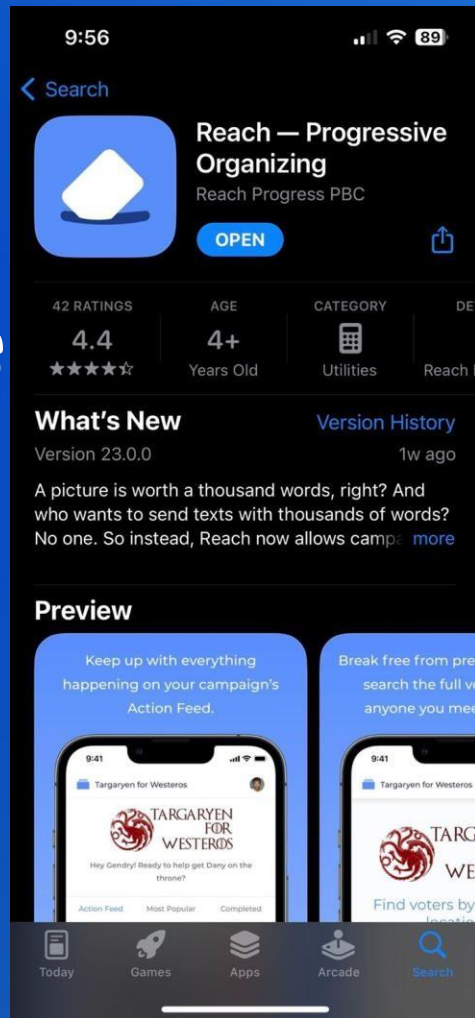




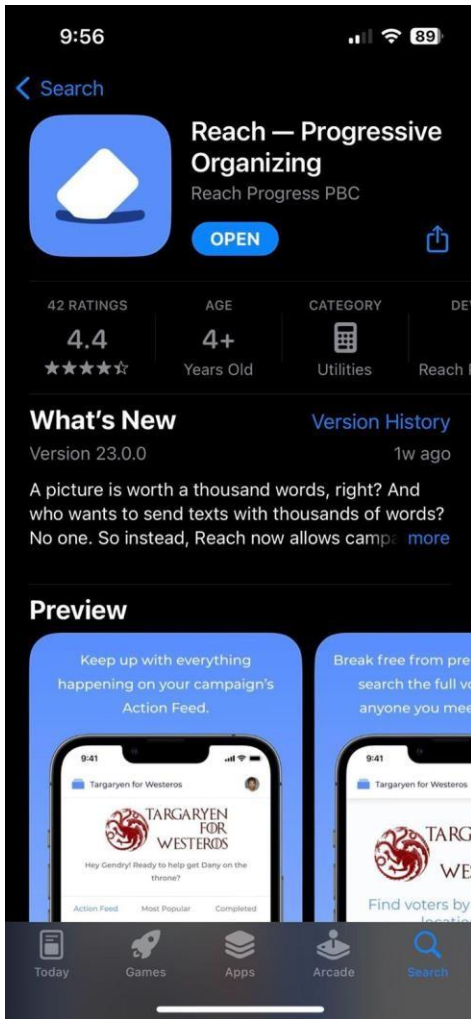
# Reach App Intro & Use

## Relational Organizing Voter Registration

Hillsborough DEC Campaign Key:  
**H8GWU4**



# Download



**For Apple: App Store**

**For Android: Play Store**

**App is called: “Reach  
Progressive Organizing”**

**For Computer: go to web  
page [Reach.vote](https://Reach.vote)**



# Russ Miller

## HCDEC Volunteer Coordinator



# Florida Registered Voters

**.4.5 million Democrats**

**.5.1 million Republicans**

To catch up, either EVERY precinct captain in the state can register one new voter a day over the next year,

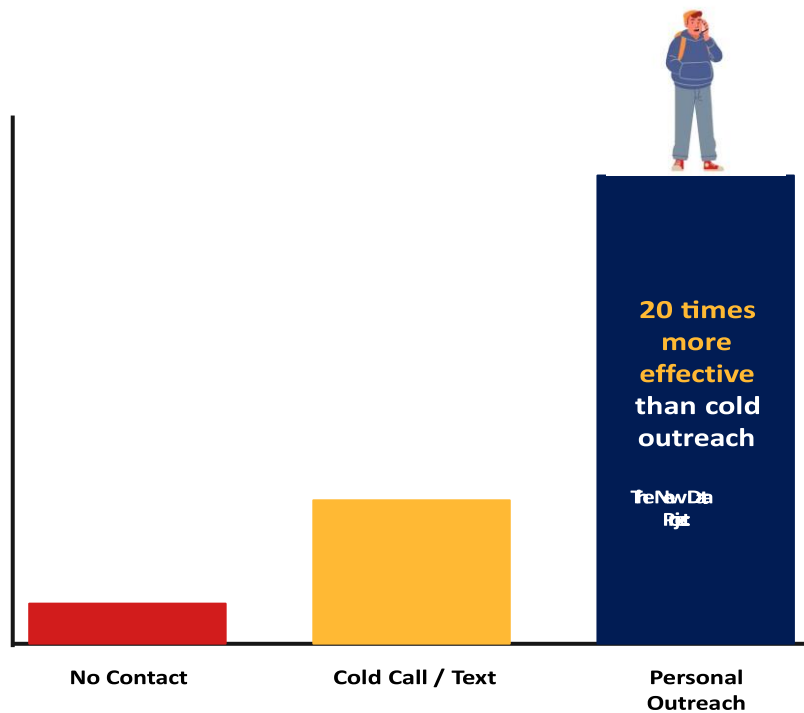
OR every 8 registered Democrats can register ONE new Democrat between them from now until November 2024.





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

# Contact Rate Comparison



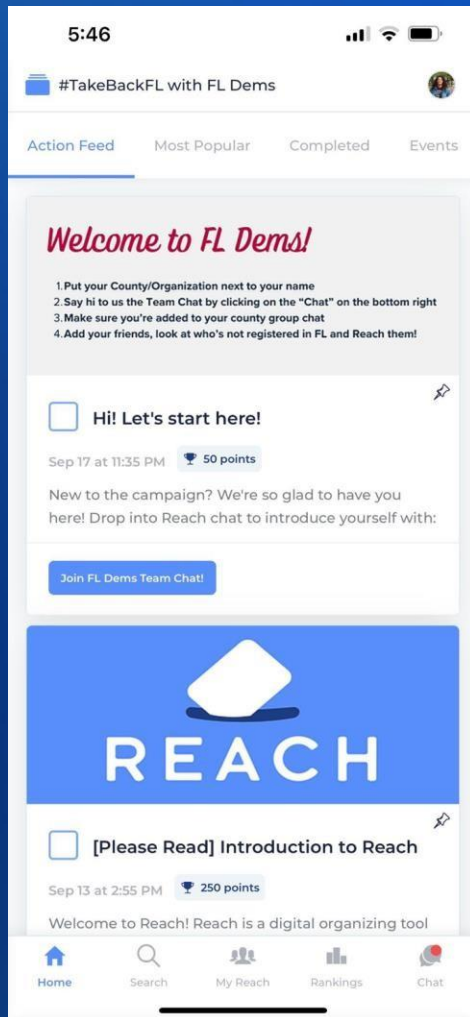
“A message will be more effective at getting you to vote if it comes from someone you know and trust than if it comes through a cold call or campaign advertisement.”

**Credit:** Wired

**The Next Campaign Text You Get**

**May Be From a Friend**





# Getting Started


## Get your phones out!



## 2. Create Account

1. Enter your 10-digit cell phone number.
2. Receive a one-time authentication code from us via text
3. Enter your name, address, and email address.
4. Please hold once you've successfully created your account.


[← Change phone number](#)




Enter the code we texted to (617) 304-4729

3 5 - - - -

Didn't receive a code? [Resend](#) or [call me instead](#).

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
0		



### 3. Join FL Dems

Enter Campaign Key

< Back to My Campaigns

Kristellys E.

Filters & Prefs

My Campaigns

Florida

National

Open

Elect

Type to Search

#### Campaign Directory

Select any campaign to learn more, join, and begin organizing. Know of a campaign that should be using Reach but isn't here yet? [Introduce us via email](#) or [sign up for your own campaign](#).

Have a Campaign Key?

Enter Campaign Key

Join

Browse for a Campaign



#TakeBackFL with FL Dems

FL



2 Million Texans/TX Blue Action Network

TX

Building the largest volunteer GOTV network in the country through the power of relationships. Everything is bigger in Texas!



Aaron Regunberg for Congress

US House | RI | CD-1

Join Rhode Island WFP in support of Aaron Regunberg for Rhode Island's first Congressional District! We're reaching out to friends and family to get out the vote and

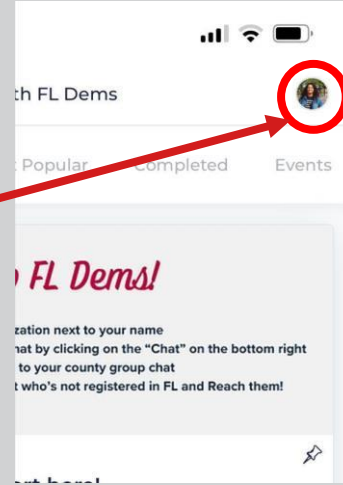
# H8GWU4

# Tell users where you are

Click on your **profile button** in the upper right hand corner and add your county after your last name in parentheses.

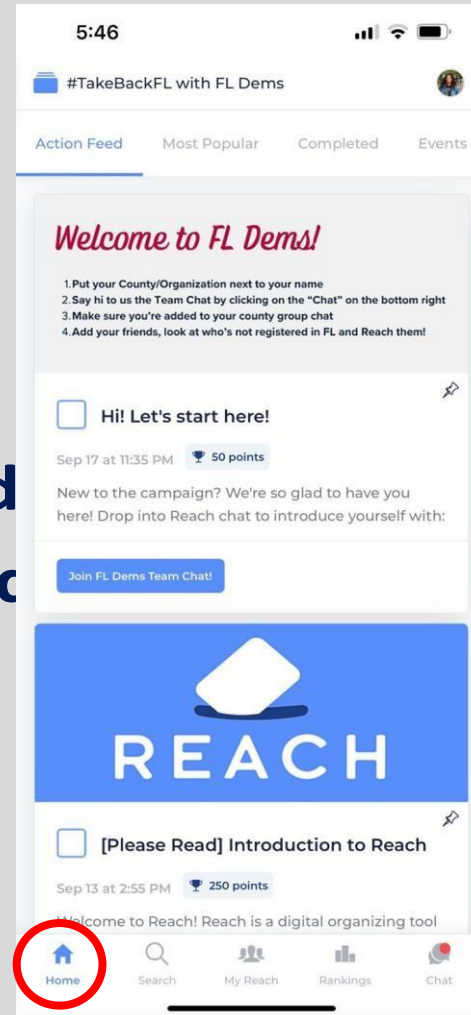
For me, that means “Miller (Hillsborough)”

This helps us get you into the correct county chat group.



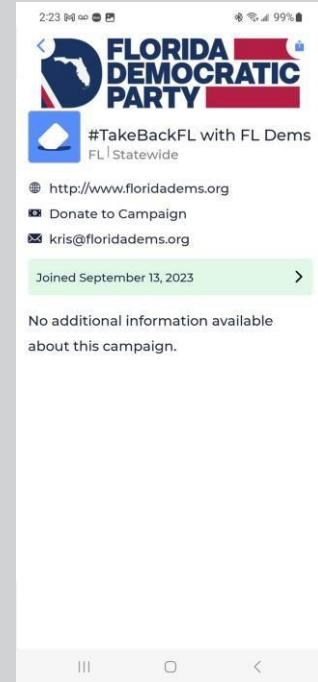
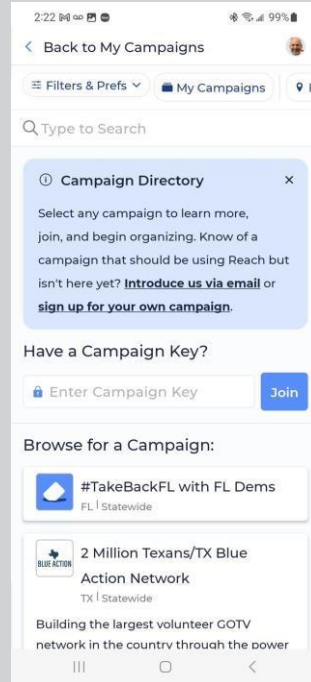
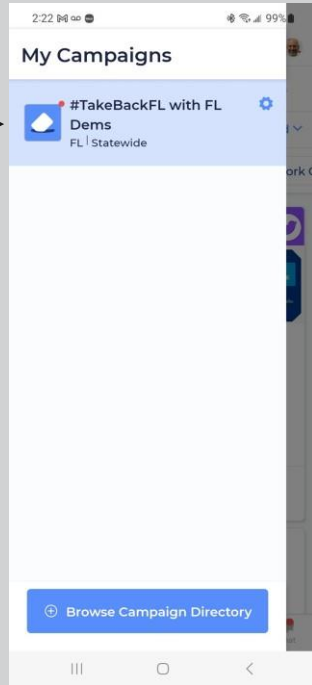
# Welcome Home!

- The Home Screen is where you can:
  - check our Action Feed
  - review your completed tasks, and more.



# Getting Stuck in the My Campaigns Loop

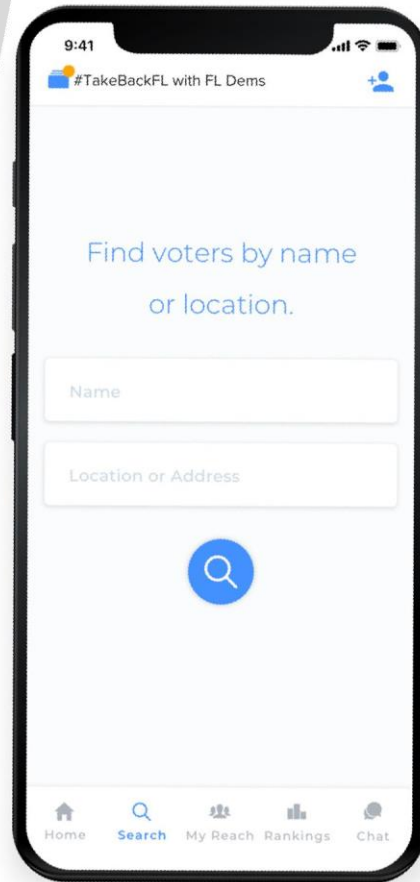
Click this to get out →



# Adding a New Person on Reach

Any Reach Add will either be:

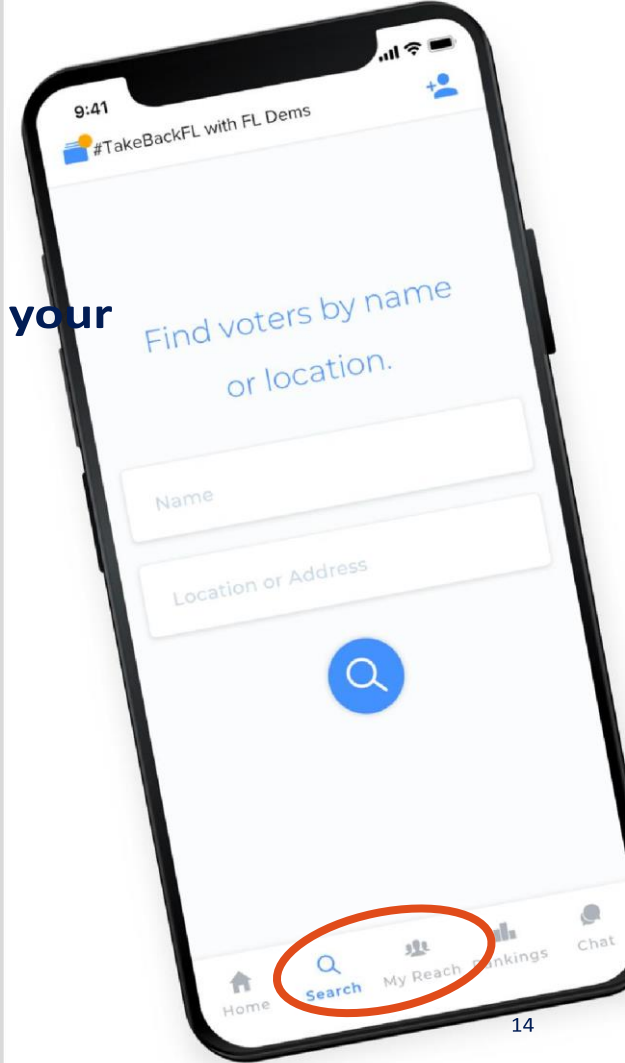
- **Created** in VAN's MyCampaign
  - This is an unregistered voter
- **Matched** to your VAN's MyVoter database
  - This is a registered voter
- **Survey Responses** and **Contact Actions** for that person = sync to their **My Campaign** record.





# My Reach, Search, & VR

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



# Checking out the voters on any street.

You can look up all the registered voters on any street in Florida, including your own!

Leave the name box empty and type in the street name, city, and zip code below.

This is a great tool for canvassing your fellow Democrats (and avoiding pesky Republicans.)

3:13 [status icons] 96%

#TakeBackFL with FL Dems [profile icon]

Find voters by name  
or location.

Name

Sterling Silver Cir, Lutz 33549

[Search Icon]

[Keyboard]

3:23 [status icons] 95%

< Sterling Silver Cir, Lutz 33549

70 people found [Filters & Prefs]

**Neille C Duniap** 75 - 84 Years Old  
18410 Sterling Silver Cir, Lutz, FL 33549  
[Voter] [Dem]

**Joseph David Lewis** 35 - 44 Years Old  
18412 Sterling Silver Cir, Lutz, FL 33549  
[Voter] [Dem]

**Renee Kathryn Formosa** 25 - 34 Years Old  
18412 Sterling Silver Cir, Lutz, FL 33549  
[Voter] [Dem]

**Justin James Formosa** 25 - 34 Years Old  
18412 Sterling Silver Cir, Lutz, FL 33549  
[Voter] [Rep]

**Denege Lorraine Carver** 45 - 54 Years Old  
18413 Sterling Silver Cir, Lutz, FL 33549  
[Voter] [NPA]

**Keegan Franklin Carver** 18 - 24 Years Old  
18413 Sterling Silver Cir, Lutz, FL 33549  
[Voter] [NPA] [Register a new voter]

[Home] [Search] [My Reach] [Rankings] [Chat]

# Voter Registration

A house that's missing a name you think should be there could have an unregistered voter!

If you type in that name and address, but Reach can't find a match, that means they probably don't exist in Florida's list of registered voters.

Contact that person to get the voter registration ball rolling! **Let's switch to demo mode and try this out.**

X

Voter Matching

Skip

Your Contact

Theresa Bramble  
nykickboxer@gmail.com

0 Possible Matches

Q

Search again for this contact with a new name or location

Add Theresa Bramble as a new person

Contact Information

Select email addresses to add

nykickboxer@gmail.com

Other

☒

Relationship

Friend

>

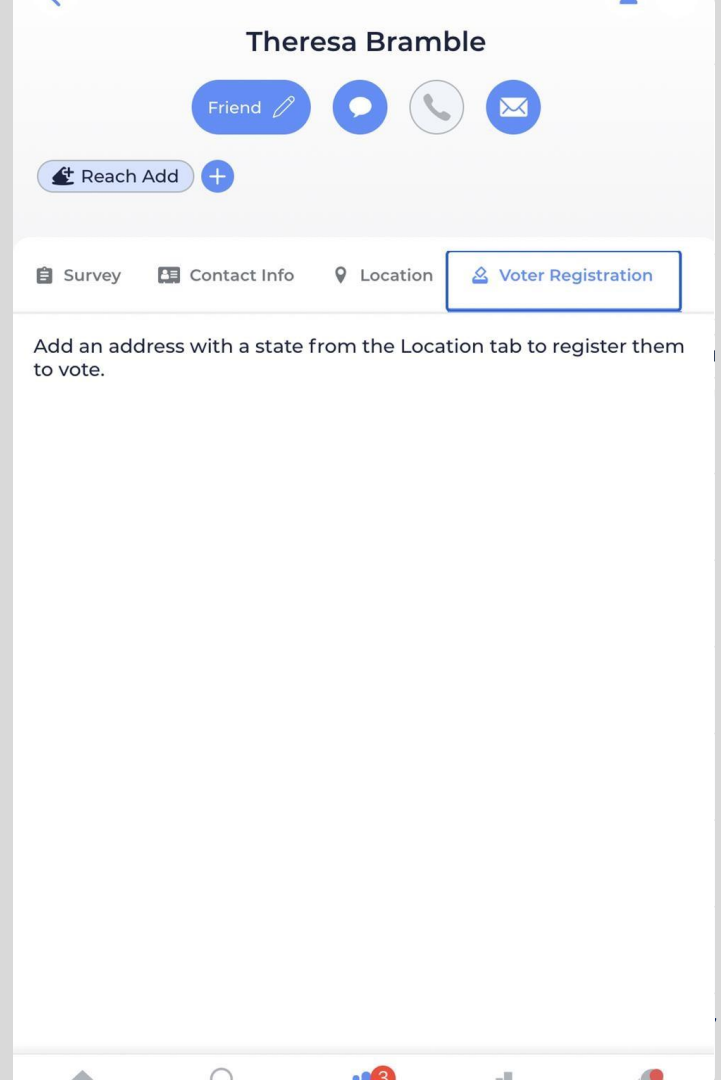
Share these phone numbers and email addresses with the campaign

☐

Add to My Network

# Voter Registration

**Voter  
Registration  
Tab**



# Voter Registration

**Follow  
the  
Steps**

× Add Address

Street Address

123 N Martin Luther King Jr Blvd.×

Unit/Apartment

Apartment, unit, suite, floor etc.

City

Tallahassee×

State

FL - Florida× ▾

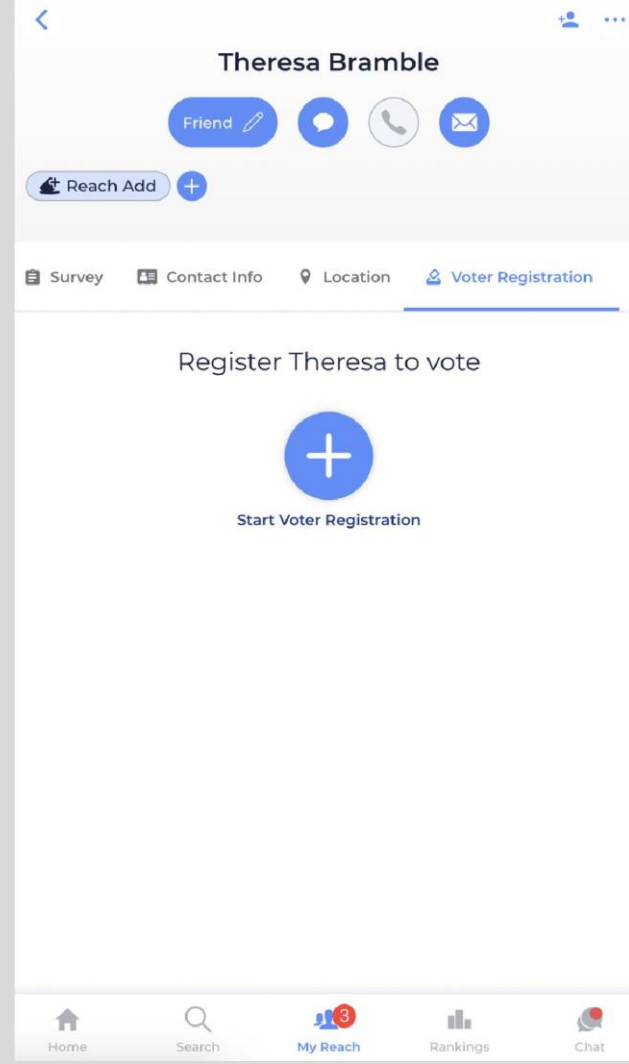
Zip Code

32301× ✓

Save

# Voter Registration

**Register  
to Vote**



# Voter Registration

**Date of  
Birth  
Needed**  
01/01/2020

×Register to VoteNext

iWe need a little more information×

To accurately match this person's information to the voter file after they've registered, please confirm their registration state, zip code, and date of birth.

Date of Birth

01/01/2000

Address

123 N Martin Luther King Jr Blvd.  
Tallahassee, FL 32301

# Voter Registration

Select method  
of voter  
registration



Register to Vote

Next

## Register Theresa to vote in Florida

The following pipelines are available to register this person to vote in Florida.



### Online Portal

Use the state's online portal to register. This can be done on your device right now, or you can send a link so the voter can complete the form later.

**Requirements:** Current and valid Florida driver's license number (FL DL#) or Florida identification card number (FL ID#). If you do not have a FL DL# or FL ID#, then you must provide the last four digits of your Social Security number (SSN)



### Paper Form

Provide a paper form for the voter to complete. Make sure the form gets mailed to or dropped with the County Supervisor of Elections.

**Requirements:** Current and valid Florida driver's license number (FL DL#) or Florida identification card number (FL ID#). If you do not have a FL DL# or FL ID#, then you must provide the last four digits of your Social Security number (SSN)



### PDF Form

Send a link to a PDF form which the person can print, complete, and mail or drop off on their own. You'll send them reminders along the way.

**Requirements:** Current and valid Florida driver's license number (FL DL#) or Florida identification card number (FL ID#). If you do not have a FL DL# or FL ID#, then you must provide the last four digits of your Social Security number (SSN)



### PDF Form (Spanish)

Send a link to a Spanish-language PDF form which the



# Voter Registration

**Send  
Link to  
Online  
VR site**



Register to Vote

Next



## Online Portal

Use the state's online portal to register. This can be done on your device right now, or you can send a link so the voter can complete the form later.

Requirements: Current and valid Florida driver's license number (FL DL#) or Florida identification card number (FL ID#). If you do not have a FL DL# or FL ID#, then you must provide the last four digits of your Social Security number (SSN)



[Learn more about this voter registration method.](#)

Online Form  
Submitted

Send link via  
messaging

Send link via email

# Voter Registration

**Send  
Link to  
Online  
VR site**



Register to Vote

Next



## Online Portal

Use the state's online portal to register. This can be done on your device right now, or you can send a link so the voter can complete the form later.

Requirements: Current and valid Florida driver's license number (FL DL#) or Florida identification card number (FL ID#). If you do not have a FL DL# or FL ID#, then you must provide the last four digits of your Social Security number (SSN)



[Learn more about this voter registration method.](#)

Online Form  
Submitted

Send link via  
messaging

Send link via email

# Voter Registration

**Send  
Link to  
Online  
VR site**



Register to Vote

[Next](#)



## Online Portal

Use the state's online portal to register. This can be done on your device right now, or you can send a link so the voter can complete the form later.

Requirements: Current and valid Florida driver's license number (FL DL#) or Florida identification card number (FL ID#). If you do not have a FL DL# or FL ID#, then you must provide the last four digits of your Social Security number (SSN)



[Learn more about this voter registration method.](#)

Online Form  
Submitted

Send link via  
messaging

Send link via email

# Voter Registration



**Text  
Mobile**



Message Theresa



Text Mobile

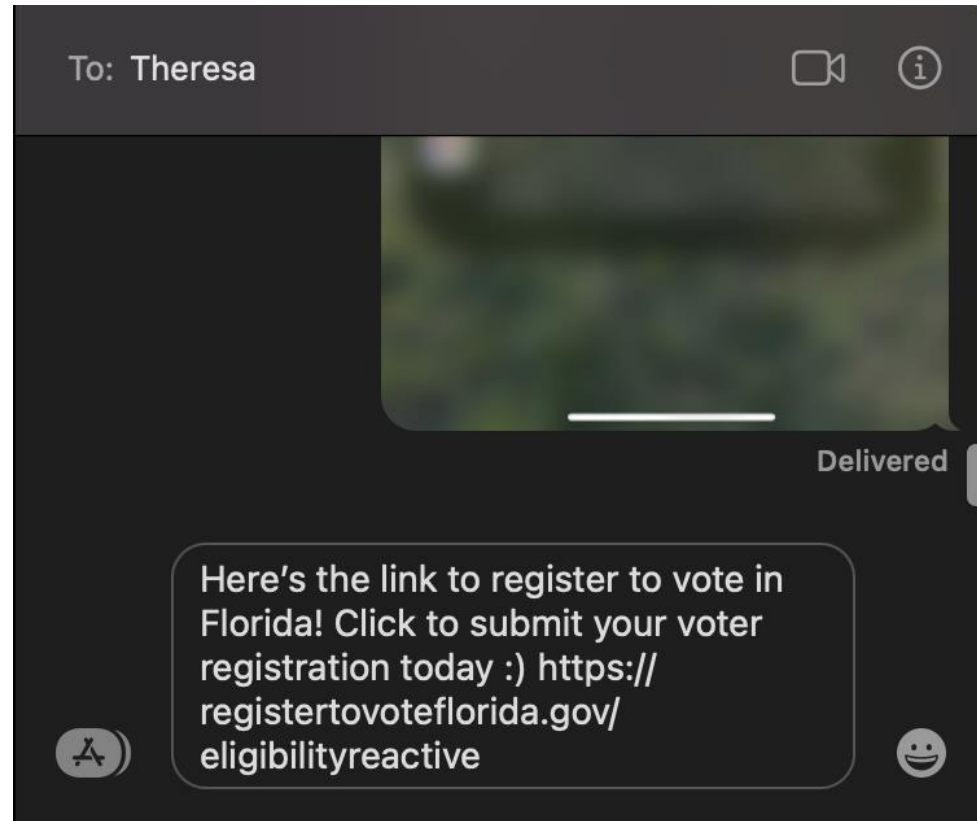
(954) 804-9010



Copy to send on your own

# Voter Registration

**Outside of  
Reach App:  
Text via your  
phone (script +  
link)**



# Voter Registration

**Done!**



Register to Vote



**Congrats!**

You're one voter closer to saving the world. We'll remind you to follow-up with Theresa later to make sure they submitted the form.

[View Theresa's Profile](#)

[Search for another person](#)



# Voter Registration

Track  
Interaction on  
Profile / VR  
Tab

The screenshot displays a mobile application interface for a user profile. At the top, the name "Theresa Bramble" is shown. Below the name are four circular icons: "Friend" with a pencil icon, a speech bubble, a telephone, and an envelope. A "Reach Add" button with a plus sign is also present. A status message indicates "Last Reached a few seconds ago by you".

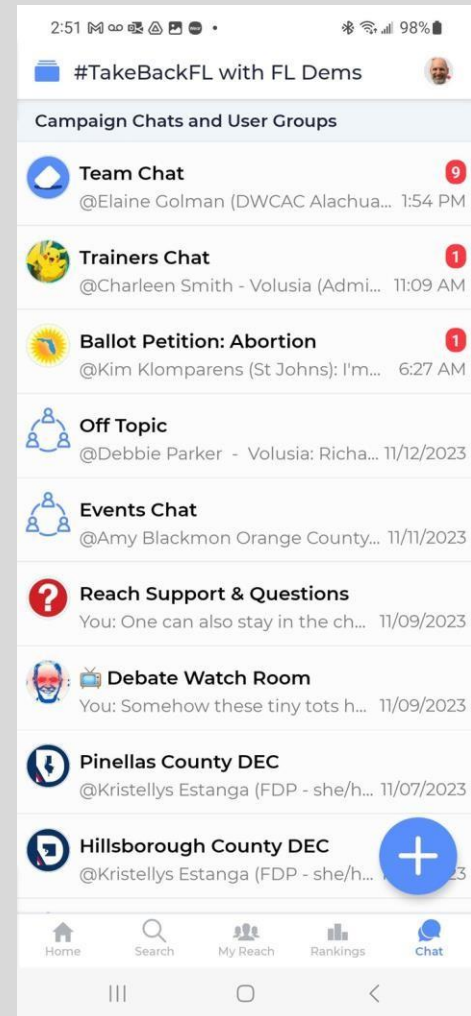
A horizontal menu below the profile section includes "Survey", "Contact Info", "Location", and "Voter Registration", with the latter being the active tab. Under the "Voter Registration" tab, a yellow banner reads "Waiting For Voter". Below this, the section is titled "Online Portal" with a three-dot menu icon. A link provides more information: "Need more information? Find answers [here](#)."

A vertical timeline on the left side of the page, marked by a blue arrow pointing upwards, tracks the user's progress. The timeline includes two entries, each preceded by a globe icon: "Link sent via messaging" dated "October 19, 2023", and "Process Started" dated "October 19, 2023".

To the right of the timeline, a "Reminder due in 3 days" section contains a box labeled "Take the next step". Inside this box, a smaller box shows "Online Form Submitted", and a button below it is labeled "Record new action".

# Chat Groups

- Keep up with what's happening
  - Everyone is in Team Chat
  - I'll get you into your county's DEC chat, too
  - There are others for Support, Petitions, etc.



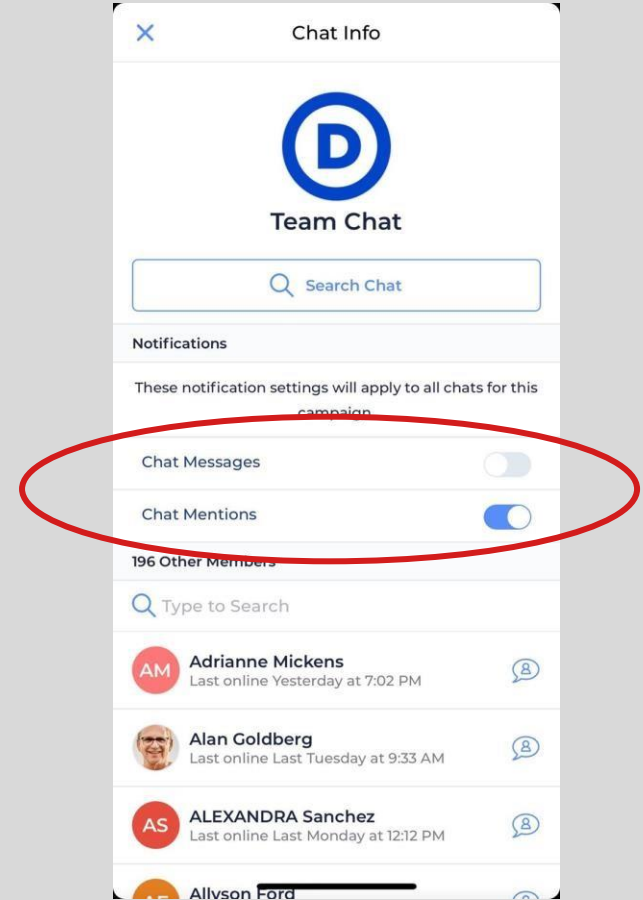


# Chat Notifications

Chat

## To toggle notifications...

1. Click the chat channel name at the top
2. Toggle off notifications for chat messages (all messages) or just get notifications if someone mentions you

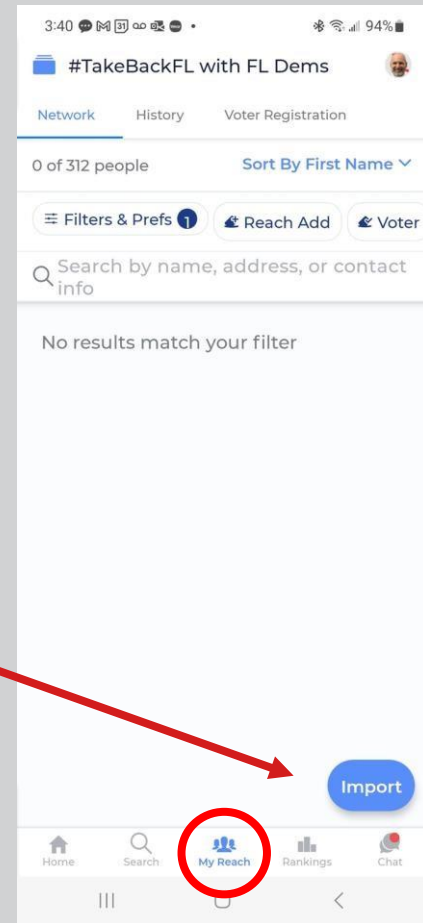


# Importing your Contacts

You can go through all the contacts you have on your phone and add your political friends into Reach.

Reach calls these contacts “relationships” and it calls the list of them you’ll be building in Reach your “network.”

To get started, go to the My Reach button and then click on the big blue IMPORT button.



# Contact Import

My  
Reach

- Select **“Import from your Contacts”** to get started.
- **Phone App:** You can import contacts from your phone’s contact list. You’ll see a pop up asking you to give Reach permission to access your contacts – be sure to click “allow”.
- Select which contacts you want to import into your Network. You’ll see a list of every contact in your phone address book if you’re on the mobile app. All of your contacts will be pre-selected for you.
- When you’ve got the selection just right, tap **“Search for Matching Voters”**.



# Canvassing your Friends & Family

Have your friends and family signed the abortion rights petition yet?

Have they signed back up for Vote by Mail yet?

You can visit them, get petitions signed, and answer those questions in the builtin survey.

Try doing this with the person next to you!

The screenshot shows a mobile app interface for a contact named Aaron Nicholas Elozory. At the top, there's a status bar with the time 3:59 and battery level 92%. Below the contact name, there are icons for 'Friend', 'Message', 'Call', and 'Email'. Further down, there are buttons for 'Voter' and 'Dem' with a plus sign. The main section is titled 'Survey' and contains a 'Florida Dems 2023 Survey' form. The first question is 'Did they sign the abortion petition when asked?' with 'YES' and 'NO' buttons. The second question is 'Are they already enrolled in VBM?' with three input fields: 'Yes' (highlighted with a green bar), 'Not sure' (highlighted with a yellow bar), and 'No' (highlighted with a red bar). The third question is 'Did they submit their VBM form?' with 'YES' and 'NO' buttons. At the bottom, there's a navigation bar with icons for 'Home', 'Search', 'My Reach', 'Rankings', and 'Chat'.

# Privacy Points

Not all Reach users can see full contact information for people they look up. A basic level Reach user will not see complete phone numbers and addresses. A verified user will.

By default, new people you add as relationships in your network will not have their contact information shared with the Florida Democratic Party. You have the choice to keep that information completely private or to allow it to be shared.

# Links to FAQs and Reach Support

FAQ:

<https://flade.ms/reachfaq> **Support:**

<https://www.reach.vote/support/>

DEMOCRATIC NATIONAL COMMITTEE [www.democrats.org](http://www.democrats.org) |

@TheDemocrats



# Thank You!

**reach@floridadems.org**

DEMOCRATIC NATIONAL COMMITTEE

[www.democrats.org](http://www.democrats.org) | [@TheDemocrats](https://twitter.com/TheDemocrats)

