

Impactive Friend to Friend Texting Frequently Asked Questions

1. What is Impactive?

Impactive is both a mobile app and web platform where you can empower supporters to:

- Take multiple actions within the same platform, such as send friend-to-friend messages or share links to your social media accounts
- Fill reports & share information about your outreach efforts with USOW
- Keep in touch with fellow USOW Ambassadors and volunteers

2. How do I create an account?

- Download the Impactive app from your [App store](#), [Google Play](#) or join via the Web app! Head to <https://app.impactive.io/auth/login> on your computer
- Enter our campaign code: 209978
- Create an account with your name, phone number, and email
- Login to the app via the magic link sent to your email account

3. Who should I be texting?

Think about people in your personal networks who would be passionate about this act or people who would directly benefit from this piece of legislation. You can text your friends, family members, peers, etc.

4. What should I say when texting?

You can use the templated script provided by USOW to outreach to your personal networks, or you can edit the script to your personal liking.

5. What is friend to friend texting?

Friend to Friend texting allows you to text your friends and family on behalf of the campaign.

The biggest difference between friend-to-friend texting and peer-to-peer texting: with friend to friend messaging, volunteers text from their own phone numbers! Unlike Peer-to-Peer texting, all Friend to Friend messages are sent to existing personal contacts from the user's own phone number.

6. How do I submit a report?

Once you've contacted someone in your personal network, you'll be able to [fill out a report](#) on it. This is a super important step as it allows the campaign to know how your conversations went.

To file a report, head to your Inbox and click on the message thread that you'd like to report back on. Then, click on “Fill Report” and fill out any tags or custom fields with the information you collected during your conversation. When you’re finished, click “SEND TO CAMPAIGN”.

Pro-Tip: Submit a report every time you collect a piece of information on the contact even if you can’t fill out every part of the report. Don’t wait until you think the conversation is over, submit reports accurately and frequently so that your campaign knows how your conversation went.

7. Will you collect my data when I sync my contacts?

If you choose to sync your phone contacts with the Impactive app, United State of Women and Civic Nation, and Impactive will not own or save your data. Syncing your phone contacts is used only to track the number of friend-to-friend messages you are sending to your friends and family.