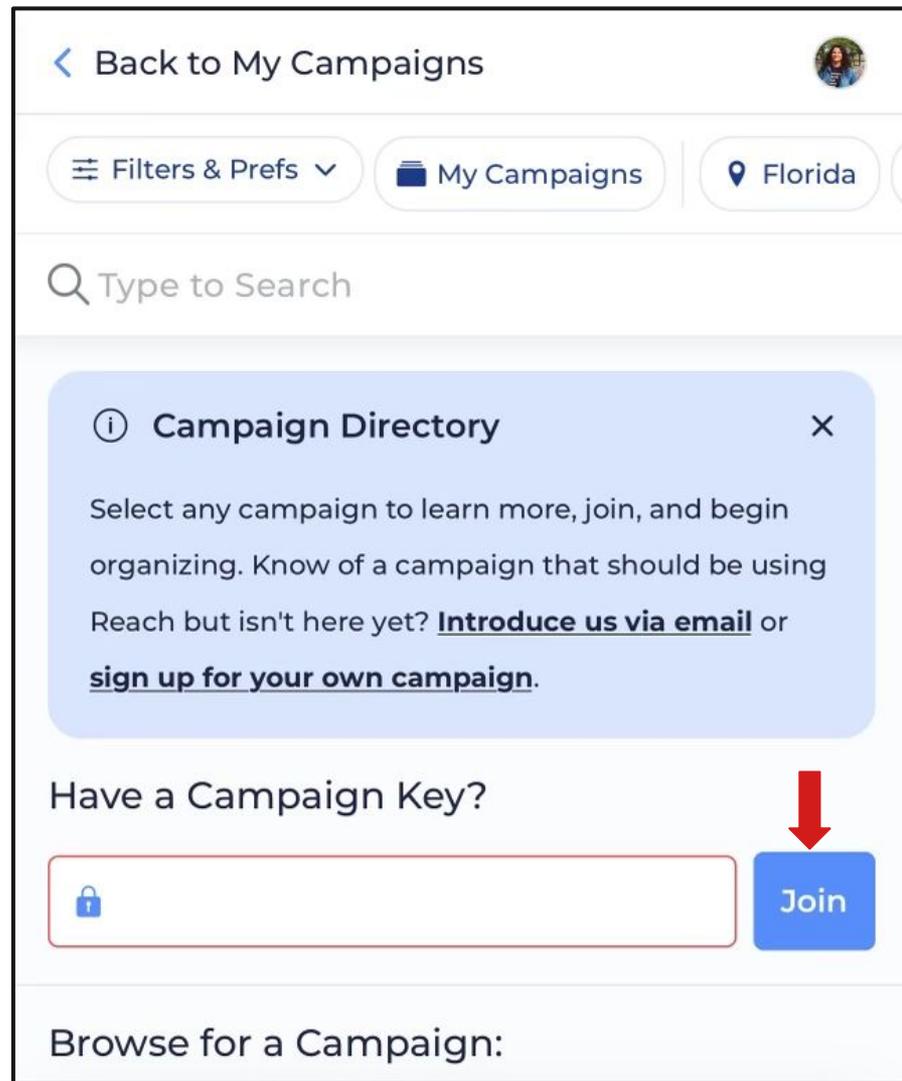
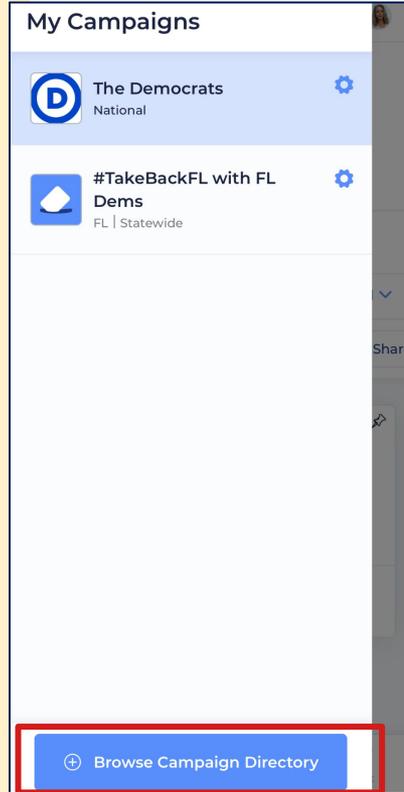
OR

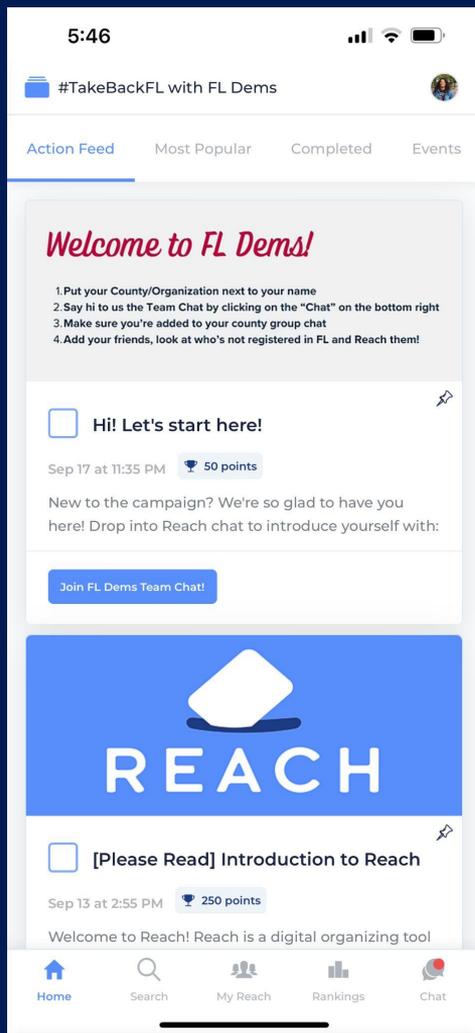
4. Go to your computer/phone browser and type in:

<https://flade.ms/joinreach>

You'll need a Campaign Key
for your county

Enter your County Campaign Key Volusia UZGBY9





Introduction to Reach

Voter Registration

- Reach is **NOT** a voter registration app
- Reach **IS** an app that helps you organize your voter registration work and outreach

#TakeBackFL with FL Dems

Kristellys E.

Vincent Wilkinson

Met while organizing

Survey

Contact Info

Location (3)

Voter Registration

Tags

Reach Add

Last Reached a few seconds ago by you

Voter Registration

Waiting For Voter

Online Portal

Need more information? Find answers [here](#).

Reminder due in 3 days

Take the next step

Online Form Submitted

Record new action

Last reminder sent 3 days ago

Link sent via messaging

October 11, 2023

Process Started

October 11, 2023

The beginning of time

Home Search My Reach Rankings Chat

Where to Reach people?

**In My
Network**
(Import from Phone
Contacts)

**Community
Canvassing**
(Manual Entry)

Events
Door to Door
Running errands
At your place of worship
At your kid's soccer game
While getting coffee
Etc.

Audiences → Goal → Scripts



Goal



Goal



Goal



Goal





Action Feed

Where to find the highest priority actions & completed tasks.



My Reach

Build your network, register voters & track interactions.



Search

Find individual supporters & voters.



Chat

Communication, support and collaboration!

My Reach Chat

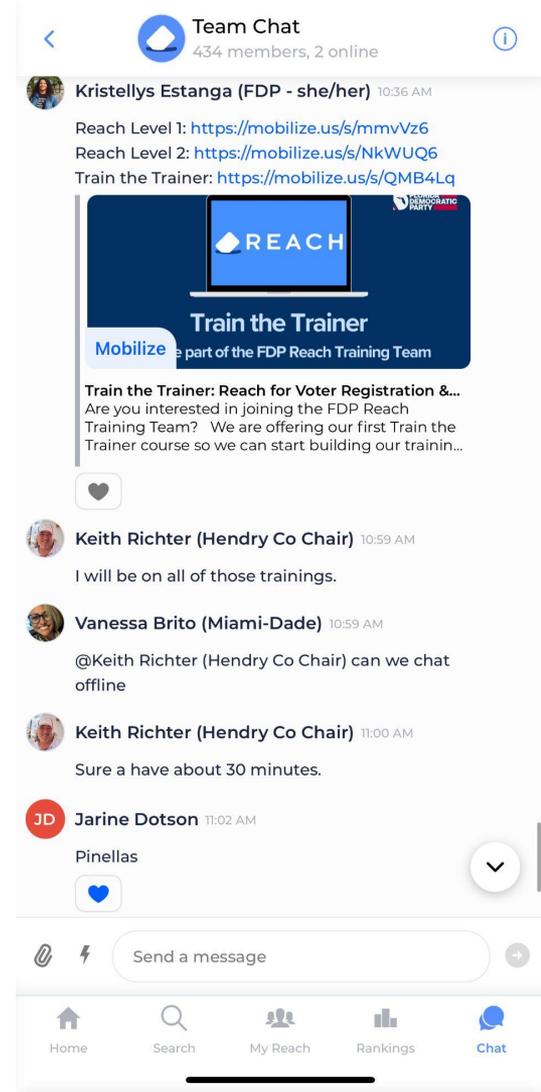
Communication, support and collaboration!

Action
Feed

My
Reach

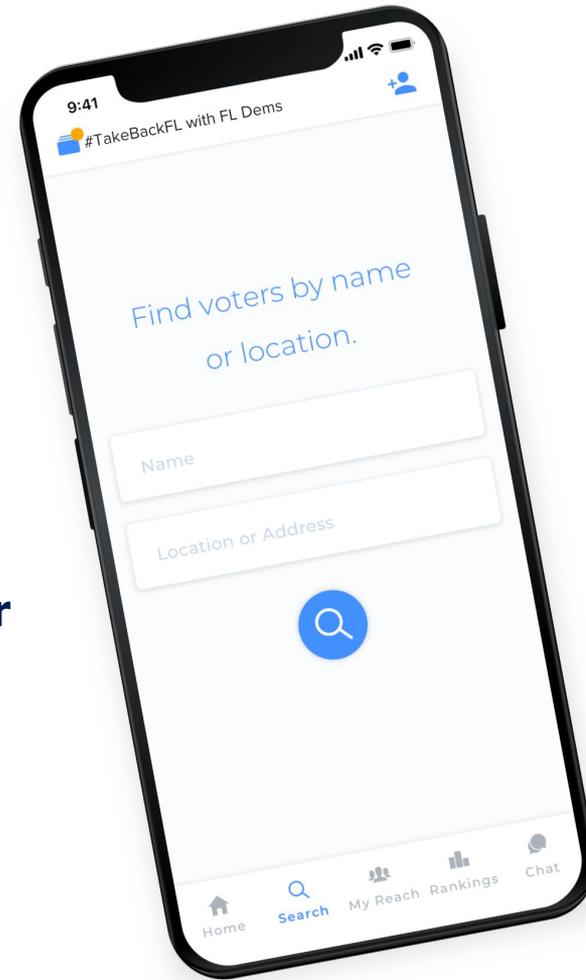
Search

Chat



My Reach & Search

- “My Reach” Screen:
 - **Your Network**
 - **Interaction History**
 - **Voter Registration interactions, reminders**
- Search function:
 - **find someone in voter database + add them to your network**
 - **reach out about registering to vote**



Voter Registration

Where to find unregistered voters?

1. Canvassing / In community

Through the **Search** option

2. Your phone contacts

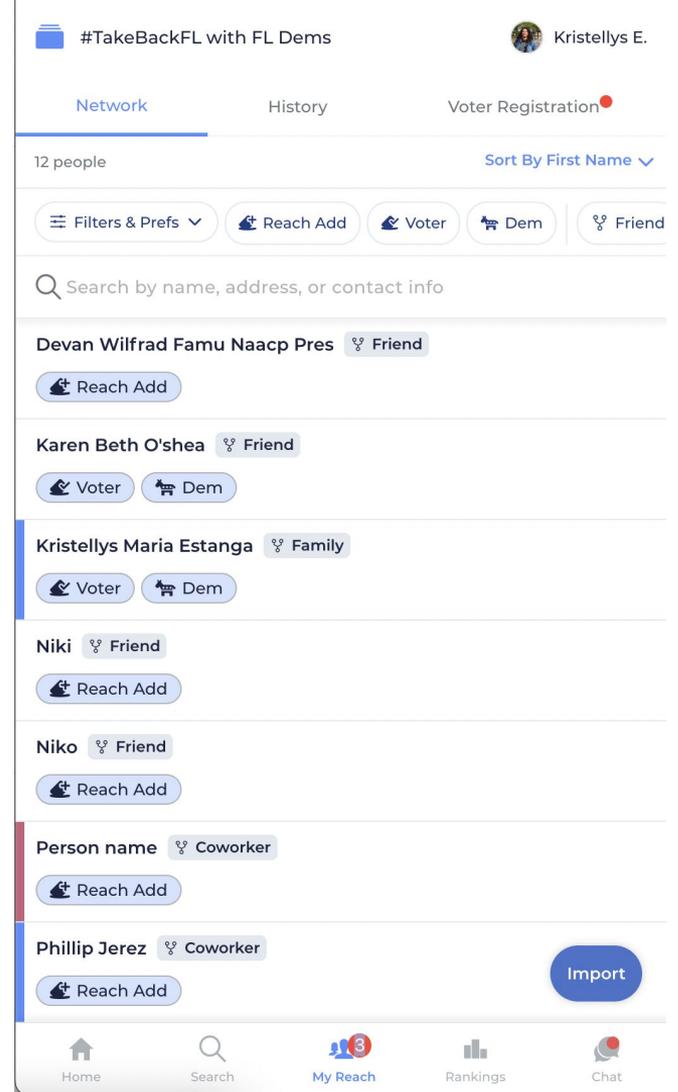
Through the **Import** option

Action
Feed

My
Reach

Search

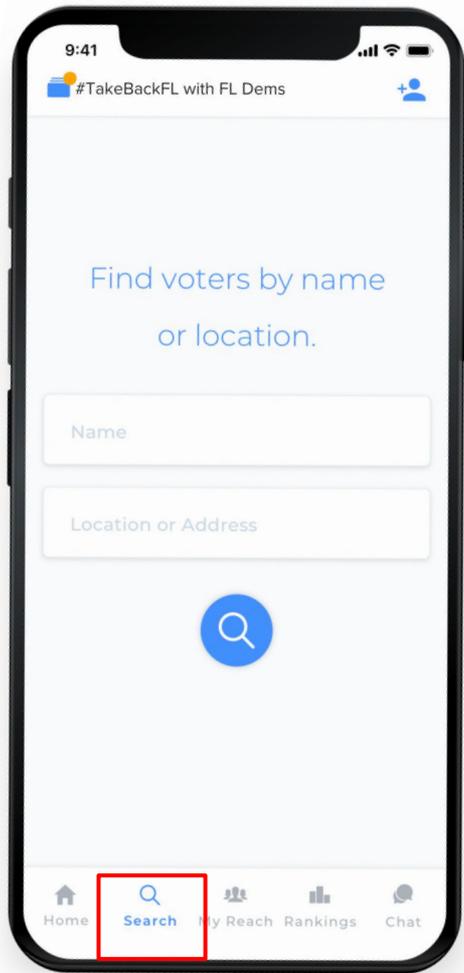
Chat



Adding Someone while Community Canvassing

Canvassing / In community

Add someone through the
Search option



Adding someone:

2. While canvassing in the community

Search

Type in
Name,
City or
Zip Code

Find voters by name or
location.

Person 45



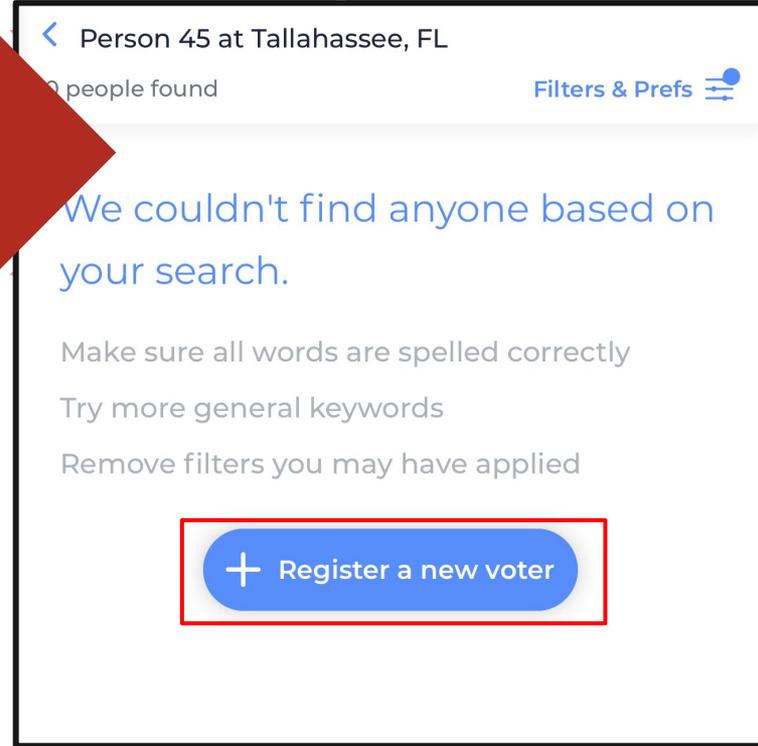
Tallahassee, FL



Follow
the
steps

Adding someone:

2. While canvassing in the community



Step by Step: Adding Someone

Add Someone New Add

Voter Registration ✕
Use this form to add a new person you cannot find when you search. Then, Reach can help you register them to vote.

Full Name - Required
Person 45 ✕

Zip Code - Required
32303 ✕

State - Required
FL - Florida ✕

Address ^

Street Address
Tallahassee, fl ✕

Unit/Apartment
Apartment, unit, suite, floor etc.

City
Tallahassee ✕

Add Someone New Add

Contact Information ^

Mobile v
+1 (954) 804-9010 ✕ ✓
Share with #TakeBackFL with FL Dems

+ Add phone number

Home v
example@domain.com
Share with #TakeBackFL with FL Dems

+ Add email address

Tags ^
Reach Add +

Relationship ^
Add to My Network

Florida Dems 2023 Survey ^
Did they sign the abortion petition YES NO

Adding someone: 2. While canvassing

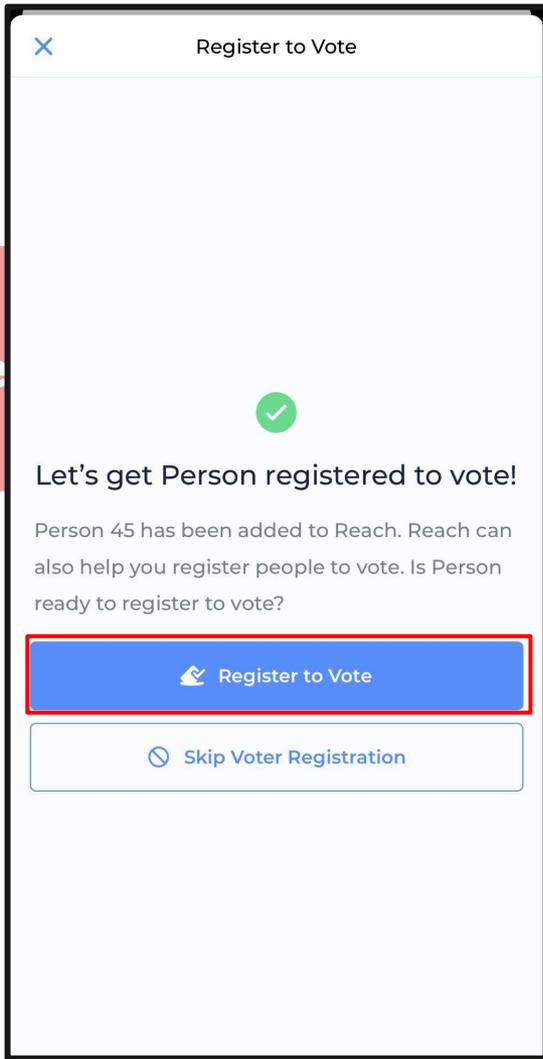
**Add
Someone
New
Register a
New Voter**

**Follow
the
Steps**

**Fill in the required information:
- Full Name, Zip Code, State**

**AND: Get their phone number or email
address to send them the link to
register online (and to continue
engaging with them)**

Click: Add to My Network + Add



Adding someone: 2. While canvassing

Contact
will not
appear
(not
registered)

Add
Someone
New
**Register
to Vote**

Follow
the
Steps

Click: **Register to Vote**

Date of Birth

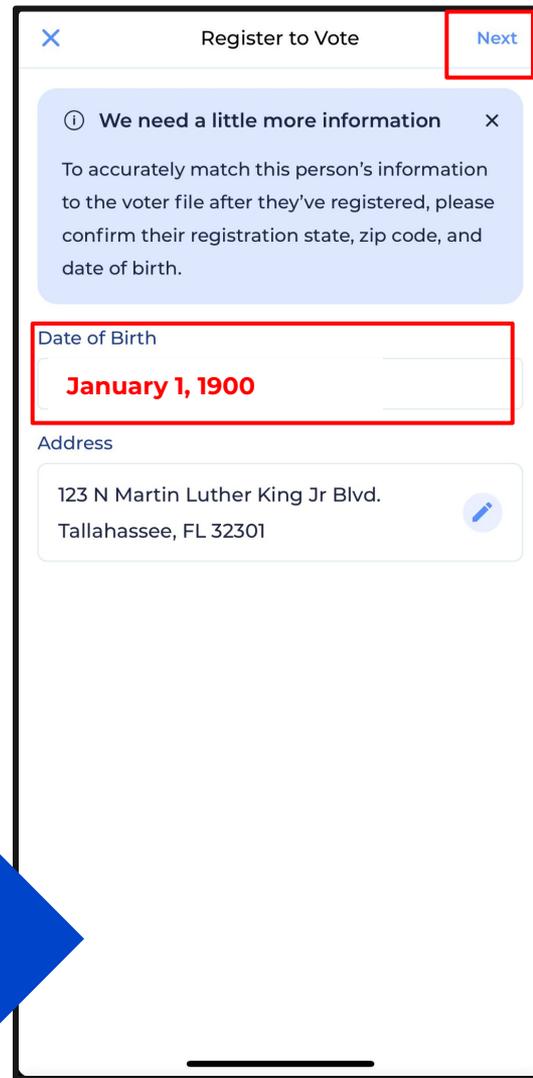
You will need to put in their date of birth.

Why?

This is the most important piece of information that the Voter Database will use once their voter registration form has been processed to match your Reach Contact to their processed VR form.

If you can't get their date of birth, insert **January 1, 1900** as the default.

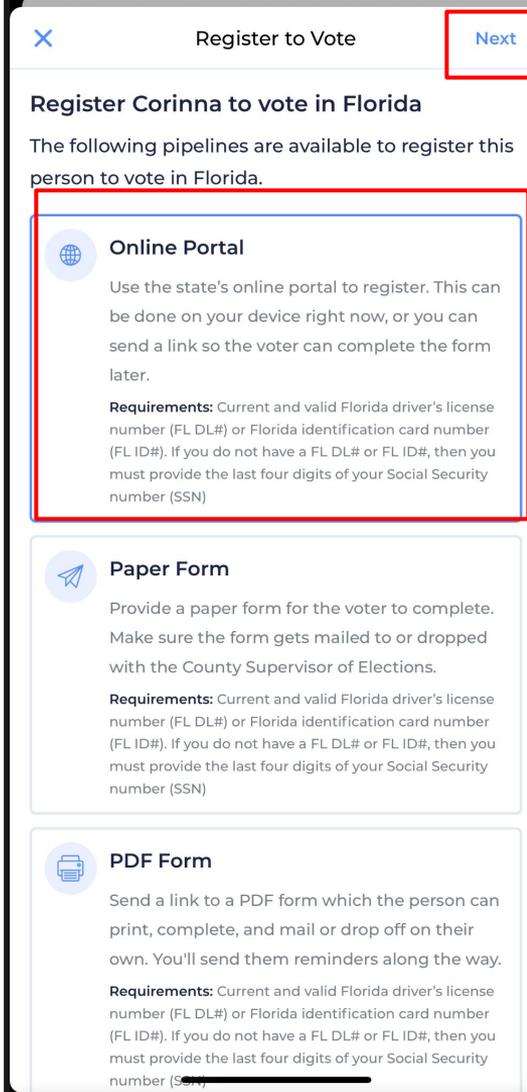
Click: **Next**



Choose how they will receive the registration form

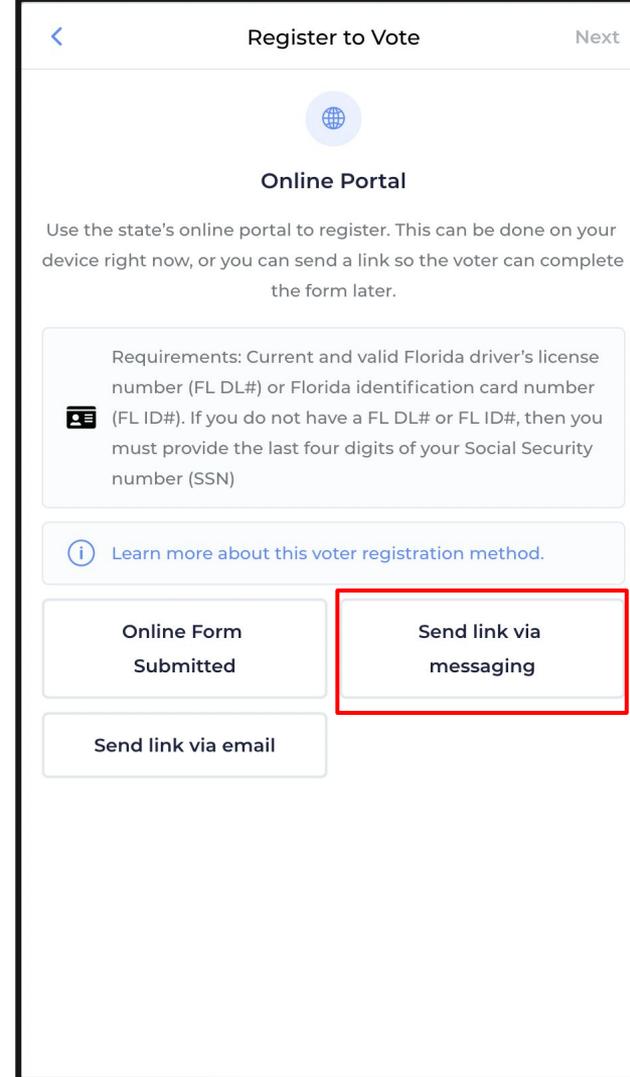
Options for Voter Registration:

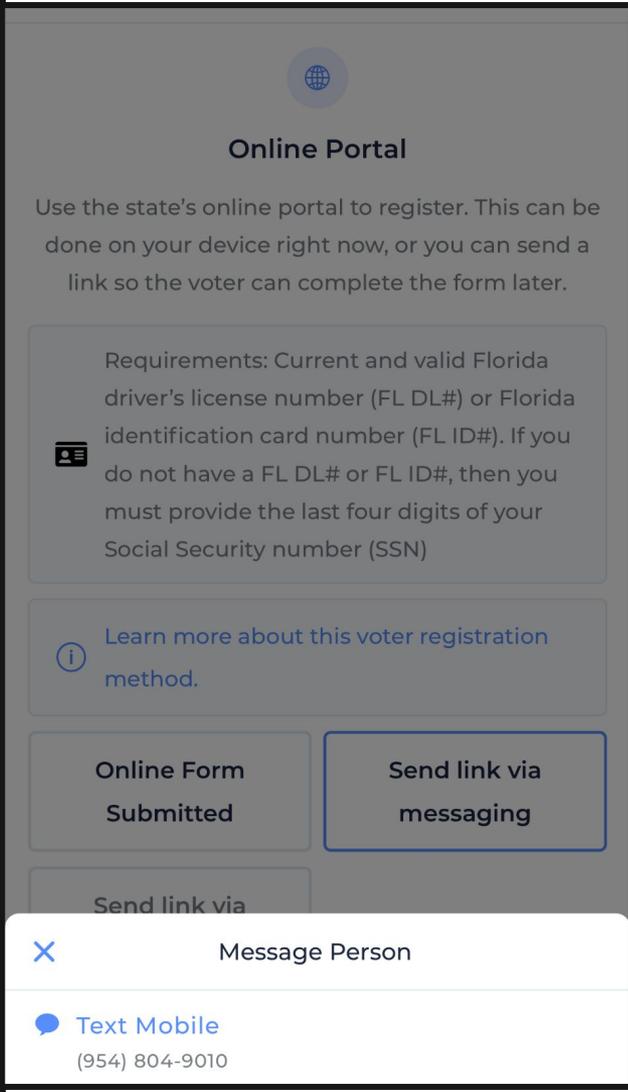
1. **Online Portal:** Send them the link to www.RegisterToVoteFlorida.Gov to their phone or email **(We will choose this now)**
2. If you have a paper form with you, leave the form with them and click **Paper Form**
3. **PDF Form (English/Spanish):** Send them the link to the PDF form that they can print and send on their own.



Select how you will send them the online link

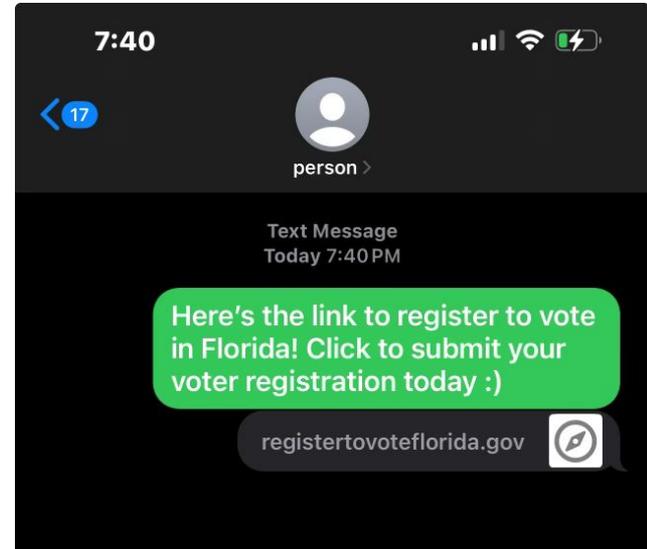
Click: **Send link via messaging**





Send them the VR form to their phone

Reach will switch over to your messaging app on your phone and send the person a message with a scripted message. You can revise this message in your message app.

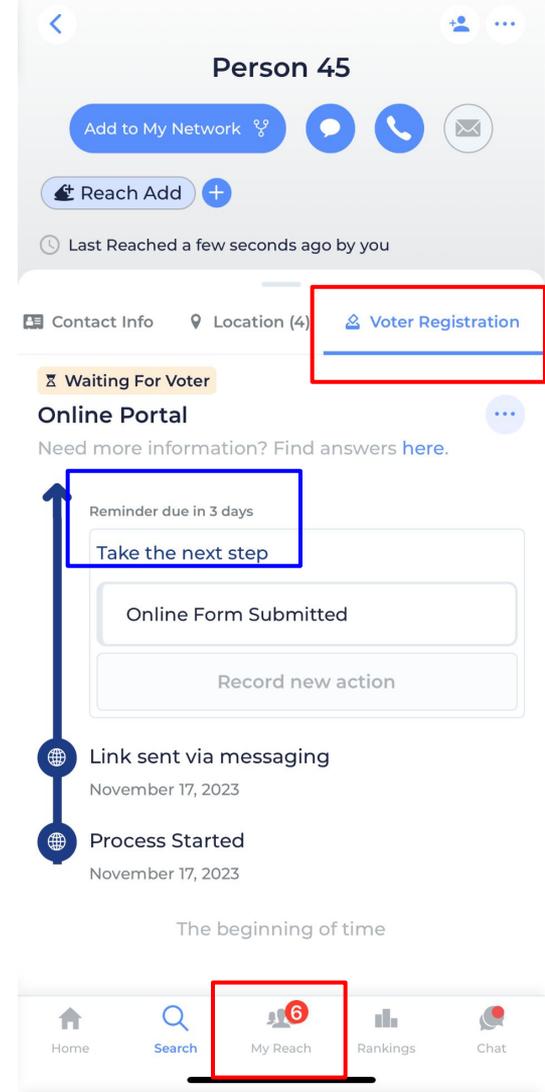
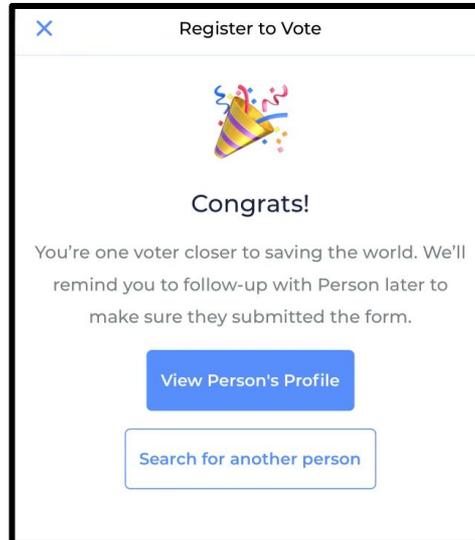


You did it!

You've successfully initiated the voter registration process with your contact.

You can view their profile by going to **My Reach** and clicking on their name.

You will see that the voter registration process is tracked and it will **remind you in 3 days** to follow up



Voter Registration



#TakeBackFL with FL Dems

44m ago

Voter Registration To Dos

You have 3 voter registration reminders to send

Voter Registration

<

Vincent Wilkinson

Met while organizing

Survey

Contact Info

Location (3)

Voter Registration

Tags

Reach Add

Last Reached 6 days ago by you

Voter Registration

Waiting For Voter

Online Portal

Need more information? Find answers [here](#).

Reminder due 3 days ago

Send Reminder

Take the next step

Online Form Submitted

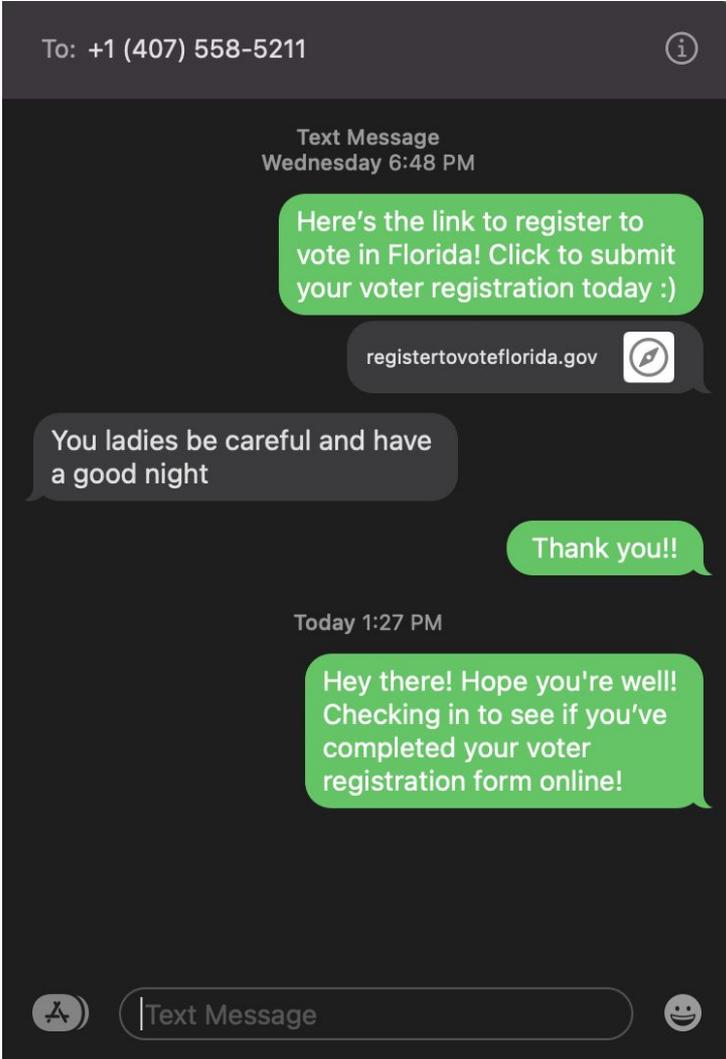
Record new action

Link sent via messaging
October 11, 2023

Process Started
October 11, 2023

The beginning of time

Voter Registration



Voter Registration

#TakeBackFL with FL Dems

Kristellys E.

Vincent Wilkinson

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Survey

Contact Info

Location (3)

Voter Registration

Tags

Reach Add

Last Reached 6 days ago by you

Online Portal

Waiting For Voter

Did you send the message?

Yes

No

Link sent via messaging
October 11, 2023

Process Started
October 11, 2023

The beginning of time

Home Search My Reach Rankings Chat

Adding someone from: Your phone contacts

Go to My Reach (bottom, middle)

Click “**Import**” button



Adding someone from: Your phone contacts

Click

“From Phone Contacts”

Contact in
your phone

Import

Add to
Your
Reach
Netwo
rk

Voter
Registrati
on
Tab

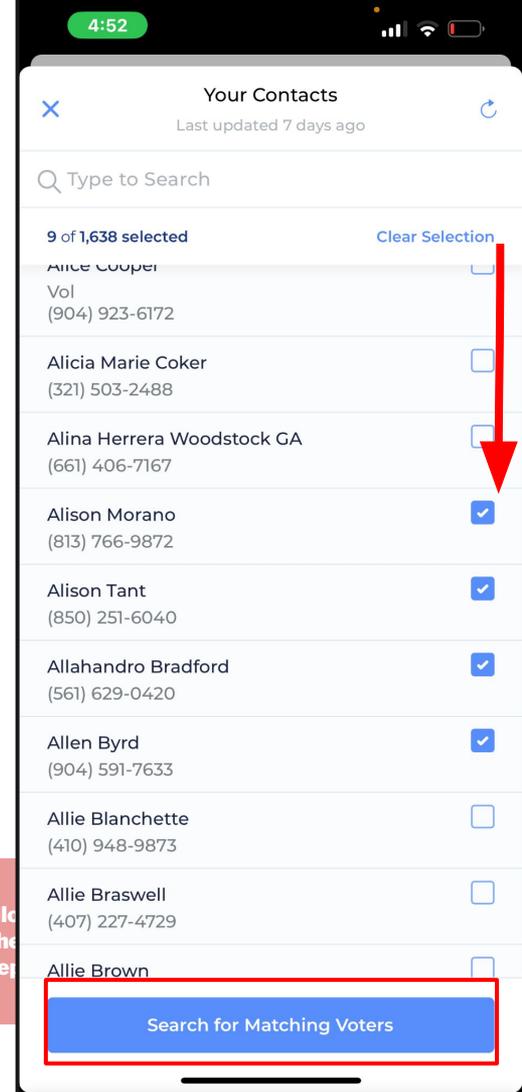


Adding someone from: Your phone contacts

Select contacts you want to import

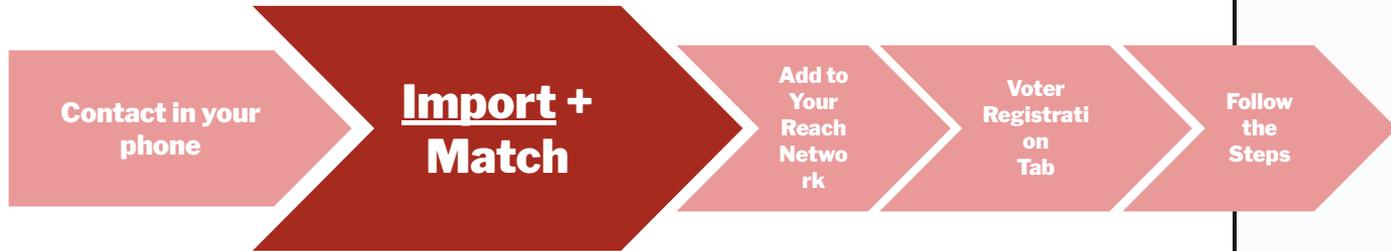
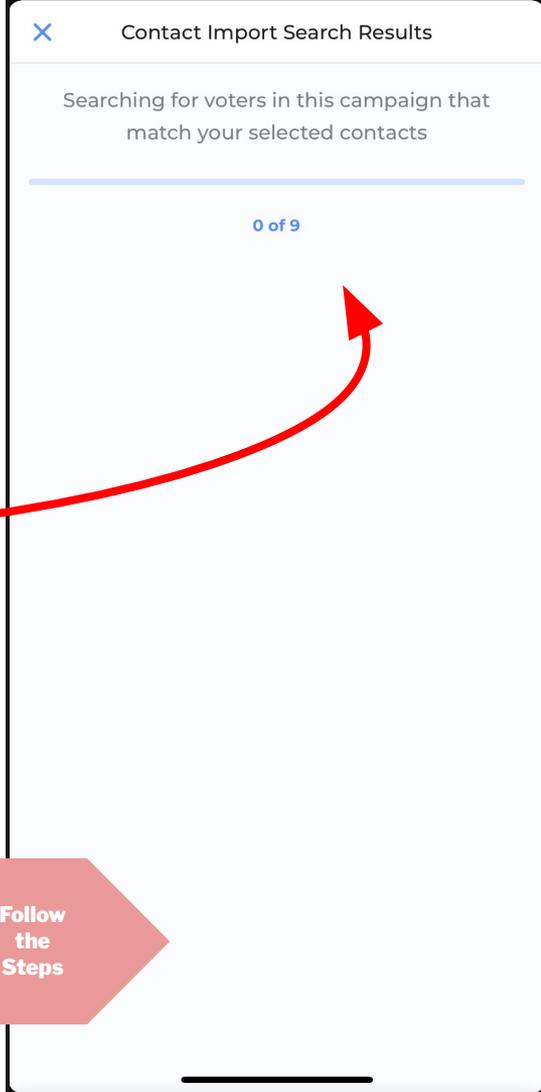
Click: **“Search for Matching Voters”**

Only registered voters will be able to be matched



Adding someone from: Your phone contacts

Reach will talk to VAN to look for matching voter files that match the contact in your phone.



Adding someone from: Your phone contacts

Great Matches:

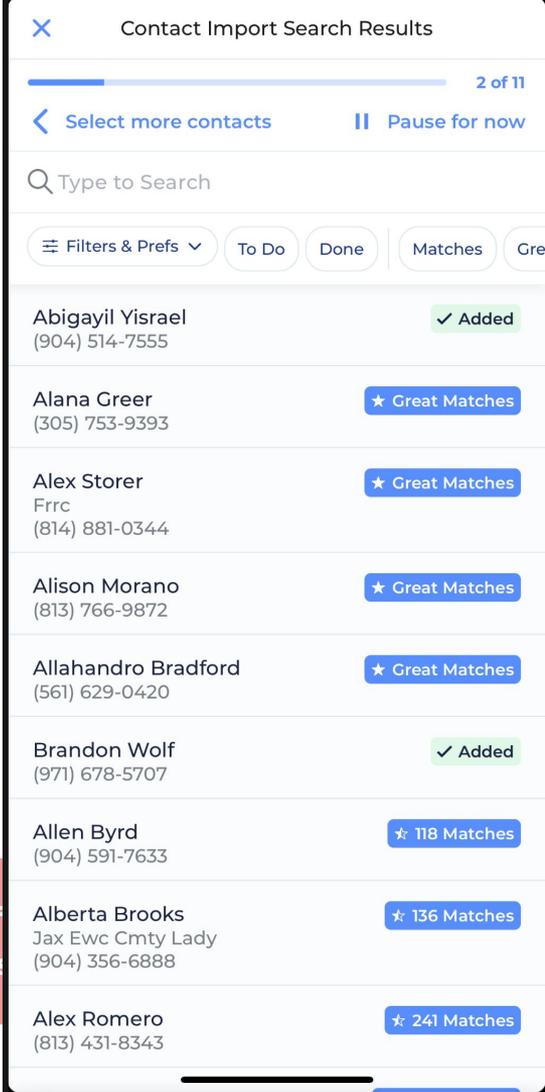
VAN will find great matches for some. You will select the best match using what you know about the person.

Multiple matches:

You can go in and narrow down the search for that person by entering additional or revised information and search for matching records again

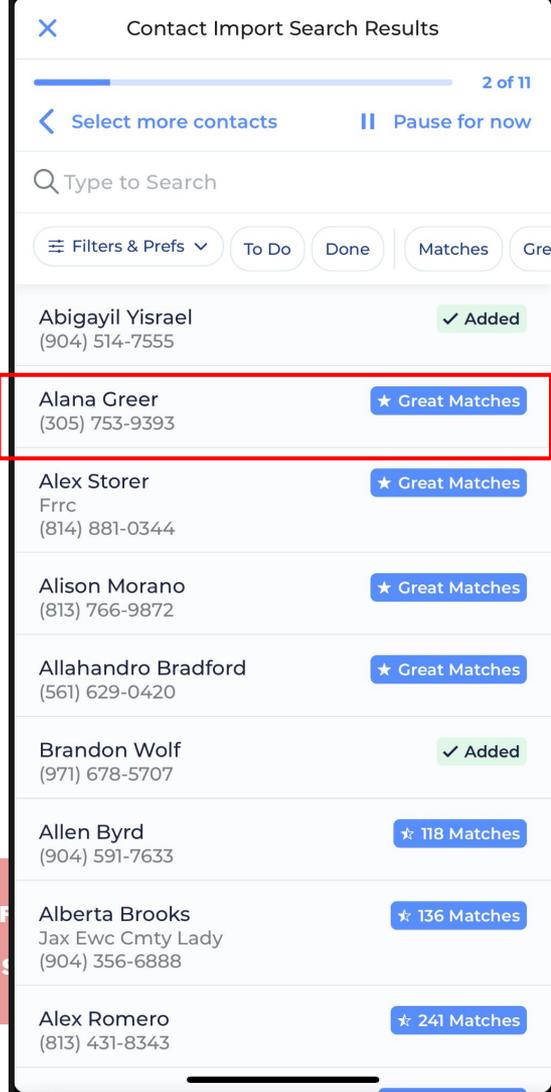
No Matches:

the person is not showing up as a registered voter.



Adding someone from: Your phone contacts

Click on someone you want to **add to your network** on Reach.

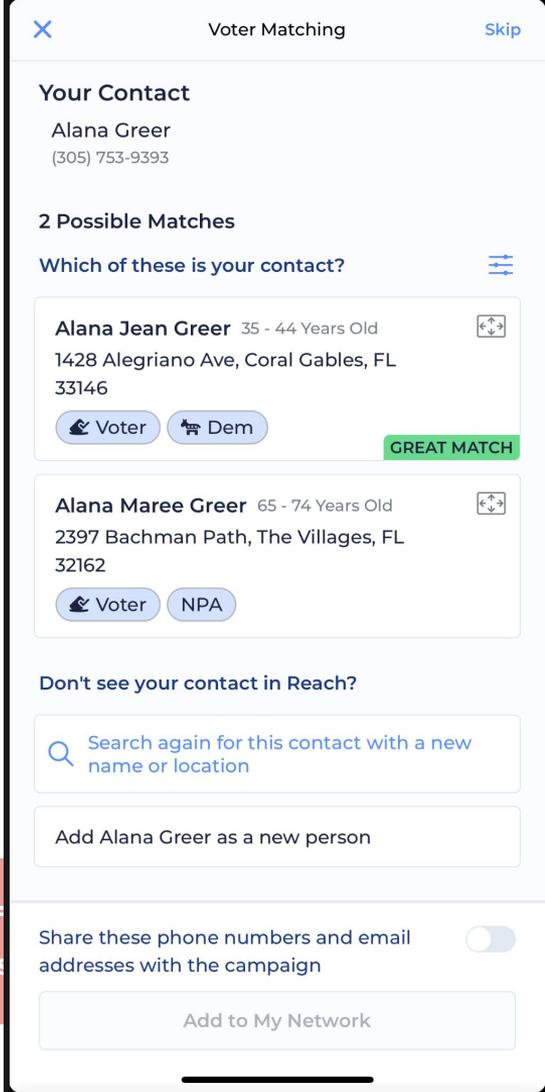


Adding someone from: Your phone contacts

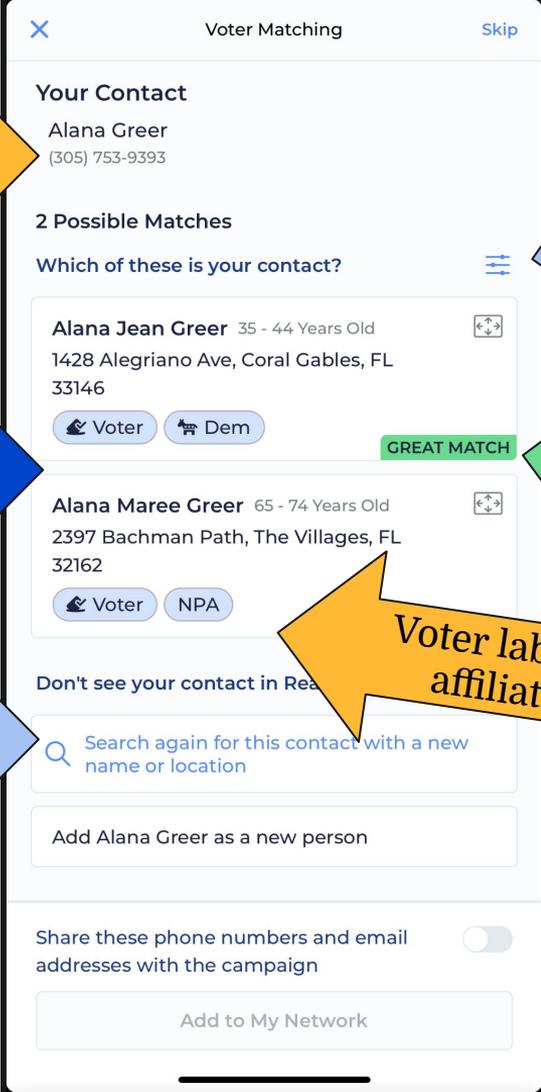
After you click on your contact,

You will see a list of possible matches.

Take time to review the different information
on this screen



Step by Step: Adding Someone.....



Your Contact

Possible Matches

If you don't see your person here, you can do another search

Filters to narrow list

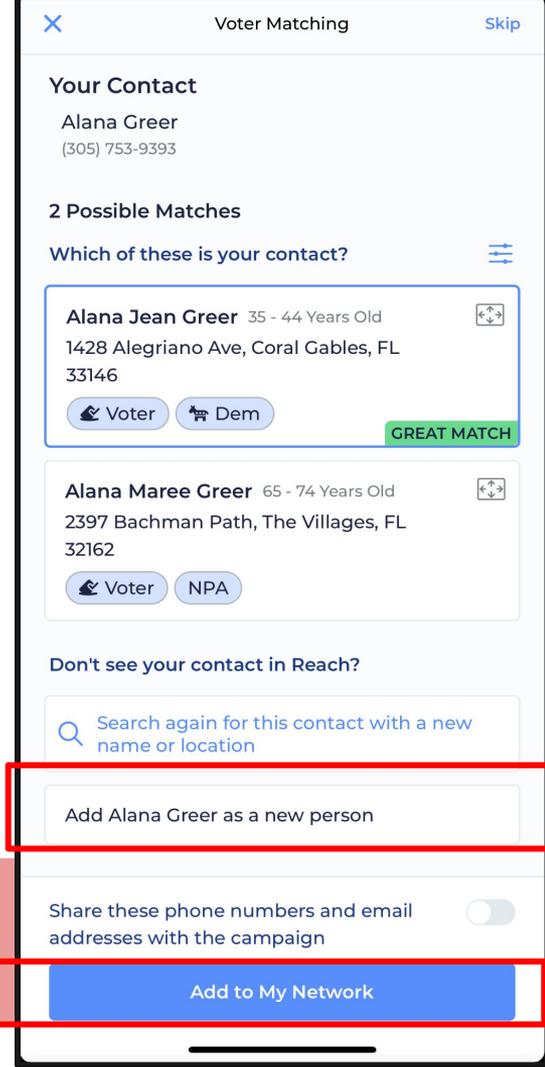
VAN: best possible match

Voter label, Political affiliation label

Adding someone from: Your phone contacts

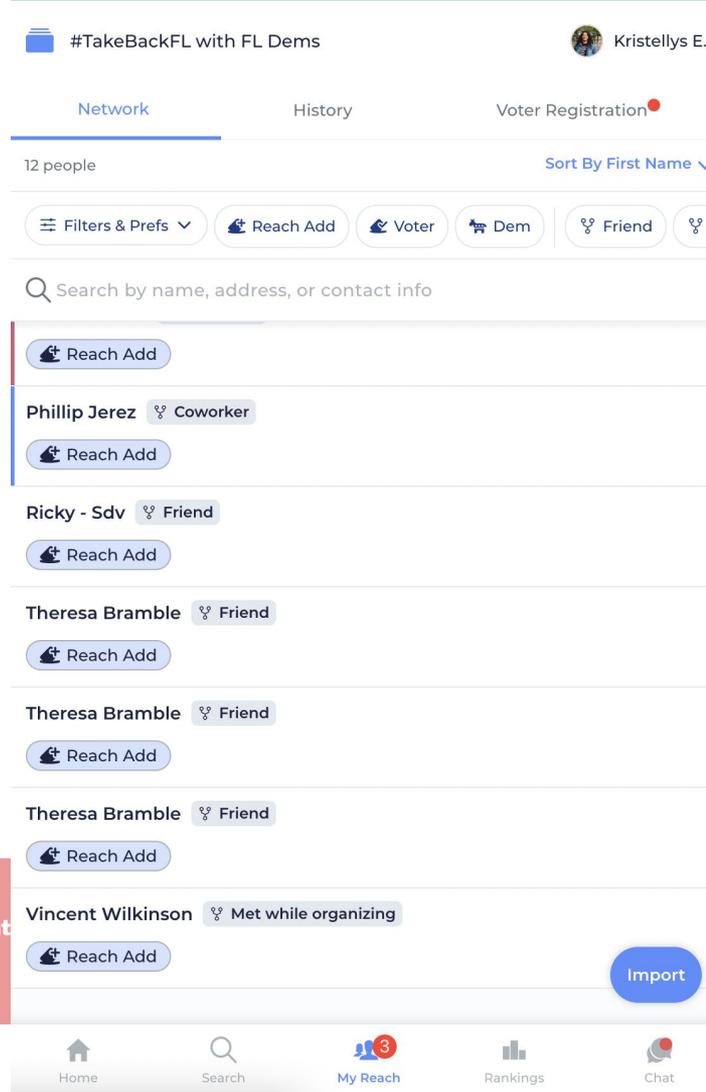
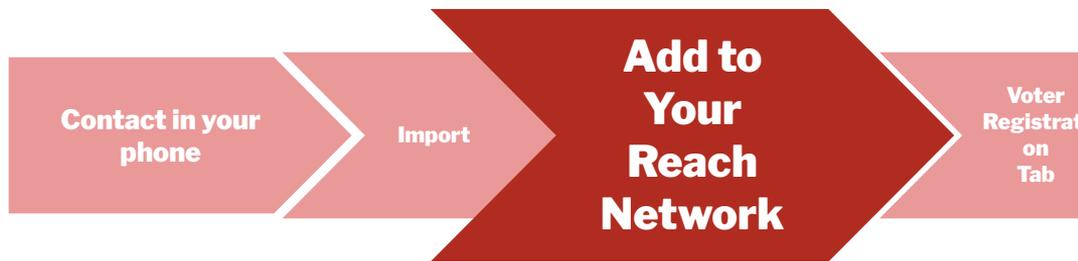
After you review and match your contact,

1. Click: **Add as a new person**, click **“Continue”**
2. Click: **Add to My Network**



Adding someone from: Your phone contacts

They are now in your
MyReach network!



Thank You!

Link to FAQs

<https://flade.ms/reachfaq>

Questions?

reach@floridadems.org