

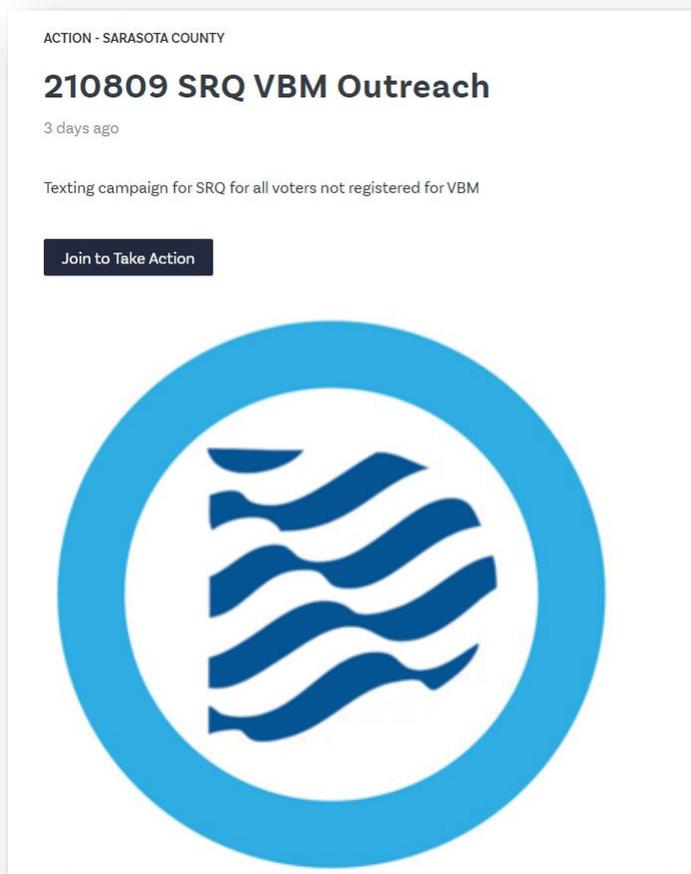
How to Use Impactive

Below is a brief tutorial on how to use Impactive for various texting campaigns by the SCDP.

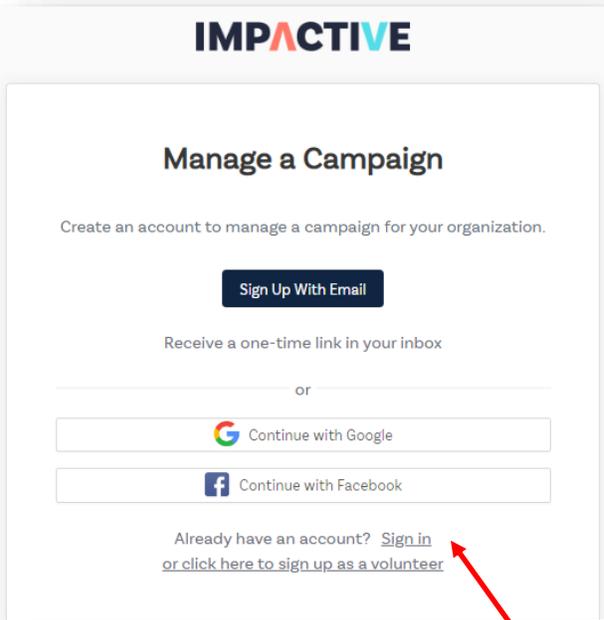
The SCDP Data Team will send you a link to access the new texting campaign with some basic instructions on what the campaign is about, texting times and canned responses. You can either download the Application on your mobile device or use a web browser on your computer. Different people use either, but the web browser makes it easier to complete the texting campaign (more on that below). All screen shots below are from a web browser / laptop. The Application screens may look slightly different, but the process is the same.

When you click on the link and have not used Impactive before (or even helping with a new campaign), you will need to Sign In. If you are a new user, you will need to create a Username (email) and password and follow all instructions to complete (including a phone number that will be used for 2-step verification).

As a new user, when you first click on the provided hyperlink, you will need to join the Sarasota County Democratic Party:

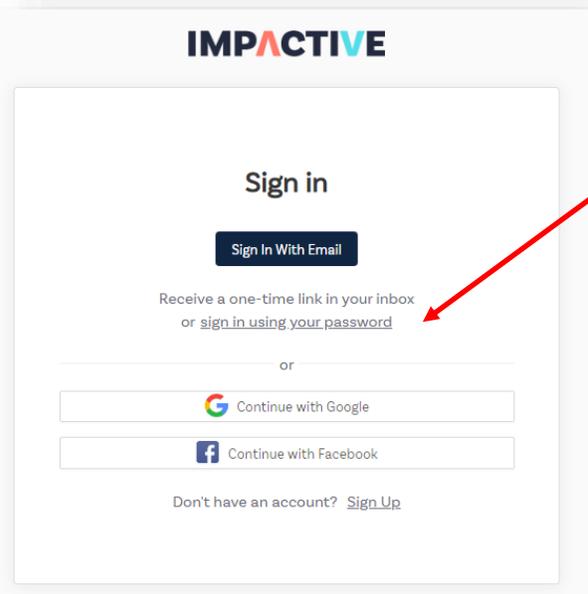


Once you click on Join, it will ask you for some basic information to create a profile:



If you are a returning user, simply click on the Sign In Link at the bottom of the screen.

Then, below is the Sign In screen. If you are a returning user, please click on the “Sign In Using Your Password” Link.



- The Email link is to for all other emails except Facebook and Google. This can be any other type of email address such as a work email that you would use Outlook or some other type of email program for.
- The Google link is for any Hotmail or GMail type of account.
- The Facebook link is to use the email associated with Facebook.

At this stage it will ask you for an email address and a password just for Impactive (**NOT** your regular email account password!). Please follow all instructions to finalize the creation of your profile to include email verification of your account and possibly a 2-step verification where Impactive would send you a text message with a code to enter.

Once the signup / login process is complete, you will need to click on the campaign to begin sending text messages. Below is an example of a recent campaign:

Today we are doing another Voting Chase in the North Port area starting at 10am for Alice White. North Port's special election is on March 9 and we are letting people know that Early Voting Starts today. This listing removed (hopefully) everyone that has already voted by mail except for VBMs received over the weekend.

Initial Text: Hi, it's Ann from the Sarasota Democrats. Early voting begins today through Saturday. Can we count on your vote for Alice White? Yes or No?

Replies: Yes, No and Already Did. There are canned responses for each

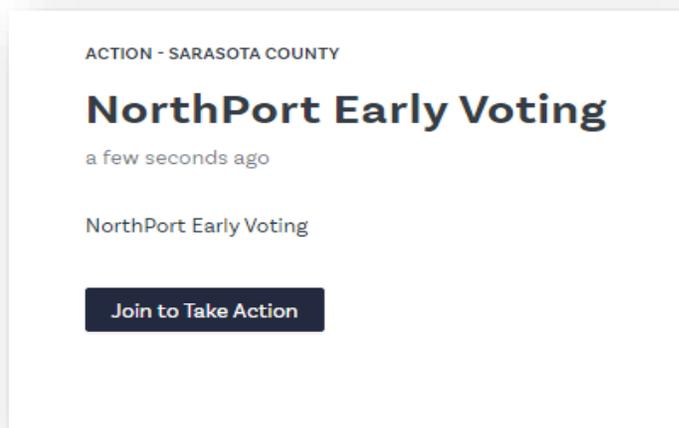
To get started, just click below:

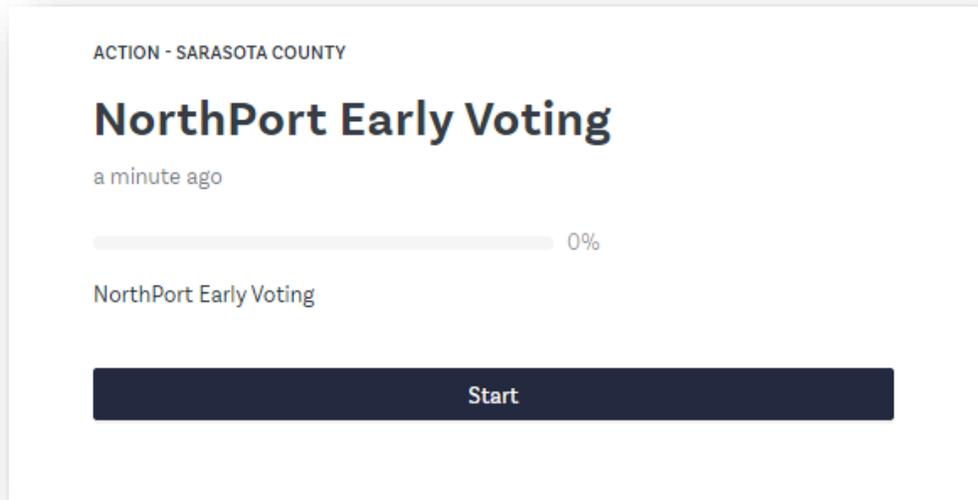
web link:

<https://app.impactive.io/campaigns/sarasota-county-democrats/activities/24336>

Getting Started – Step 1

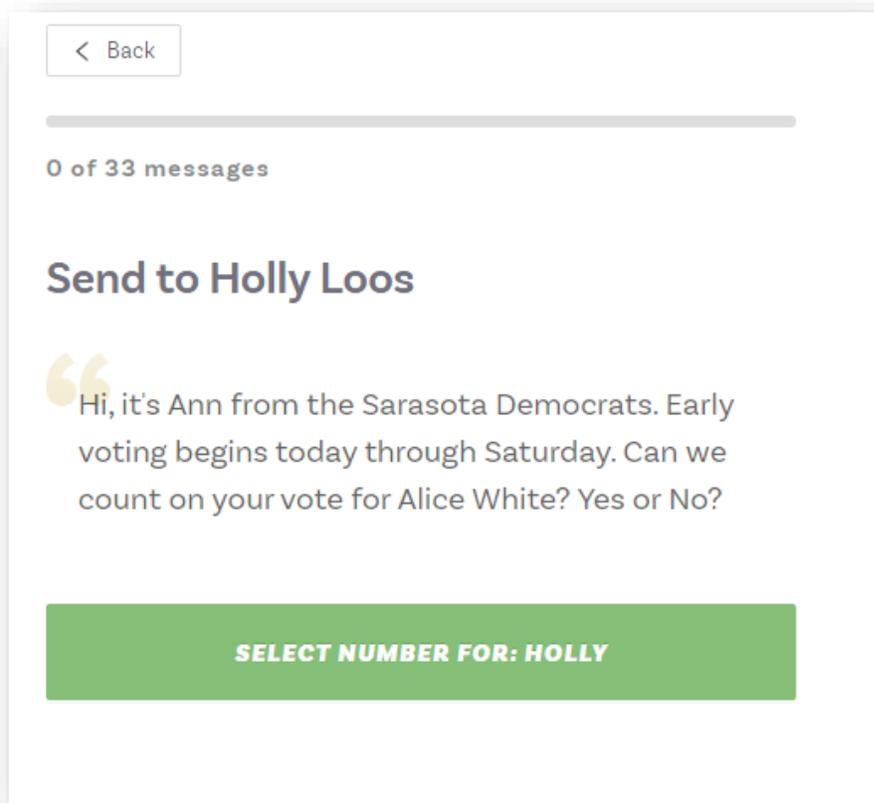
Click on the link in the email message, log into your account, click on the campaign name (screenshot below) to start texting! If you see a blue bar at the bottom, this is the status bar of the texting campaign. It will turn all blue when all the texts for the campaign are completed.



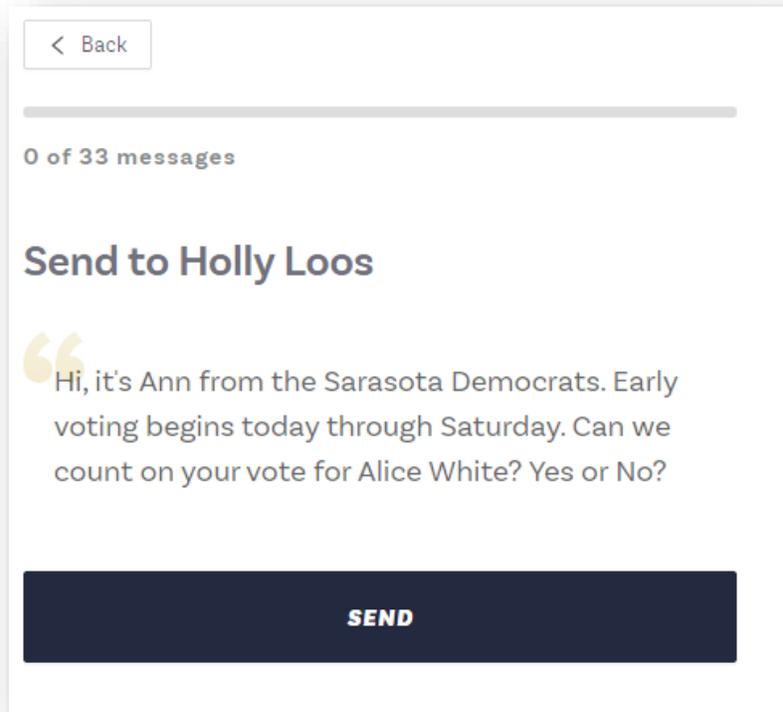


Start Texting – Step 2

After hitting the Start Button, the very first text you will send shows like this:

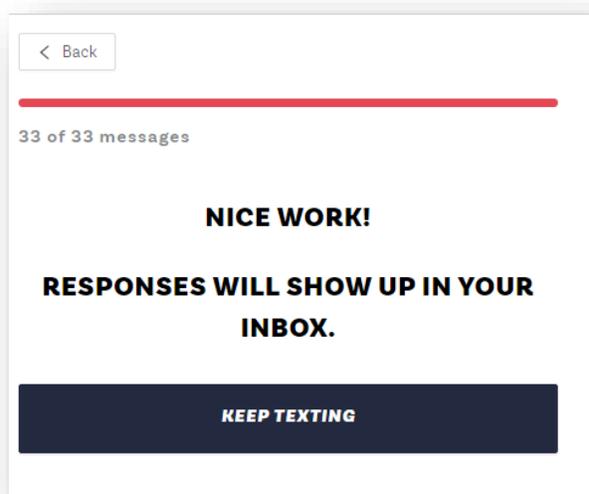


With Impactive, you must select the number, then Send to send the text. So, for each text, it requires two mouse clicks or taps (if you are working through the Application versus a computer-based browser).



Now, what is good about a computer-based browser is that you only have to hit the mouse button once. After that, you can hit your enter button on your keypad repeatedly! This makes it much easier to send out batches of texts.

Once you complete a batch (the first batch is usually 30, the next batches are usually 100), your screen will show:

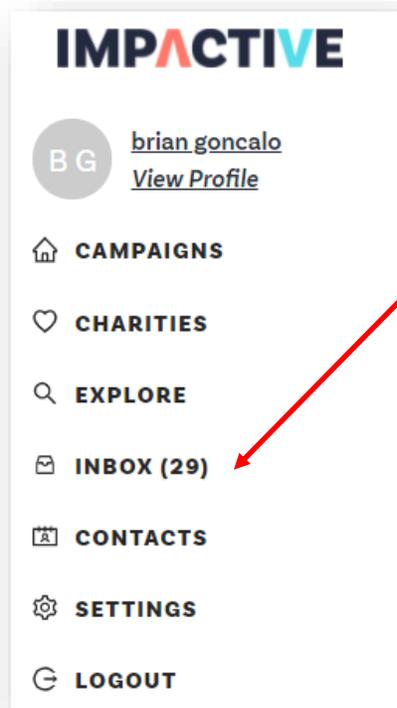


You will have to mouse-click on this, and then mouse-click again to start the next batch. Afterwards, it is Enter button as fast as you can!

It is recommended to only do 250 texts at a time, then check your Inbox for replies.

Responding to Replies in Your Inbox – Step 3

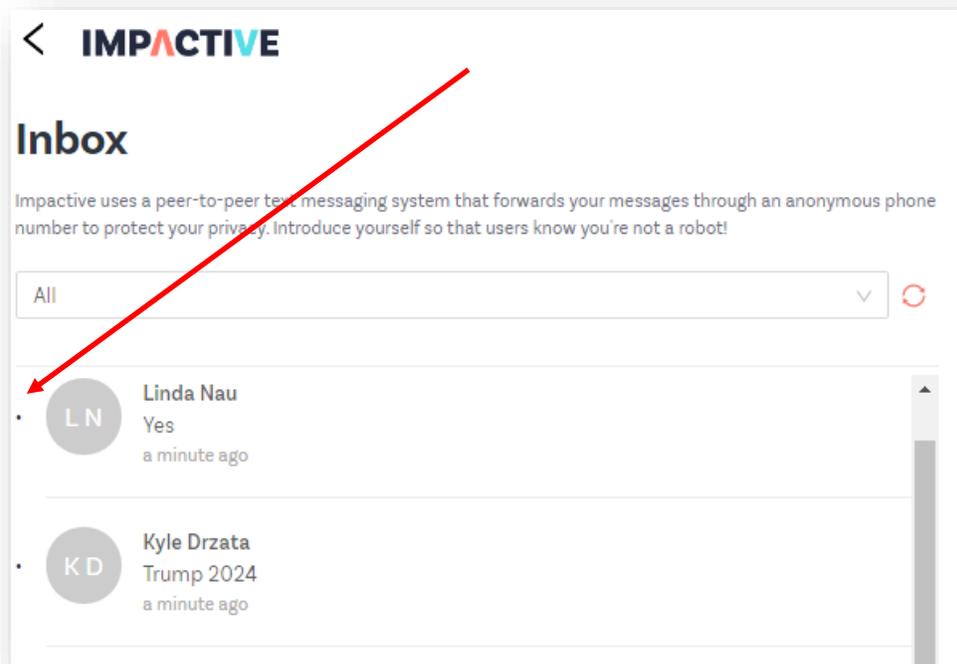
To view your Inbox, click on the link to the left of the screen. The Inbox will also show the number of Unread messages you have in your Inbox



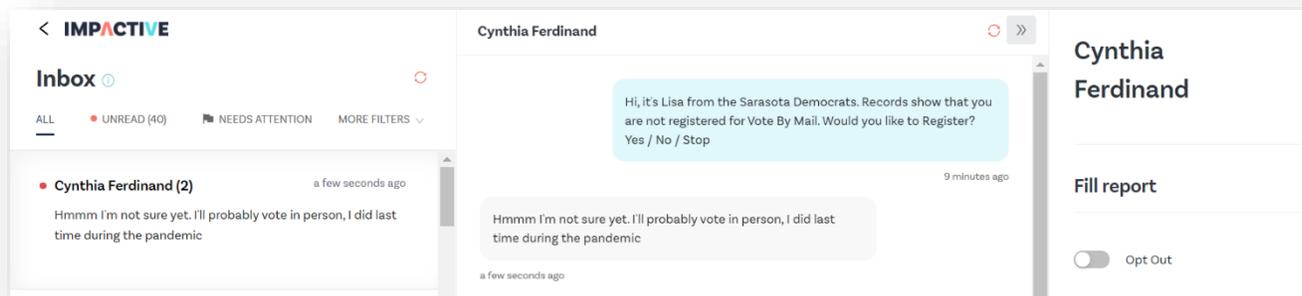
Impactive now has a 3-way split screen for Unread Messages, Replies and Opting People out of future messages. It is recommended you set your browser settings to 80% Zoom to effectively see all 3 screens.

When people reply to the text, your Inbox will start populating like below. The blue indicator next to a message means that you have not viewed or replied to that message yet. After you do, the blue indicator will disappear:

Anyone that replies with a STOP is automatically removed from future text campaigns and you cannot reply to these messages. These messages will disappear from your Inbox all together unless the person replies with anything but "STOP". If there is any additional text, punctuation, etc. you will have to reply and manually Opt them out from future texts.



When you click on your first unread message, below is the 3-way split screen referred to earlier:



When someone does reply where a canned response can be done, there is area below that shows all available canned responses:

Hide follow-up scripts ▾

 Note you'll be able to edit before sending

↳ **Yes**

Great! Please contact the Sarasota Supervisor of Elections at 941-861-8618 to regi...

↳ **No**

Sorry to hear that. Vote by Mail is the safest and easiest way to participate in...

↳ **Already Did**

Please double-check with the Supervisor of Elections at 941-861-8618 to make sure...

↳ **Like to Vote In Person**

No problem (and I do too!)... I just use vote by mail as a backup in the event I c...

↳ **Stop**

You have been removed from future text messages.

Click on the canned reply based upon the text response and click Send:

Brian Yancy



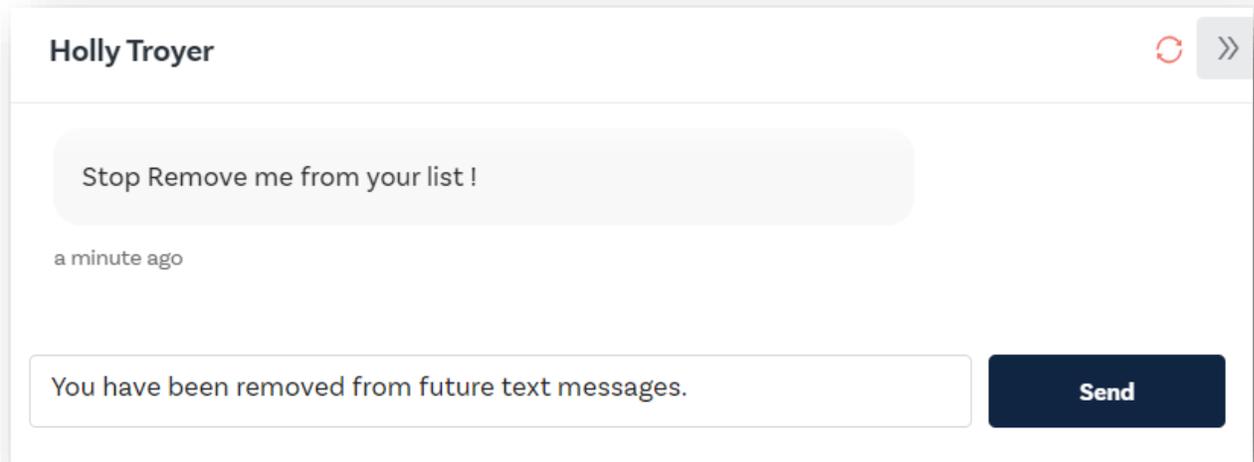
No

2 minutes ago

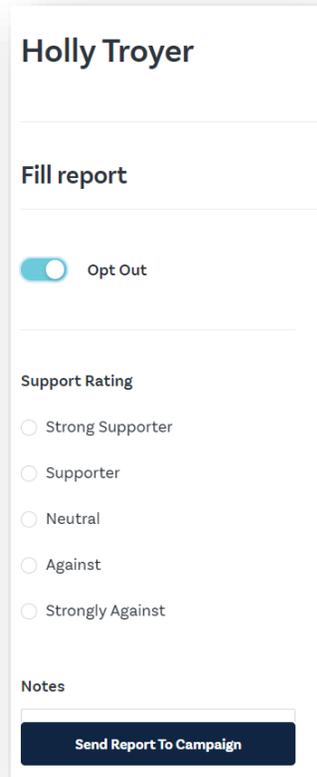
Sorry to hear that. Vote by Mail is the safest and easiest way to participate in elections, especially with the COVID resurgence!

Send

You may get responses that are not Yes / No / Stop. If someone replies with “Stop” and adds in a few more words, you need to manually remove them from future texts. Also, any vulgarity or Republicans, Trump supporters, etc. should be opted out as well. Click on the canned Stop Reply and click Send. Then you must Opt the person out manually by going to the top right of the screen and click on the Fill Report button:

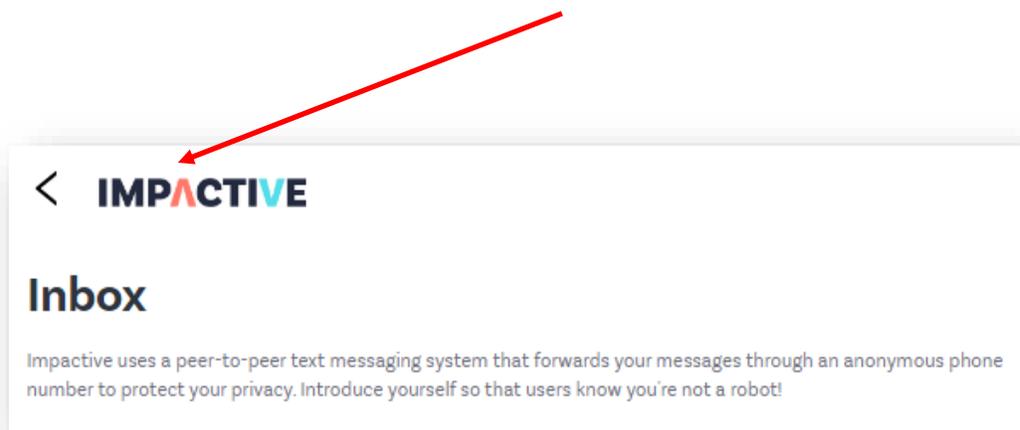


Then make sure the Opt Out button is on (will be blue when on), enter in the reason why you are opting them out, then click Send to Campaign.

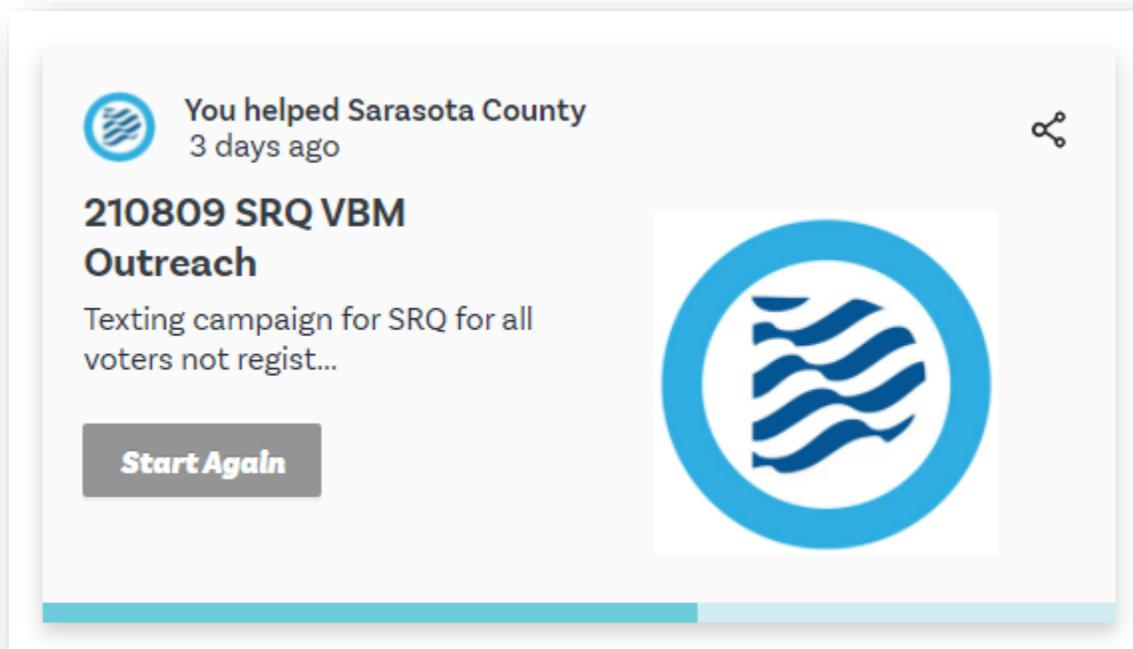


For any other reply that you are unsure of what to do, please contact the Texting Team or your Precinct Captain for the appropriate response. You can manually enter in a response without using the canned responses.

When you are done with your first batch of replies, go back to the Campaign and continue texting by clicking on the Impactive logo:



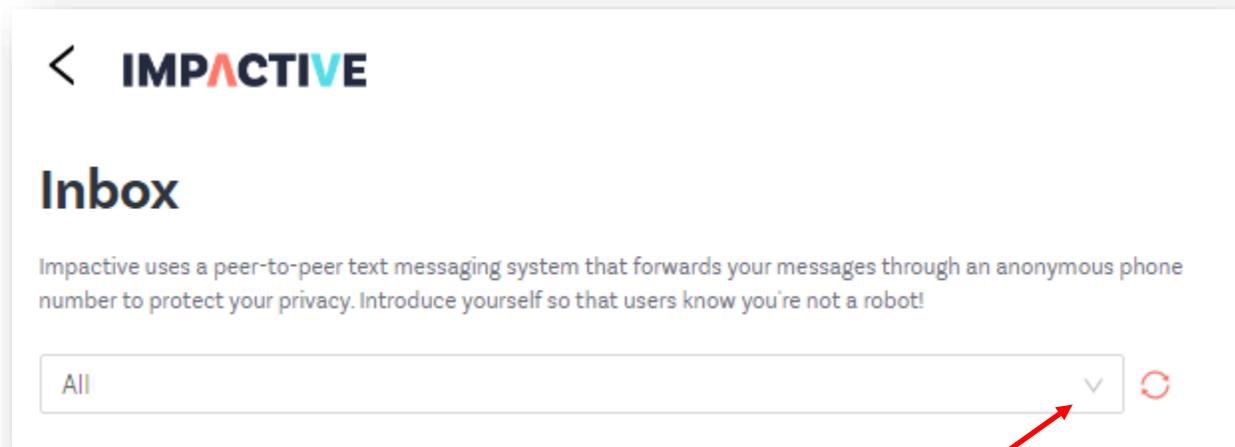
When you go back, you will see:



Click on the Start Again link to continue texting.

Finishing Up – Step 4

Once the campaign is finished, you should monitor your Inbox periodically over the next 48 hours for replies to the text so that you may reply. You can stay logged into Impactive and just refresh your inbox by clicking the refresh button which will load any new messages:



If you just want to see unread messages, click on the drop-down box to the right and select Unread.

During the first 24 hours, please attempt to check hourly. The following 24-48 hours, please attempt to check every 2-3 hours or so.

Generally, after 48 hours, there will be no further responses.