

Texting with Movement Labs



Meet the Movement Labs Team

- **Jon Clancy**, Client Manager
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About us

At Movement Labs, our mission is to crush fascism and build progressive power.

We work with clients and Democratic partners on SMS-forward digital programs to help them achieve their ultimate goal - netting votes. We also build and deploy our own organizing programs, such as Contest Every Race -- a program designed to recruit candidates for down-ballot races and support rural county parties through grants and training.

We're not just a proven texting vendor; we're an evidence-based partner. We combine data, technology and experimental methods to build power. Since we launched in 2017, we have:

- ★ Sent over a billion texts across more than 15,000 campaigns
- ★ Conducted thousands of A/B tests and dozens of randomized controlled trials
- ★ Worked with some of the nation's top progressive organizations in all 50 states



Why should you text to reach voters?

Text message open rates are over 95% on average. Considering declining email open rates and phone banking connect rates, it's never been more important to include texting in your outreach plans.

Texting is affordable. At 1.25 cents per outgoing segment, texting is one of the best bang-for-your-buck ways to scale up your voter contract.



Full Service

Suggested for sophisticated program needs or little internal capacity. Under this option, we run and execute the program similar to a direct mail or digital firm, including scripts, data, setup, texting, and reporting.



- We draft and test scripts for client approval, using best practices.
- We purchase lists or use client's data.
- We set up the backend campaigns.
- We send texts using the clients volunteers and/or our own texters.
- Client receives a report of campaign results and data.

Self Service

This option provides clients with their own texting platform to manage their programs as they would on other platforms. This is suggested for people with experience administering campaigns from the back-end of Spoke.



- Platform Access: Client manages the platform with all admin rights in their own dedicated Spoke organization.
- Technical Support: Reach out to Movement Labs for technical support.

Portal

The texting portal automates script drafting, list cutting, and campaign building in Spoke. This is suggested for most use cases and most users. Empower new users to be able to execute text campaigns easily.



- Offer this ability to volunteer leads, field organizers, and non-data staff – anyone can request texting via a simple form.
- Designated administrators from your organization can approve the campaign and launch it in two clicks.

Why use the texting portal?

Empower new users to execute text campaigns. Using our texting portal can empower any of your volunteers or members to execute text campaigns. No back-end texting admin training needed!

Automate over 80% of your texting process. Our portal eliminates over 80% of the campaign setup process for organizers. Users simply select their script, audience targeting, and launch date through the user-friendly portal, and the system automatically sends your data and scripts to Spoke, and pushes the campaign results back to VAN.



Availability and Pricing

Available Immediately

Full Service Texting

Special price during onboarding period until Portal is available:

- SMS - 1.25 cents per outbound segment (160-character message)
- MMS - 3.375 cents per outbound message

After Portal becomes available:

- SMS - 2.25 cents per outbound segment (160-character message)
- MMS - 4.5 cents per outbound message

Available February 19

Self Service Administrative Access

- SMS - 1.25 cents per outbound segment (160-character message)
- MMS - 3.375 cents per outbound message

Available February 27

Portal Access

- SMS - 1.25 cents per outbound segment (160-character message)
- MMS - 3.375 cents per outbound message



Movement Labs Texting Portal Overview



Step 1 Portal Texting: Request Text Campaign

Step One



Make a text request in the portal, and select your scripts and targeting. Input the required variables for your chosen script – for example, the link to RSVP for your event. Then submit your request!

Once submitted, you will receive an email to confirm receipt.

Example Confirmation Email

[MLTest] Your texting request has been received

External

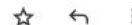
Inbox x



Contest Every Race <contesteveryrace@movementlabs.com>

to danjube, me ▾

2:59 PM (3 hours ago)



Hi Jeremy,

Just letting you know that we've received your request for us to complete a texting campaign for the MLTest to go out on Friday, 8/25 based on our event script.

A member of our team will be reviewing what you submitted, and you will receive another email after we've completed our review. In the meantime, if you have any questions, please feel free to reach out to Breanna Chico by responding to this email.

Best,

Contest Every Race

[Contest Every Race](#) is a project of [Movement Labs](#).



Step 2: Campaign Approved & Auto-Generated

Step One



Step Two



Every local unit (DEC, campaign, etc.) will have a designated campaign approver.

The approver will review text campaign submissions and send them on to Spoke for launch. The approver can make edits to the scripts before confirming.



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Step 3: Start Texting & Engage Volunteers

Step One



Step Two



Step Three



When your campaign is approved, the system will automatically generate your text campaign, as well as a volunteer toolkit, which contains the campaign scripts, guidance on tags/opt outs, etc.

Each campaign toolkit includes a specific join link so that your volunteers can jump into Spoke and reply to conversations.



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Step 4: Review Reporting Metrics

Step One



Step Two



Step Three



Step Four

During and after your texting campaign, you'll be able to review results and metrics in our real-time reporting dashboard.

Once your text campaign has completed, the system will automatically push the survey results back into VAN.

Voila!



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Let's look at the portal!

1. Begin your request

Texting Request Form

First Name *

Jessica

Last Name *

Clark

Email *

jessica@movementlabs.com

What date would you like these texts to go out? *

01/27/2024

Next - Script

2. Select your scripts

Script

ML Test
Jessica Clark

Campaign Script Templates
If you'd like to read our script templates you can go to: cer-dems.com/texting-templates

Which script would you like to use? *

GOTV - Option 1 (Remind Your Friends)

Change Script

Link where voters can find more info about the election *

<https://www.voteokaloosa.gov/Voters/Where-Do-I-Vote>

Election Date *

Date of the Election Day when the candidate is up for election.
Example: "Tues, 11/7"

Tues, 11/5

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Next - Targeting

3. Select your audience

Targeting

ML Test
Jessica Clark

Targeting Criteria *

- ☒ Partisanship ☒ Age
- ☐ Congressional Districts

Partisanship Score

Partisanship *

- ☐ Strong Dems
- ☒ Lean Dems

Age Range

Age - Lower

18

Age - Upper

35

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Next - Approval

4. Review & submit

Take a moment to review your text request for any errors, and submit the campaign for approval!

Please review your submission.

Update any relevant information as needed.

First Name Jessica

Last Name Clark

Email jessica@movementlabs.com

What date would you like these texts to go out? Jan 27, 2024

Which script would you like to use? GOTV - Option 1 (Remind Your Friends)

Link where voters can find more info about the election <https://www.voteekaloosa.gov/Voters/Where-Do-I-Vote>

Election Date Tues, 11/5

Targeting Criteria Partisanship, Age

Partisanship Lean Dems

Age - Lower 18

Age - Upper 35

Submit Texting Request

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Request Submitted

Your campaign has been submitted and is pending review by one of our dedicated organizers. If you have questions or concerns please contact our organizer.

[Cancel Campaign](#)[Contact Organizer](#)

REQUESTED BY

Jessica Clark
jessica@movementlabs.com

LAUNCH DATE

Friday, January 26th 2024

CAMPAIGN TYPE

SMS

TEMPLATE

No Template Selected

SUBMITTED ON

Monday, January 22nd 2024

TARGETING CRITERIA

Partisanship, Age

Track your text campaign's progress on your dashboard.



Report Ready

We have crunched the numbers and your report is ready for you to view. If you have any questions about this process or on your campaign, please contact your organizer.



REQUESTED BY

Kevin Pujanauski
kevinpujanauski@movementlabs.com

LAUNCH DATE

Thursday, December 21st 2023

CAMPAIGN TYPE

SMS

TEMPLATE

No Template Selected

SUBMITTED ON

Wednesday, November 15th 2023

TARGETING CRITERIA

Age

Reporting

[Download Respondent Report](#)

Campaign ID: 1090

Volume

2663

Contacts

Messages Sent

2972

Messages

Replies Received

330

Messages

When your texts are complete, review and download results!

Interim Full Service Texting



10DLC: Getting Setup to Text with Movement Labs

The first step to get set up to send texts with Movement Labs is to **submit a 10DLC registration** or confirm with Hey Florida that you will be using their registration.

Even if you do not have an immediate need for texting, you should submit your 10DLC registration now so that you will be ready to text in the future.

If you are a DEC and you do not have access to login to your Campaign Verify account (or you don't know what CV is), you will need to ask your Supervisor of Elections office to email support@campaignverify.org to confirm that you are an active entity in the county.

Resources:

- [Guidance on information that your SOE needs to submit to Campaign Verify](#) (prior to filling out the 10DLC form)
- [10DLC registration form](#)
- [Video walkthrough of filling out the 10DLC form](#)

How to Request a Campaign Right Now



As we continue to customize and fine-tune the Florida Portal, we want to make sure your efforts are still being supported without delay! As a result, Movement Labs is offering to set up text campaigns on your behalf prior to the final portal rollout! During this time, you may directly request text campaigns at a rate of 1.25 cents per SMS segment or 3.375 cents per MMS message.

Submit 10DLC Registration

Before you request a text campaign, you should either submit the [10DLC registration form](#) for your organization OR confirm with Hey Florida to use their umbrella registration.

Submit a Text Campaign Request

Next, it's time to submit a text request. Use the form below to submit a request, including your launch date, scripts, and audience list. Please submit this form at least 3 business days prior to your launch date.
[Text Request Form](#)

Keep an Eye on Your Email

If there are any issues with your request, Movement Labs will reach out by email. If there are no issues, Movement Labs will email you on your launch date to confirm you're ready for the texts to be sent. Texts will not be sent without confirmation on launch day.

Send Your Replies

When your campaign is live, Movement Labs will send you a campaign join link so that you or your volunteers can jump into Spoke and handle replies.

Receive Your Report

Once your campaign is finished, Movement Labs staff will deliver a report to you containing the results of your text campaign, including a data export and topline metrics on reply rates and opt out rates.

Customer Support & Escalation



How to Submit a Ticket

- Please send an email to tickets@movementlabs.com with details on your support request.
- You can expect a response by the end of the day for support tickets submitted Monday-Friday before 5pm ET.
- If the ticket is submitted after 5pm ET, you can expect a response the following business day



How to Escalate an Urgent Request

- If you need urgent support,, you should prioritize the request by submitting a ticket with the word "URGENT" at the beginning of the email subject line.
- Including the word "URGENT" will escalate your ticket above less timely tickets. Please do not escalate tickets unless they need an immediate response, as Movement Labs will respond to all tickets in a timely manner.



How to Reach Out by Phone

- If you prefer to follow up about a ticket by phone, you can reach our support line at (708) 512-4247.
- Please submit a ticket to tickets@movementlabs.com BEFORE calling our support line. The support line is not the correct place to make initial support requests, as those are tracked through the email-based ticketing system.



Questions?

Reach out to tickets@movementlabs.com

