Texting Platforms

There are many texting platforms a campaign can use. Scale2Win and Hustle seem to be the most common.

Scale2Win
Pricing: 1.5 cents per SMS message (no photos), 3.5 cents per MMS message (with photo)
Scale2Win also offers a dialer which is 4 cents per outbound dial.
Features:
- Dashboard for account managers
- Ability to add volunteers to send messages
- Ability to respond to texters
- Ability to schedule multiple campaigns
Message Limits:
- SMS limited to 153 characters
- MMS limited to 1600 characters
Useability: Scale2Win is very user friendly. It's easy to create campaigns, connect with volunteers, or just send out text messages yourself. Scale2Win also allows you to respond to messages.
Scale2Win offers fantastic tutorials to set up the platform and their help center is easy to use. Their support team also responds extremely quickly.

Hustle

Pricing: Hustle has two pricing options: 1) .09 cents per outgoing SMS messages or 2) .24 cents per contact upload. Depending on the length of the campaign and how many messages a campaign plants to send out, the per contact upload may be more cost effective than the per message rate.
Features:
- Dashboard for account managers
- Ability to add volunteers to send messages
- Ability to respond to texters
- Ability to schedule multiple campaigns
Useability: Hustle is also very user friendly with numerous tutorials on how to create campaigns, connect with volunteers, and send messages.

Texting Set Up 101

When a campaign is preparing to set up a text message platform, it is important to know that this **can take a few weeks to set up**. Below are the general steps to setting up your texting platform.

These instructions may vary depending on what platform you use.
1. First, you will need to formerly register your campaign with the Illinois State Board of Elections. Note: Not all municipal candidates register a formal campaign with the ISBE, so texting may not be an option for those campaigns.
2. Create your account with whatever texting platform you choose to use. Most platforms require you to contact them directly to set up your account and sign a contract solidifying pricing and user requirements. This process can take up to a few business days depending on the platform you choose.
3. Once you have an account, you will need to fill out a form in order to receive a phone number that the platform uses to send out text messages. This form will require your campaign information, contact information, proof you have a proper privacy policy, and EIN number from the IRS. To complete this process, you will also need a token to verify your campaign. Most platforms use a website called Campaign Verify. The campaign token can take a few business days to receive as Campaign Verify contacts the ISBE to verify your campaign. Once you have this token, you can finish registering for your phone number. The platform you use will then have to verify all of the information you provided. This can take up to two (2) weeks.
4. After you have been approved by the platform, you can then begin setting up your text messages, goals, etc. and start testing.

Texting Regulations

The Federal Communications Commission ("FCC") sets all rules and regulations regarding political text messages. Below is a summary of their regulations, however, it is still valuable for
each and every campaign to review the full FCC regulations which can be found on their website. The information below does not constitute legal advice and each campaign retains the
responsibility to ensure their messaging is fully compliant with all related regulations.
1. You must have a privacy policy on your website publicly available. A sample privacy policy is attached hereto.
2. You are only allowed to send Robotexts if you have received prior express consent from the recipient.
3. If you do not have prior express consent from the recipient, text messages must be sent manually by yourself or a volunteer.
4. All text messages sent are required to include a message instructing a recipient how they
can opt out of future text messages.

5. Best practices advise including the sender's name in the text messages. Hustle and Scale2Win allow fillable form fields that will autofill the volunteer's name who is sending the messages.

Sample Privacy Policy

Privacy Policy

This statement applies to the online collection of personal information via websites operated by
and applications offered by [ENTER CAMPAIGN NAME]. Details of the Privacy Statement follow immediately below.

What personal information is collected and how is that information used?

1. We collect information about our users in multiple ways: directly from the user (such as when
ordering a product, registering an account or signing up for a newsletter), from our Web server
logs, and through cookies, and when you fill in our opt-in forms.
2. We use the information primarily to provide you with a personalized Internet experience that
delivers the information, resources, and services that are most relevant and helpful to you.
3. We do not share any of the information you provide with others, unless we say so in this
Privacy Statement, or when we believe in good faith that the law requires it.
4. We will use this information as aggregate data to help us maintain this site, e.g., to determine
the number of visitors to different sections of our site, to ensure the site is working properly, and
to help us make our site more accessible and useful.

How is my personal information protected?

1. We have implemented certain appropriate security measures to help protect your personal
information from accidental loss and from unauthorized access, use, or disclosure.
2. However, please note that we cannot guarantee that unauthorized persons will always be
unable to defeat our security measures.
3. Also, please note that we may store and process your personal information in systems located
outside of your home country. Regardless of where these activities occur, we take appropriate
steps to ensure that your information is protected consistent with the principles set forth under
this Privacy Statement.
4. Please note that electronic communications, particularly e-mail, is not necessarily secure

against interception. Please do not send sensitive data (e.g. Social Security, bank account, or
credit card numbers) by web forms.

Who has access to the personal information?

1. We will not sell, rent, or lease mailing lists or other customer data to others, and we will not
make your personal information available to any unaffiliated parties, except our approved agents
and contractors, or as otherwise described in this Privacy Statement.

2. We rely on some of our affiliates for support of the products and services we offer, and we
share some of our back-office functions with other companies. Our affiliates are all required to
preserve the confidentiality of any personal information they may access.
3. We will not disclose any personal information or information about your usage of our websites
to unaffiliated third parties, except as necessary to service the account, to enforce the terms of
use, to meet our obligations to content and technology providers, or as required by law.

How may I correct, amend or delete my personal information, or update my preferences?

1. You may cancel your registration or update your preferences at any time simply by contacting
us.
2. If you do not want to receive information about our products or services, please contact us.
3. If you wish to unsubscribe from any of our campaigns, please select the unsubscribe button at
the bottom of any email newsletters.
4. If you wish to unsubscribe to our text messages, please text "STOP" and you will be removed
from our text list. If you have any questions, don't hesitate to contact us.
If you have any additional questions or concerns related to this statement and/or our practices,
please contact us at [ENTER CAMPAIGN EMAIL ADDRESS]