SwingLeft

COLLEGE

PROGRAMS

Reach Guide

What is Reach?

Reach is a grassroots canvassing app that lets you meet potential voters where they already are, instead of going to their doors with a list. It was developed for use in AOC's campaign because in NYC, there are mostly apartment buildings that can be impossible to knock (like college dorms). Many people in AOC's district aren't regularly targeted by campaigns (like young people), and people move frequently (like college students). So Reach developed a tool that allows volunteers to meet voters in any context (like tabling, at a club meeting/event, at a party, online), and add them to the Swing Left Campaign directly from the voter file.

After a person is "Reached" and added to our organizing campaign, users can revisit past interactions and send personalized follow-ups like confirming their registration status or asking them to volunteer. Every user can add other volunteers from within the app so they can use it too. No waiting around for voter contact lists.

Like any organizing tool, you're going to get out of it what you put into it, so integrating regular Reach use to your normal organizing activities is key.

Note: If you would like to hold a relational organizing event using Reach, check out our event guide and sample slides for these events.

Why are we using Reach?

We all know that young people talking to other young people is the most effective way to get out the youth vote. If you've ever volunteered for a campaign though, you know you're most likely talking to voters over the age of 35. And you're not alone -- "According to a January survey of registered voters under 35 by the Alliance for Youth Action, 80 percent of young voters report being extremely likely to vote in November, but 67 percent report never having talked to a campaign representative on the phone. Nearly half say they haven't received an email from a campaign." Young people are overwhelmingly progressive, and when we turn out to vote, we can change the outcome of elections. It's on us to get our people out to vote, and Reach is the tool that'll help you do that.

With Reach, you'll be able to:

- Make sure you and other volunteers are logging important information from your conversations with voters, including:
  - Their voter registration status
  - If they plan to vote for dems up and down the ballot
  - Interest in volunteering
  - If they will commit to reminding 3 friends to vote ([Vote Tripling](#))
- Follow up with the people in Reach when you want to, making sure they are all set to vote and volunteer
- Have a constant organizing ask - adding people to Reach is a great year-round way to activate your campus community.
- You could even run your own youth voter contact program through Reach. As long as you're consistently using your campus tag, you'll be able to gain a list of everyone at your school who's interacted in some way with your team/ volunteers. Our team can always pull a list for you of the people you have Reached at your school so that you can follow up with them based on their responses logged in the tool.

How do I use Reach?

There are so many ways to use Reach in your campus organizing! Below you'll find a few ideas, but our best advice is just to integrate it into all parts of your organizing work, and to make sure your whole team knows why it's important and how to use it. Also, be sure to check out the guides on Reach's [knowledge base](#).

Joining Reach and Adding Users

- **App Store Download and Search**: Anyone can search "Reach canvassing" in the app store. It has a blue logo with a white rectangle on it.
- **Invite code**:
  - Join our Swing Left College campaign by entering this code when prompted: FKE793 or [clicking this link](#)
  - If you want to ask a large number of people to join Reach at once (for example, if you are going to talk about Reach at an event or meeting) fill out [this request form.](#)
- **Individually add users**: Press the +(person icon) on the top right hand corner of the home page and input their cell number. That person will receive a text with a link that will put them straight into the right campaign.

Navigating Reach

General Use
1. Once you've joined our campaign you should see the home screen with some "action card" opportunities listed. Check them out to help you get used to the tool!
2. To log information based on a conversation you've had with a voter, you need to first add them to your Reach list. Here are your options:

a. **Search for their name and location in the voter file:** click the "search" button at the bottom of your screen and then enter as much information as you have about the person. Ideally this includes their first and last name + state.
b. **Manually add them to your list:** if you can't find them in the voter file, you can add their information manually by clicking the "add someone" button that is displayed when your voter file search turns up empty
c. **Contact import:** see the relational organizing section for more information about contact imports.
3. Once you have added the voter to your list, scroll down on their profile to see the information you're able to add and update. This includes:
   a. **Their school:** this is very important - tag every person you Reach with their school. This helps us accurately pull data exports for groups so that they can follow up with voters to make sure they are all set to vote.
   b. **Your relationship to them (optional):** if you want to take advantage of the "network" feature in Reach, you can add a relationship type to their profile.
   c. **Phone number and email:** please make sure every person you Reach has up to date contact information. This is the most reliable way for organizers to follow up with them.
4. Under **"Script + Key Questions"** you'll see the questions and survey responses available. Use these to guide your conversations with voters. Their answers to these questions will help you and your group keep track of who you are talking to and who you need to follow up with.
5. If you are entering data that you've previously recorded elsewhere (in a spreadsheet or other tracking process for organizing), you can search for names and enter the information where applicable based on our survey questions.
6. If you'd like to contact people with the purpose of having a conversation with them about voting and log their responses in Reach, see the "relational organizing" section for a more detailed how-to.

Following Up with the People You Have Reached
The follow up aspect of Reach is arguably the most important part. As you have conversations and collect survey responses (survey responses = saved answers to the questions in Reach) from all of those voters, you'll want to get back in touch with them for various reasons. Here are some examples of groups of voters you should follow up with:
- Anyone who responded "no" or "not sure" to the voter registration question ahead of your state's voter reg deadline to ensure that they are registered, and help them to do so if not.
- Anyone who responded "yes" or "later/maybe" to the volunteer question whenever you are recruiting for a voter contact event and especially for the last weekends before Election Day.
- Anyone who responded "yes" to the question about voting for dems up and down the ballot to recruit them to volunteer or attend an event in support of your candidate(s).

To get a list of everyone who you/your group has Reached and tagged with your school, **fill out this form and specify the information you're interested in seeing**. We'll export the data you've collected and create a google sheet with this information. We can help you understand what you're looking at and filter the data depending on who you'd like to follow up with.

Relational Organizing with Reach

*If you would like to hold a **virtual relational organizing event** check out our [event guide](#) for a more in-depth overview and [sample slides](#) for use during your event. This is a great event to pair with a watch party for debates or movies because folks can have text conversations with folks about voting and watch at the same time.*

What is Relational Organizing?
Relational organizing is the practice of talking to people you already know or have a connection with to mobilize and build sustainable collective power. Think about it: organizing is about relationships. Reaching out to someone you already know—someone who trusts you—is much more effective than having a conversation with a stranger. This isn't new, but we know that it works. In fact, research shows that it's at least twice as effective as more traditional engagement methods. You are probably already practicing relational organizing strategies without realizing it. For example, if you're having conversations with your friends and family about why they should vote or get involved in the election this year.

How to Use Reach for Relational Organizing
1. **Import your contacts:** Head to "My Reach" > "Network" > and click "Import contacts". You'll be able to select which contacts you would like to import, meaning you have total control throughout this process.
2. **Match your contacts to the voter file:** Once your selected contacts are imported you will be prompted to review the list for matches to the voter file that Reach found. Go through and confirm the matches that look correct and add them to your list. It's likely that some of your contacts won't be matched to the voter file, especially if they're in your contact list with just a first name. If that's the case, you can manually add their information and add them to your list.
3. **Start your outreach:** Go to the profile of someone on your list. Click the "message" button under their name. You can start a conversation with them via text or another messaging app using one of our contact scripts, start with your own message, give them a call, or talk to them in person! Just make sure that you are only filling out their responses based on information they give you - don't assume their answers. That's not accurate data! **IMPORTANT:** always make sure to "tag" each person with the school that they go to. This is crucial for helping us filter data so you can use it for follow up later. The school tag is the first question on a person's profile. If you don't see a school on the list, [fill out this form](#) to get it added.
4. **Keep Reaching:** Relational organizing is best when done continuously. For example, if you sit down for a one hour relational organizing event with Reach, it's likely that some people won't text you back right away. Just make sure that you're going back into Reach to log their responses once they do. Whenever you have a conversation with someone about voting or volunteering, keep track of it in Reach.
5. **Following Up:** All the information you're collecting is incredibly valuable to your future organizing efforts and a huge part of relational organizing! See the *"Following Up with People You Have Reached"* section above to learn about this.

Ideas for Virtual or Socially-Distanced Organizing Using Reach
- Hold [virtual relational organizing events](#) where volunteers hang out on video while contacting people they know about voting

- Pair your debate watch party with a relational organizing event - watch the debate and Reach voters at the same time!
- Use Reach to collect pledges to vote instead of a physical "pledge to vote" card.
- During and after one-on-one conversations with friends, classmates, social media followers who are interested in voting or volunteering
- Anywhere you would ask people to write down their information - use Reach instead!

FAQ

How do I see all the data I've collected?
- To see the history of all the people you've personally talked to, you can go to the "my history" section at the bottom of the screen.
- To see a complete list of everyone who has been canvassed at your school, fill out [this request form](#).

What is the voter file?
The voter file is public information. In our Reach campaign the list includes registered voters ages 18-30 across the country. Private information such as addresses are not visible to users, but relevant information like their district is. The voter file allows volunteers to accurately find and match the names of people they talk to. After the election our team will be able to see if the voters we talked to in Reach actually voted (not for who they voted for, but if they voted). This will help us evaluate the efficacy of our tactics and keep improving our organizing.

What is Vote Tripling?
"Will you remind 3 friends to vote before election day?"
This is one of the survey questions that you'll see in our Reach script. Vote Tripling is a relational organizing tactic that has been proven to increase voter turnout by activating people who are less likely to volunteer to remind their friends to vote. If they agree to do this, you'll ask them the first names of their three friends. Then, this person will receive a text from our volunteers ahead of election day asking them to remind their three friends.

Additional Materials:
- **Helpful Guides from Reach**
- **Reach Script**
- **Virtual Relational Organizing Event Guide**
- **Virtual Relational Organizing Event Sample Slides**