IMPACTIVE TRAINING
The United State of Women (USOW) aims to create a world in which women and all people of marginalized genders can thrive.
Learn how to use send friend-to-friend messages in support of USOW’s campaigns, using the Impactive app.
USING IMPACTIVE
WHAT IS IMPACTIVE?

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

- Take multiple actions within the same platform
- Message Friends and Family to take action around legislation or campaigns
- Fill reports & Sync data
- Keep in touch with USOW
LET’S DOWNLOAD & LEARN HOW TO USE THE APP

Please get your phone ready and follow along

Search for the app “Impactive” in the App store or Google Play and install it
CREATE AN ACCOUNT

On the Mobile App

- Download the Impactive app from your app store.
- 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
Enter USOW Campaign Code: **209978**

**GETTING STARTED**
Enter campaign code or sign up to find out how you can help organize.

**SELECT LANGUAGE**

- English
- Spanish

**START LOCAL**
Enter your zip code to find actions near you.

**EARN POINTS**
Get credit for your work by filling out these details.

**FIRST NAME**
**LAST NAME**
(111) 111 - 1111

**NEXT**
CREATE A WEB ACCOUNT

Head to https://app.impactive.io/auth/login on your computer.

On the Web App, you will click on the Web Link join and sign up with your email. You will receive a magic link sent to your email account.
IMPACTIVE DEMO
TAKING ACTION

FRIEND TO FRIEND TEXTING

● Allows you to text your friends and family on behalf of our campaign.
● Volunteers (you) text from their own phone numbers!
● Messages are sent to existing personal contacts from the user's own phone number.

REMINDERS

● You can text your friends, family members, peers, etc.
THE RESEARCH:
A recent study on Impactive from the Analyst Institute found that outreach from a friend or family member makes a contact **8x more likely** to opt-in to an organizing event than “cold” texts from campaigns.
HOW TO: TAKE ACTION WITH FRIEND TO FRIEND TEXTING

Select “Actions’

Select ‘Friend to Friend Texting’

Filter by Action Type

Friend to Friend Texting
Peer to Peer Texting
Video Story
Social Sharing
Survey
Open a Webpage
Voter Registration
HOW TO: TAKE ACTION WITH FRIEND TO FRIEND TEXTING

Select the friend-to-friend action

Select ‘Start Texting’
HOW TO:
TAKE ACTION WITH
FRIEND TO FRIEND
TEXTING
HOW TO:
TAKE ACTION WITH FRIEND TO FRIEND TEXTING

Select ‘send’
HOW TO: TAKE ACTION WITH FRIEND TO FRIEND TEXTING

Send your message!

Equity for All Act. This bill expands access to free menstrual products in schools, prison facilities, and other federal buildings. However, it currently does not have enough support in Congress to pass through the House. So, I'm texting you to see if you can take just 3 minutes to email your rep, and ask them to support this bill. Can I send you a link to take this action?
FILLING OUT REPORTS

ACCURATELY FILLED REPORTS

● Help us clean up our data list and make sure we have the appropriate tags
● Allow us to schedule folks into events and follow up appropriately
● Keep a better history of the conversations we are having, which means better follow up conversations

REMINDERS

● Submit reports as often as you can. Don't wait for a conversation to "end."
● Only fill in what you know to be true.
HOW TO:
FILE A REPORT IN IMPACTIVE

Select ‘+REPORT’
HOW TO:
FILE A REPORT IN IMPACTIVE

Select ‘for a friend or contact’
HOW TO: FILE A REPORT IN IMPACTIVE

Select the friend you just sent a message to
HOW TO: FILE A REPORT IN IMPACTIVE

Fill out the report by selecting relevant Tags
HOW TO:
FILE A REPORT IN IMPACTIVE

When finished, select ‘Send to Campaign’
FOLLOWING UP

CONTINUING THE CONVERSATION

● When your friends and family members reply, you’ll be able to send them pre-written responses to help answer their questions.

REMINDER

● Remember – each time you send another message or receive a response, update your report so that you are accurately keeping track of each of your conversations.
HOW TO: FOLLOW UP

Select the conversation you want to continue
HOW TO:
FOLLOW UP

To add a reply, select ‘follow up’
HOW TO: FOLLOW UP

Select the reply you want to send.

IF YES, WILL EMAIL

Thank you! Here's the link to email your reps: https://bit.ly/periodforall. If you want, send it to a couple more friends once you've sent your email!

IF NO, WILL NOT EMAIL

No worries! I totally get it. If you change your mind you can check out the email here: https://bit.ly/periodforall

WHAT IS PERIOD POVERTY

Period poverty is defined as inadequate access to menstrual hygiene tools and education, including but not limited to sanitary products, washing facilities, and waste management.

WHY SHOULD I CARE
HOW TO:
FOLLOW UP

Send your reply

NOTE:
This conversation is with a friend from your own number. You can create a message here, hit send, and watch as it automatically copies over to your usual SMS app.

Thanks! Here’s the link to email your rep: https://bit.ly/monstrualfloral. If you want, send it to a remote nurse friend more.
LET'S TEXTBANK
Reach out to at least 5 friends
YOUR NEXT STEPS

- SUBMIT YOUR REPORTS
- CONTINUE TEXTING
- ENCOURAGE OTHERS TO TAKE ACTION
THANK YOU!