

## HOW TO RUN A TEXTING CAMPAIGN IN MOVEMENT LABS SPOKE WITH EMS

This guide focuses on texting with Movement Labs' "Self Service" Spoke using EMS as the interface between VAN and Spoke. Users must have an Active Spoke account with Owner privileges and a VAN profile code of 1, 2, or 3. This is an alternative to the Movement Labs Portal only when the portal cannot do what you want it to do.

### 1. Plan the Campaign

- 1a. Work with the county DEC to define the target audience, objective, and the ask. (e.g., text all Democrats in the county with textable phone numbers who are not enrolled in Vote by Mail to ask them to enroll or re-enroll)
- 1b. Collect the following information and submit to county chairperson for approval:
  - Description of the intended recipients and projected numbers (determined from the search LIST in VAN)
  - Proposed text script, and the number of characters in each type message (allow 7 characters for first name).
  - Cost (1.25 cents/recipient for each 153-character segment sent SMS; single segment text can be 160 characters – after first segment it becomes just 153 per segment); if your text contains an image or a symbol like a tilde it must be sent MMS= 3.375 cents).
  - Confirm the launch date and time, duration of the campaign and the end date.
- 1c. Finalize scripts, survey questions and answers, canned responses, and tags to record the "disposition" of each conversation in VAN in a Google doc or WORD doc so you can copy and paste. Record the full url for any websites you want to link to, save any other digital materials on your computer for use in EMS.

Scripts should

- Address voter by name - Hi Dave!
- Identify organization sending the text (Lee Dems here or Paid4byLeeDEC)
- Provide required opt-out option (STOP2END)
- Provide information and always an ASK (action)
  - Link to Supervisor of Elections – to enroll in Vote by Mail
  - Question – Will you enroll? Will you vote in Novemeber?

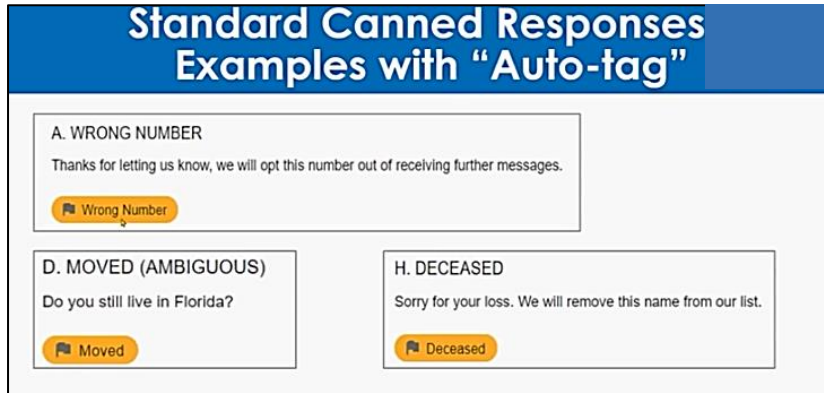
1d. Create Tags and Canned Responses to go with each text campaign that will be associated with your Spoke account.

Standard tags are:

wrong number	confirmed ID	hostile	moved
not supporting dems	volunteer	deceased	

Canned Responses tell texters what to text if a voter replies. Some will be

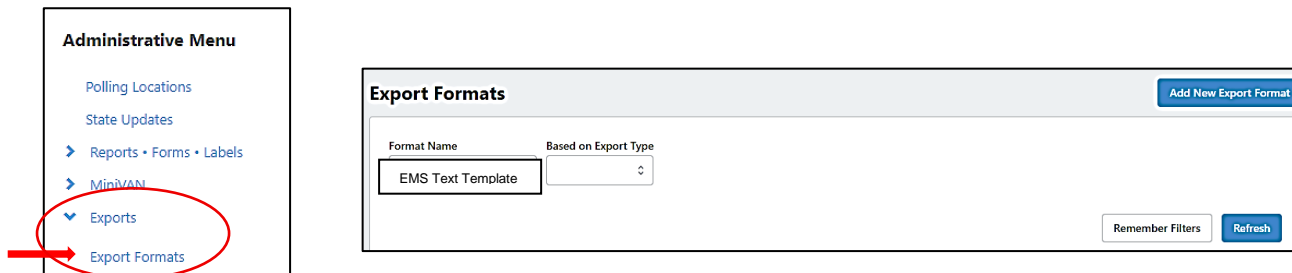
standard; others will be campaign-specific. Each canned response can have an “auto-tag” in Spoke. Canned responses and associated tags can be saved in a .CSV file and uploaded to Movement Labs Spoke. *These tags become the canvass results in VAN after the campaign*



## 2. In VAN, update VAN, Create Survey Question, Create EMS Texting Template

2a. If there is a survey question in the script, add the question and responses in VAN.

2b. In VAN, set up a one-time EMS Texting Template as an Export Format. Click Exports =>Export Formats in the Administrative Menu. Click Add New Export Format and select all the VAN fields to export (see list below). SAVE.



The EMS Texting Template should include the following elements:

- Voter File VANID
- StateFileID
- Name
- Cell Phone
- CellPhoneIsCell
- CellPhoneSource
- Home Phone
- HomePhoneIsCell
- HomePhoneSource
- Date of Birth
- Age
- County
- County ID
- Precinct
- Legislative Districts
- Voting Address (separate fields)
- Ballot Zip
- Primary Ethnicity
- Race/Ethnicity
- Source File Sex
- Party

For efficiency, include ALL fields potentially needed by EMS for the template even if all fields are not needed in every campaign.

### 3. Create or Edit a Search and Export VAN Voter List and Phone Type List

**3a.** Create your targeted List of Voters to be texted. Remove people who have opted out of being texted previously – in our county it is an activist code **2020DNT**. You may include additional demographics or Activist Codes to create a “User Defined” element, for instance, to distinguish voters previously enrolled in VBM (ReEnroll) versus those never enrolled (NewEnroll). The User Defined Element should be created using a simple formula in excel before submitting to EMS.

**3b.** Submit your list for export. Once the export is approved (takes minutes to a couple of days), download the file. Use the EMS Export Template and the Custom Export tab and save as a .csv file.

Export a 2<sup>nd</sup> time using the Phone Type List template. Save as a .csv file. (Not required but enables EMS to select the “best” number for texting.) Export requires VAN profile 1A, 1, 2, or 3 otherwise it is not visible.

#### *Example of an Exported Phone Type List*

Voter File	PhoneType	PhoneDevi	PhoneSou	PhoneNum	IsCell	DateCreated	OptInStatus
5453257	Home	Unknown	Vendor	2.4E+09	Likely Not a Cell	5/30/2018	Unknown
5453257	Home	Unknown	Vendor	2.39E+09	Likely Cell	11/22/2019	Unknown
5453257	Home	Unknown	Vendor	2.39E+09	Likely Not a Cell	9/19/2013	Unknown
5453257	Cell	Cell	Vendor	2.4E+09	Verified Cell	4/21/2020	Opt Out

### 4. Use EMS to Create the Campaign and Spoke Input File

<https://fldems.us/EMS> (contact Renard Biltgen for access at [rbiltgen@me.com](mailto:rbiltgen@me.com))

Use EMS to enhance your targeted texting if the Movement Labs portal platform cannot accommodate your needs. The advantages of EMS are:

- Selects best phone number to text for each voter
- Converts the VAN voter file and phone type list to a Spoke-ready file
- Generates short trackable links – saves characters, tracks voter’s response
- Enables sending targeted messages to different audiences in one texting campaign (can use VAN demographics, slate card IDs, or a User Defined identifier like enrolled vs. never enrolled in VBM)
- Allows storage of html “landing pages” with extra information and graphics that text recipients can see by clicking that link in a short text

4a. Go to the **EMS Home page** at <https://fldems.us/EMS> and log in.

**Enhanced Messaging Services**  
Targeted Message Support for Text and Email

Home Welcom

### Operational Functions for Florida Democratic Party

----- Campaign Preparation -----

- [Digital Content](#): Manage local repositories. Upload digital content, links to other pages, alternate messages. Create Landing Pages for local content repository.
- [EMS Campaigns](#): Establish Campaign codes for collecting statistics, view current status, download results, and reset campaign logs.
- [Voter File Enhancement](#): Converts a voter file to a Spoke or email service compatible format. Enhancements include:
  - Selecting best phone number (if text campaign)
  - Filter data based on voter demographics
  - Adds links to EMS content
- [Slate Card IDs](#): Pre-processor a standard VAN export file and add/modify a Slate Card identifier column. Requires Slate Card identifiers from VAT Slate Card Identification process. This is an alternative to creating and maintaining a Slate Card survey question in VAN.

----- Post Campaign Functions -----

- [Monitor Campaigns](#): View current campaign status, download results, and reset campaign logs.
- [Hot Targets](#): Creates a list of voters who clicked a link (Hot Target) during a prior campaign. The list is formatted as an original VAN export file that can be re-processed thru EMS or uploaded to VAN to create a list of Hot Targets. Useful for follow-up campaigns to interested voters.
- [Spoke Analysis](#): Analyse text failures in ML-Spoke campaign, validates phone numbers against Phone Validator, and prepares VAN metadata update files.

----- Administrative Functions -----

- [Administrative Functions](#): Administrative Functions include management of registered users, Global Repositories, and/or organizations.

4b. Set up a Campaign - from the Home page click EMS Campaigns  
Create a one letter code. Add a description, start date and end date. SAVE Update and you should see you campaign appear in the column on the left. Later you can track the activity of your campaign in real time on this page.

**Enhanced Messaging Services**  
Targeted Message Support for Text and Email

### Florida Democratic Party Defined Campaigns for Lee County DEC

Code	Description	Total Clicks
0	Default Campaign (No Tracking)	0
A	Reactivation campaign	2901
B	Lee VBM Re-enroll	4972
C	Inactive Dem VBM Re-enroll	996
D	Demo EMS Campaign	66
E	Snowbird VBM Address	4604
G	GOTV VBM	77
I	NPA_VBM_Enroll	8123
J	School Counter-Protest	1104
L	Democrats - Lehigh Acres Picnic	2736
N	Lee VBM New Enroll	643
O	Track Clicks on QR codes	88

Code:

Description:

Start Date:

End Date:

Modified By:

Modified Date:

**Link Request Activity**  
No activity yet.

4c. If using links in your text message: **add redirect links** like your Supervisor of Elections or county DEC website. Go to Digital Content=>Local Redirect. Assign a 2-character code, title, and enter the full url. Save Link. Check that the link works after saving. Note title for later.

**Enhanced Messaging Services**  
Targeted Message Support for Text and Email

DigitalContent Welcome: Susan Dreist

**Florida Democratic Party  
Redirect Link Maintenance for Lee County DEC**

Code	Description
DV	DEC Volunteer signup page
E1	VBM Address Change Procedure
EV	Lee County Early Voting Sites
G1	Florida online voter registration system
G2	Find Florida County SOE
G3	Update voter info in other state
G4	Lee County SOE Check My Voter Info
G5	DOS Find My Supervisor

File Upload

Code:

Description:

Redirect Link:

4d. If you want to include **digital images** in your text message or landing page, click on **Digital Content** and ADD images. (For slate cards, see separate slate card instructions that explain how to bulk upload those images.)

- To **VIEW** existing digital material in the library, click the content description in the left-hand column. Then click Display Image.
- To **ADD digital material** (jpeg, png): Click Digital Content <Local Content. Assign a two-character code and description (plan codes and naming conventions for ease of finding materials later). Select the digital material file stored on your computer. Upload and **SAVE**.

**Enhanced Messaging Services**  
Targeted Message Support for Text and Email

Home / DigitalContent Welcome: ...

**Florida Democratic Party  
Local Content Maintenance for Lee County DEC**

Code	Description
A1	Abortion - Young Women
A2	Abortion - Mothers
A3	Abortion - Grandmothers
E1	EMS Pilot Image 1
E2	EMS Pilot Image 2
E3	EMS Pilot Image 3
G1	Gas Prices 1
G2	Gas Prices 2

File Upload

Code:

Description:

File To Upload:  No file chosen

4e. If using **short links that track the response of each voter**, return to the Home page, click on **EMS Campaigns**. Assign a one-character campaign ID code and description. Enter start and end dates for the campaign and the name or initials of the person updating the campaign information. Click Save/Update

**Enhanced Messaging Services**  
Targeted Message Support for Text and Email

Home Welcome:

**Florida Democratic Party**  
**Defined Campaigns for Lee County DEC**

Code	Description	Total Clicks
0	Default Campaign (No Tracking)	0
A	A - Pilot Project	7728
B	VBM Re-Register	2413
C	Hispanic VBM Outreach Campaign	34
D	Hispanic Outreach Test 2	53
R	VBM General Enrollment Link	8

Code:

Description:

Start Date:

End Date:

Modified By:

Modified Date:

**Link Request Activity**

No activity yet.

To send targeted messages to different audiences in one campaign you need to use one additional feature of EMS: Digital Content => Local Messages

- To add local messages (dynamic content substitutions for different target audiences), assign a two-character code and description. Type the message in the text box. Save Message. You can update previous messages or delete later. The following example shows a targeted message for school board district 1, 4, and 5. You can see S1, S2, S3, S4, and S5 have different messages for candidates specific to different school board districts.

**Enhanced Messaging Services**  
Targeted Message Support for Text and Email

Welcome:

**Florida Democratic Party**  
**Local Messages Maintenance for Lee County DEC**

Code	Description
A1	AbortionMessage-YoungWomen
A2	AbortionMessage-Mothers
A3	AbortionMessage-Grandmother
E1	AACampaign-NewEnroll
E2	AACampaign-Re-Enroll
E3	AACampaign-MoreInfo
H1	HispanicVBMReEnrollHook
H2	HispanicVBMNewEnrollHook
H3	HispanicVBMReEnrollInfo
H4	HispanicVBMNewEnrollInfo
NV	You can vote for NPAs
S1	SB District 1, 4, 5 DEM
S2	SB District 2 DEM
S3	SB District 3 DEM
S4	SB District 1, 4, 5 NPA
S5	SB District 2 NPA
S6	SB District 3 NPA

Code:

Description:

Modified By: D Waks

Modified Date: 07/17/2024

Message Text:

## 5. Prepare the Voter File for Spoke

### 5a. Click on **Voter File Enhancement**

Without a Redirect Link, use this tool simply to format your VAN voter file for Spoke. If using a redirect Link, complete step 4c then use the voter file enhancement tool.

Select “Spoke Text File” in the first dialogue box. Select the .csv VAN Voter Data File saved on your computer. If you also exported a Phone Type list file from VAN, select that .csv file. Click Start Upload. Recheck the required elements/headers listed in the Appendix if it does not load. Hint: name both files with campaign name, voter or phone, and date to prevent an error when selecting for uploading.

**Dynamic Link Enhancement Utility for Lee County DEC**

Select and upload a Voter data file to be processed. The selected file must have the '.csv' extension and contain fields appropriate to the type of processing (Spoke Text or Email) selected. A list of mandatory data columns can be found here: [Voter File Requirements](#). Additional fields may be required for Dynamic Message selection.

Process this file as a Spoke Text File

Voter Data File: Choose File No file chosen

Phone List (Optional): Choose File No file chosen

Start Upload

**5b.** After the upload is complete, *if you have no redirect links*, on the Dynamic Links screen, just click on Convert File with no EMS links.

**Dynamic Link Enhancement Utility for Lee County DEC**

Select Campaign: A campaign is required to capture clicks on Short URL links (if used).  
NOTE: The Default campaign ('0') will not capture voter clicks and/or voter tracking information.

Select Campaign: 0 Default Campaign (No Tracking)

Add EMS column(s) to the Spoke output file. An EMS column will contain either URL links or plain text messages. Selection of which link or message will be determined by the demographics of the voter.

URL links can either deliver content (stored in the EMS repository) or redirect the voter to a web site. Plain text messages are used to replace/insert content in the body of a text message or email.

Add EMS Columns: Add Columns

Option: Convert file with no additional EMS column(s). Convert File with no EMS Columns

The next page has statistics about your file and the option to download. Save as .csv

**Dynamic Link Enhancement Utility for Lee County DEC**

Voter Records: 235 Valid Records: 230 Invalid Records: 5  
No Valid Cell: 0 Duplicate Numbers: 5 No Matching Link: 0

Phone list not uploaded. Selecting phones from VAN export file.  
Total Phone Cnt: 339 Usable: 339 Not usable: 0  
Usable Phones - PDT Cells: 0 Verified Cells: 184 Questionable Cells: 155  
Not Usable Phones - Not Cells: 0 Landlines: 0 Opt Outs: 0  
Primary Phones: 226 Alt Phones: 4

[Download the processed voter data file](#)

### 5c. If you have redirect links

Select the campaign code created for this texting campaign, then click Add Columns.

**Dynamic Link Enhancement Utility for Lee County DEC**

Select Campaign: A campaign is required to capture clicks on Short URL links (if used).  
NOTE: The Default campaign ('0') will not capture voter clicks and/or voter tracking information.

Select Campaign:

Add EMS column(s) to the Spoke output file. An EMS column will contain either URL links or plain text messages. Selection of which link or message will be determined by the demographics of the voter.

URL links can either deliver content (stored in the EMS repository) or redirect the voter to a web site. Plain text messages are used to replace/insert content in the body of a text message or email.

Add EMS Columns:

Option: Convert file with no additional EMS column(s).

This takes you to the Target Message by Demographic Values screen.

For inserting a column with a redirect link:

Basis for Targeting = Voter Demographics

Track Voter ID = Yes if you want to see which voters click your redirect link

Select Content = Local Redirect

Redirect Link = select the link you want included in your text message from Step 4b.

If you are sending the same message to each recipient, select one demographic criterion (e.g, gender was used in the example below) and click all the options.

Click Save Current Definition and you will see it appear on the Content Menu.

When finished with all your "definitions" click DONE – Convert File.

**Target Message by Demographic Values for  
N) Lee VBM New Enroll**

**Dynamic Content for Current Link**

Link	Content Type	Description/Criteria	
No content links have been defined			

1. Choose Basis for Targeting:

2. Track Voter ID:  Yes  No

3. Description:

4.a Select Content (Voter Demographics only)  
Content Type:   
Redirect Link:

4.b Choose Criteria (Voter Demographics only)

Gender

**Gender**

F  
 M  
 U

No Links have been defined



If you are **targeting different audiences**, select your campaign code, click add column. On the Target Message by Demographic Values screen

Basis for Targeting = Voter Demographics

Track Voter ID = Yes if you want to track which voters click your redirect link

Select Content = Local Messages

Choose the grouping criteria FOR EACH MESSAGE – e.g. age, gender, slate card ID

Click Save Current Definition and you will see it appear on the Content Menu.

Repeat for each target group and the related message.

When finished with all your “definitions” click DONE – Convert File.

If you did everything correctly it should be ready to go into SPOKE and look like this:

external	lastName	firstName	StateFileID	City	State	Zip	Precinct Name	cell	source	IsCell	UserDefined	EMS_Msg1	EMS_Link2
32578123	AAAA	RRR	122010203	Coco	FL	34000	888	9732715555	C	Verified Cell	NewEnroll	DeSantis just signed...	fldems.us/cKTVM@5icfz
32432456	BBBB	SSS	123010204	Coco	FL	34000	888	2396945555	H	Likely Not a Cell	ReEnroll	Your Vote By Mail has expired. DeSantis just...	fldems.us/cKTVM@kwsit
33356134	CCCC	TTT	124010207	Coco	FL	34000	888	6093515555	C	Verified Cell	ReEnroll	Your Vote By Mail has expired. DeSantis just...	fldems.us/cKTVM@lv0ik
33546768	DDDD	NNN	125010208	Coco	FL	34000	888	7103515555	C	Verified Cell	NewEnroll	DeSantis just signed...	fldems.us/cKTVM@m8mj

This example uses different messages for voters previously enrolled and voters NEVER enrolled in Vote by Mail {EMS\_Msg1} but uses the same redirect link {EMS\_Link2} to the SOE. Note the tracking code for each voter after the @. A User Defined variable was created using an Excel formula (enroll first time vs reenroll) based on the VAN voter data and that variable (E or R) was included in the VAN voter file that was fed into EMS.

## 6. Setting up a Texting Campaign in Movement Labs Spoke

<https://florida.spoke.movementlabs.com>

Before you start setting up a new campaign you need:

- A working Movement Labs Spoke account
- Owner privileges in that account
- All desired tags decide on and set in that account
- Campaign “Interactions” developed in Google or WORD document
  - Initial text
  - Questions, answers with scripted responses (if any)
- Contacts: CSV Voter file from EMS
- Canned responses - preferably as a CSV file
- Campaign timing - starting day and time
- Texters email addresses

**In Spoke – SAVE every step!**

## 6a. Set Tags

This is a one-time effort for your Spoke account. If already completed skip to step 6b.

Agree as a DEC and data team on the tags texters will use to transfer pertinent information about the text recipient into VAN (as canvass status). Set up one universal set of tags in Spoke to be used for all your campaigns.

Create a Tag with this form:

**Create Tag**

Name \*  
Moved

Description \*  
Moved

Group (\"texter-tags\" for texters)  
texter-tags

**CREATE**

Florida D

Allows texters to select this tag

## Example of a Completed Set of Tags

Moved  
Moved  
EDIT DELETE

Wrong Number  
Wrong Number  
EDIT DELETE

Hostile  
Hostile  
EDIT DELETE

Not Supporting Dems  
Not Supporting Dems  
EDIT DELETE

Deceased  
Deceased  
EDIT DELETE

Moved Outside Florida  
Voter has moved outside Florida  
EDIT DELETE

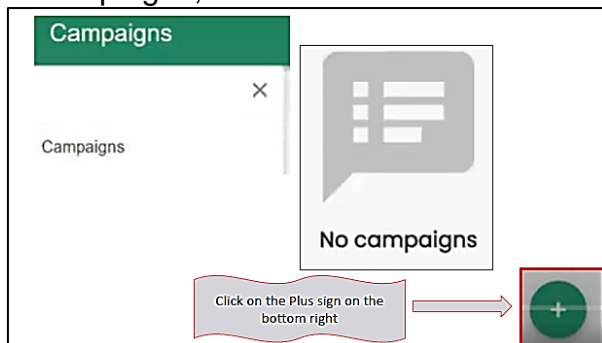
Moved Within Florida  
Voter has moved from one Florida county to another  
EDIT DELETE

Confirmed ID  
Voter confirmed their identity after a hostile text  
EDIT DELETE

Volunteer  
Volunteer  
EDIT DELETE

## 6b. Set Up a New Spoke Campaign

In campaigns, click on the + icon in bottom right to add a campaign



Fill in Basic Information: Title, Description, Due date (start date) – SAVE and GO.

**New Campaign**

You need to complete all the sections below before you can start this campaign

**Basics**

**What's your campaign about?**

Title (required) \*  
Text Campaign

Description (required) \*  
Demonstrating how to set up Spoke

Due date (required) \*  
04/05/2024

Click on SAVE AND GO ...

SAVE AND GO TO NEXT SECTION

"Basics" will turn green!

Basics

### 6c. Add Contacts

Click Upload Contacts and select the enhanced .csv Voter file from EMS. Click SAVE and Go to the Next Section – and the Contacts bar will turn green.

**Contacts**

**Who are you contacting?**

CSV Upload

Your upload file should be in CSV format with column headings in the first row. The built-in header transformer will adapt to most case-sensitivities, transforming to the required headers: firstName, lastName and cell columns. If you include a zip column, we'll use the zip to guess the contact's timezone for enforcing texting hours. An optional column to map the contact to a CRM is external\_id. Any additional columns in your file will be available as custom fields to use in your texting scripts.

UPLOAD CONTACTS

SAVE AND GO TO NEXT SECTION

UPLOAD CONTACTS

Confirm with SAVE below.

- ✓ 13 contacts
- ✓ 3 custom fields:
  - UserDefined
  - EMS\_Link1
  - EMS\_Link2

"Contacts" will turn green!

Contacts

SAVE AND GO TO NEXT SECTION

Ignore the Texters box – usually you will set up Dynamic Assignment at a later step.

**Texters**

**Who should send the texts?**

Also see Dynamic Assignment Panel, below.

### 6d. Set up Interactions: Initial Text

Select Interactions and click Script in the lower left corn. Copy and paste your script into the dialogue box. Check the character count (average of 7 characters for firstName).

Total characters: 157

Hi {firstName}. Lee Dems here. Your voter status is "inactive" - your voice may not be heard! Do you still live in Lee County? Paid 4 by Lee DEC Stop 2 End

{firstName} {lastName} {cell} {zip} {external\_id} {externalLastName}

{textAliasOrFirstName} {UserDefined} {EMS\_Link1} {EMS\_Link2}

{contactId} {contactIdBase62}

Estimated Segments: 1  
Characters left in current segment: 3

CANCEL DONE

Click DONE.

### 6e. Interactions – Questions, Answers, Responses

Enter the question that appears in the text if there is one. Click Add Response to add a scripted response to anticipated answers to your question.

Script response to a “Yes” answer to “Do you still live in Lee County?”

+ ADD A RESPONSE

BUMP TOP BOTTOM

Question: Do you still live in Lee County?

Answer  
Yes - I still live in Lee County

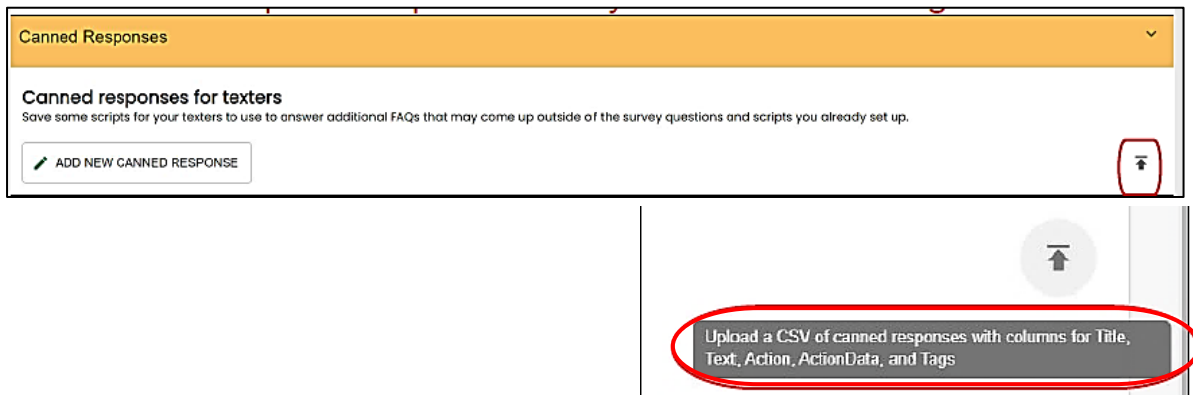
Action handler

Script  
Great! The Lee Elections Office has not been able to reach you. You were previously enrolled in Vote-by-Mail - to re-enroll and update your address, click here <https://lilems.us/cKGVX> . You can also call the Lee Elections Office at 239-533-8683.

Question

Add additional scripts for each of the other answers, e.g., no, no moved elsewhere in Florida; moved out of state, moved (ambiguous). Click SAVE after each step. When completed, the Interactions bar should turn green.

**6f. Add Canned Responses** either by uploading a .csv spreadsheet or entering them one-by-one. Click the up arrow in lower right corner to upload the .csv file. The canned responses file should have column headers: Title /Text /Tags



To enter Canned Responses individually, click Add New Canned Response. Enter the script for the response and SAVE.

Title\*

1. How did I become inactive?

---

Script

The Lee Elections Office sent you mail that was returned to the office.

### 6g. Dynamic Assignment

Toggle to “allow texters with a link to join”

Copy the link to send to texters.

Set the batch size (for bulk send) and expected response time. SAVE.

Dynamic Assignment

Allow texters with a link to join and start texting when the campaign is started?

- Send your texting volunteers this link! Once they sign up, they'll be automatically assigned to this campaign.
- <https://florida.spoke.movementlabs.com/5579857d-4594-4b84-b0c6-415060091497/join/97>
- You can turn off dynamic assignment after starting a campaign to disallow more new texters to join

Batch sizes are how many texts someone should send before they switch to replying.

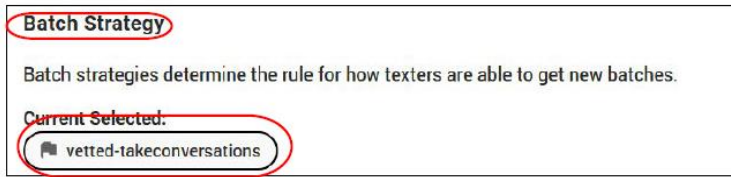
How large should a batch be?

3000

Expected Response Window (hours)

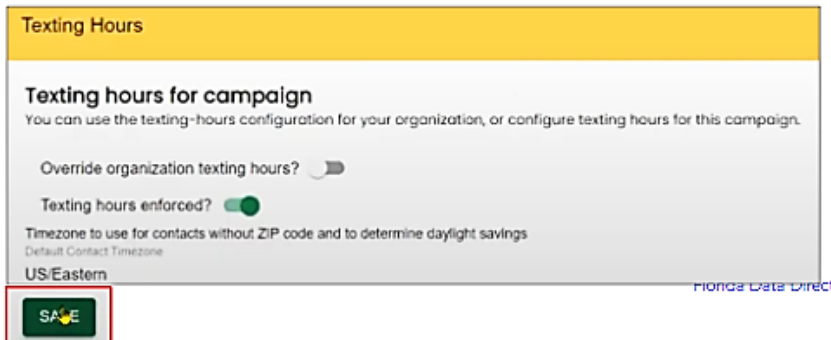
48

Set the Batch Strategy to “vetted-takeconversations” to allow the texters to take conversations once Bulk Send has sent all text messages. SAVE



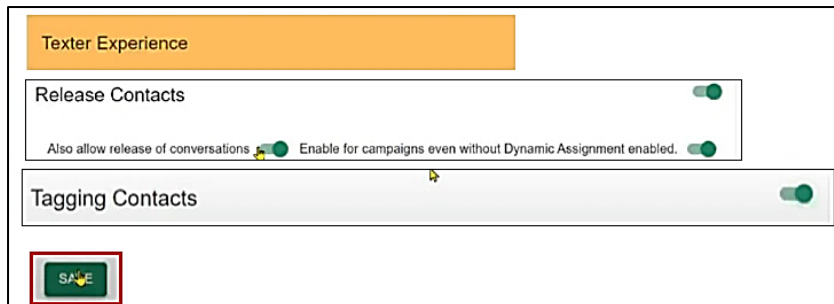
## 6h. Set Texting Hours

Default hours: 9am to 9 pm- modify as desired. Texters can only respond during those hours. DO NOT CLICK THE BULK SEND BUTTON OUTSIDE THOSE HOURS!

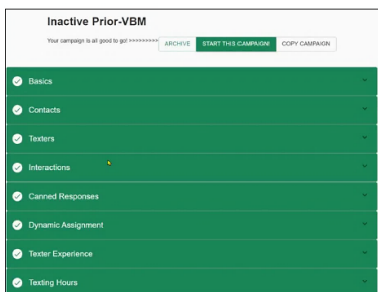


## 6i. Texter Experience

Use the Defaults plus the following:



Once everything is satisfied all sections of the campaign should show “Green” and the Campaign is ready to start.



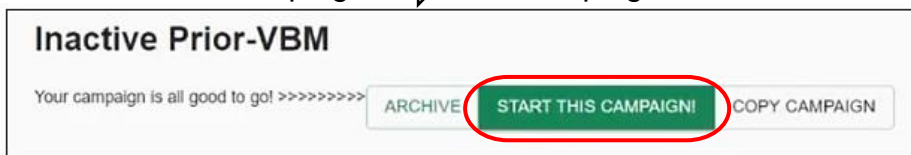
## 7. Run the Campaign

### 7a. Prepare Texters to Respond

- Train texters what to expect (there is a training video on the FDDC wiki)
- Send them the script and canned responses
- Send the campaign link – use the same link to “join” Spoke to respond to texts
  - If they had not already joined Movement Labs, they can join any time BEFORE the texting campaign starts
  - Once they join, they appear on your “People” list
- They won’t be offered texts until the campaign is running

### 7b. Start the Campaign

Click Start This Campaign → Your Campaign Name “This Campaign is Running”



### 7c. Start Bulk Send – make sure texters are ready; not too late in the day

Click STATS to see the progress screen

Click Bulk Send – when you are sure the texters are ready.



### 7d. Follow the Campaign

The statistics in Spoke are updated in real time.

<b>11499</b> <small>CONTACTS</small>	<b>5</b> <small>TEXTERS</small>	<b>12192</b> <small>SENT</small>	<b>0</b> <small>QUEUED</small>	<b>1769</b> <small>REPLIES</small>	<b>880</b> <small>OPT-OUTS</small>
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Follow the progress in EMS

Clicks are updated in real time. Download the Raw Data

Activity for VBM New Enroll					
URI	Description	Tracking Data	Hits	First Hit	Last Hit
cKNVX	Direct link to Lee VBM Enroll - Initial Text	YES	364	03-28 12:52:30	04-04 15:31:23
cKNVC	Direct link to Lee VBM Enroll - Canned Response	NO	1	03-28 14:49:23	03-28 14:49:23

Download Activity [Raw Data](#) [Hourly Intervals](#) [Daily Intervals](#)

Check that all responses have been sent out. After the campaign is complete, make sure the Opt-Outs, wrong numbers and other disposition data are uploaded to VAN. EMS will automate this as “Spoke Analysis” early Fall 2024. (automatic in the portal)

## Appendix I – Sample SMS and MMS Messages

### SMS to ONE Target Group

Hi {firstName}. Lee Dems here. Your voter status is "inactive" - your voice may not be heard! Do you still live in Lee County? **STOP 2 End** (137 characters=1 segment)

Hi {firstName}, Lee Dems here. Are you interested in protecting a woman's right to choose, LGBTQ+ rights, fighting racism and addressing gun violence? Help protect democracy and win this election by volunteering - click {EMS\_Link1} to see how you could best help! **Stop ToEnd** (2 segments)

Hi {firstName}, Hey Florida here. How do you feel toward Donald Trump? 1) favorable, 2) unfavorable, or 3) no opinion. **STOP to End**

### MMS Message to ONE Target Group

What you enter into Spoke:

{firstName}, Lee Dems here. Voting by mail is safe and convenient. Read your ballot from the comfort of your own home! It's insurance if things happen and you can't get to the polls in person. Click here now to sign up: {EMS\_Link1}

#### Track Your Ballot Online

You can follow your ballot online all the way through the voting process. You will see when it is mailed to you, received, verified and counted.

<...several more paragraphs...>

STOP to END

[<https://fldems.us/RawImages/YourVoteMatters.jpg>]

What the recipient sees:





## Appendix 2 – Sample Canned Responses and Tags

	A	B	C	D	E
1	<b>Title</b>	<b>Text</b>	<b>Tags</b>		
2	A. WRONG NUMBER	Thanks for letting us know, we will opt this number out of receiving further messages.	Wrong Number		
3	B. MOVED OUT OF FLORIDA	At your convenience, please call the Lee Elections Office at 239-533-8683 to let them	Moved Outside Florida		
4	C. MOVED WITHIN FLORIDA	You can update your Florida address at this link <a href="https://fldems.us/cK0G1">https://fldems.us/cK0G1</a> or call your local	Moved Within Florida		
5	D. MOVED (AMBIGUOUS)	Do you still live in Florida?	Moved		
6	E. NOT SUPPORTING DEMS/TRUMP/GOP/MAGA	Just to confirm that we have a correct number, is this {firstName} {lastName}?	Not Supporting Dems		
7	F. HOSTILE/VULGAR/ABUSIVE	Just to confirm that we have a correct number, is this {firstName} {lastName}?	Hostile		
8	G. CONFIRMED VOTER IDENTITY	Thank you.	Confirmed ID		
9	H. POTENTIAL WRONG NUMBER/VERIFY VOTER	Just to confirm that we have a correct number, is this {firstName} {lastName}?			
10	I. DECEASED	Sorry for your loss. We will remove this name from our list.	Deceased		
11	J. HOW CAN I VOLUNTEER?	Please go to <a href="http://www.leecountydems.org/get-involved-2/">www.leecountydems.org/get-involved-2/</a> and sign up!	Volunteer		
12	K. I AM NOT IN FLORIDA FOR THE SEASON,	There are many volunteer activities that can be done from anywhere - joining a phone	Volunteer		
13	L. OFF TOPIC	Thank you for your response. Have a good day.			
14	M. I HAVE REPEATEDLY ASKED YOU TO DELETE	We will opt this number out from receiving texts from the Lee Democratic Party. Several organizations with whom we are not connected, including			
15	N. Who are you? / Why are you texting me? / Why	We are volunteers from Lee County (FL) Democrats. Your info was provided by the Lee County Supervisor of Elections identifying {firstName} {last			
16	O. What is "Lee DEC"?	Lee DEC is the Democratic Party of Lee County, Florida.			
17					

Title	Text	Tags
A. WRONG NUMBER	Thanks for letting us know, we will opt this number out of receiving further messages.	Wrong Number
B. MOVED OUT OF FLORIDA	At your convenience, please call the Lee Elections Office at 239-533-8683 to let them know you are no longer to be registered in Lee County. Please be sure to vote in your new state - you can find the information at this link <a href="https://fldems.us/cK0G3">https://fldems.us/cK0G3</a>	Moved Outside Florida
C. MOVED WITHIN FLORIDA	You can update your Florida address at this link <a href="https://fldems.us/cK0G1">https://fldems.us/cK0G1</a> or call your local elections office: <a href="https://fldems.us/cK0G2">https://fldems.us/cK0G2</a>	Moved Within Florida
D. MOVED (AMBIGUOUS)	Do you still live in Florida?	Moved
E. NOT SUPPORTING DEMS/TRUMP/GOP/MAGA	Just to confirm that we have a correct number, is this {firstName} {lastName}?	Not Supporting Dems
F. HOSTILE/VULGAR/ABUSIVE	Just to confirm that we have a correct number, is this {firstName} {lastName}?	Hostile
G. CONFIRMED VOTER IDENTITY	Thank you.	Confirmed ID
H. POTENTIAL WRONG NUMBER/VERIFY VOTER	Just to confirm that we have a correct number, is this {firstName} {lastName}?	
I. DECEASED	Sorry for your loss. We will remove this name from our list.	Deceased
J. HOW CAN I VOLUNTEER?	Please go to <a href="http://www.leecountydems.org/get-involved-2/">www.leecountydems.org/get-involved-2/</a> and sign up!	Volunteer
K. I AM NOT IN FLORIDA FOR THE SEASON, OTHERWISE I WOULD LOVE TO VOLUNTEER	done from anywhere - joining a phone bank and writing postcards are just two. Please go to	Volunteer

## APPENDIX 1

Example of Canned Responses .CSV File