

usow

UNITED STATE OF WOMEN

IMPACTIVE TRAINING

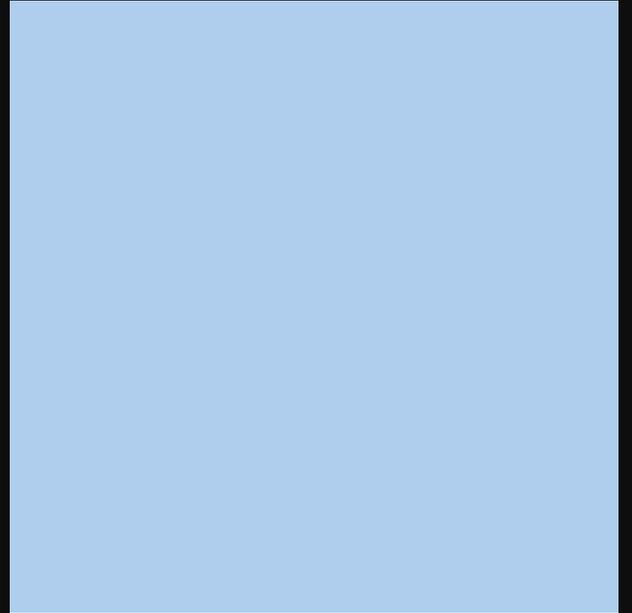
The United State of Women (USOW) aims to create a world in which women and all people of marginalized genders can thrive.

TODAY'S GOAL

Learn how to use send friend-to-friend messages in support of USOW's campaigns, using the Impactive app.



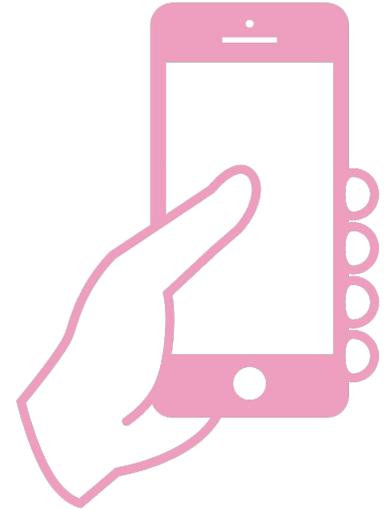
USING IMPACTIVE



WHAT IS IMPACTIVE?

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

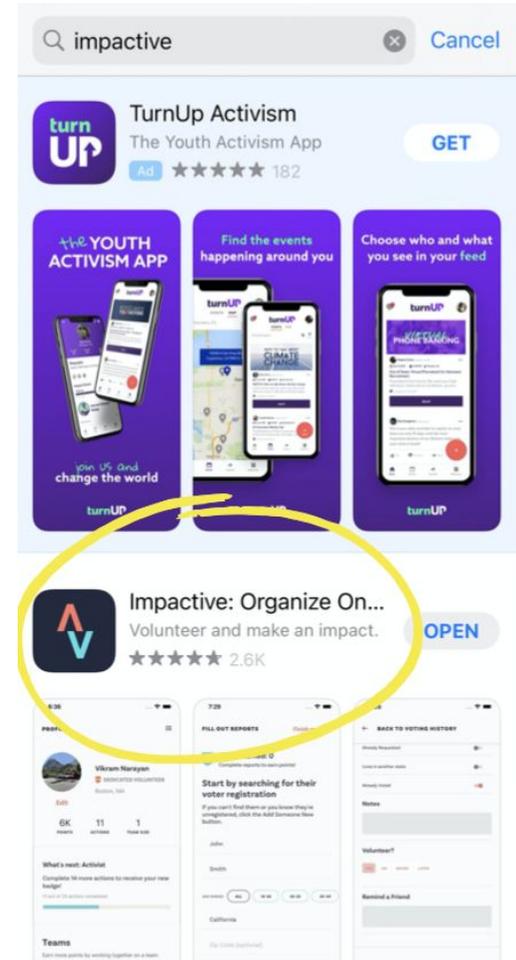
- Take multiple actions within the same platform
- Message Friends and Family to take action around legislation or campaigns
- Fill reports & Sync data
- Keep in touch with USOW



LET'S DOWNLOAD & LEARN HOW TO USE THE APP

Please get your phone ready and follow along

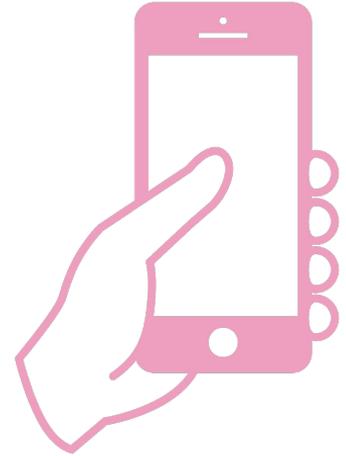
Search for the app "Impactive" in the App store or Google Play and install it



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.

START

Choose your language
preference:

SELECT LANGUAGE

English

Spanish

Enter your zip

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

Enter your name &
phone number

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.

Log in!

←↺

Let's get your paperwork in order

LOGIN OR SIGN UP BELOW

Email

Enter your email address and receive a one time link in your inbox to access your account.

Continue

Or log in using your password

Get Magic Link from email

< All Inboxes^ v

support@impactive.io
To:

5:16 PM

Complete your registration with Impactive! ✨



[Sign-in to Impactive](#)

Hello there,

Thanks for creating an account with [Impactive.io](#) (formerly Outvote).

Here is a one-time link to access your account for lanaks@gmail.com and get started! This link will expire in 30 minutes.

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.

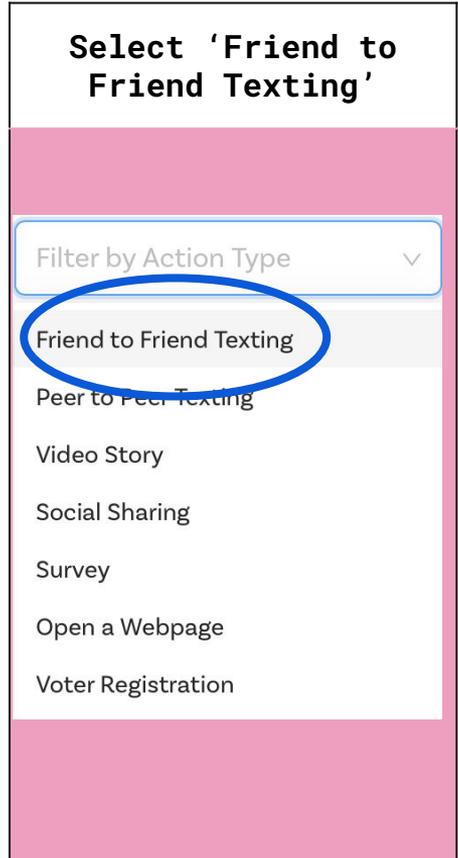
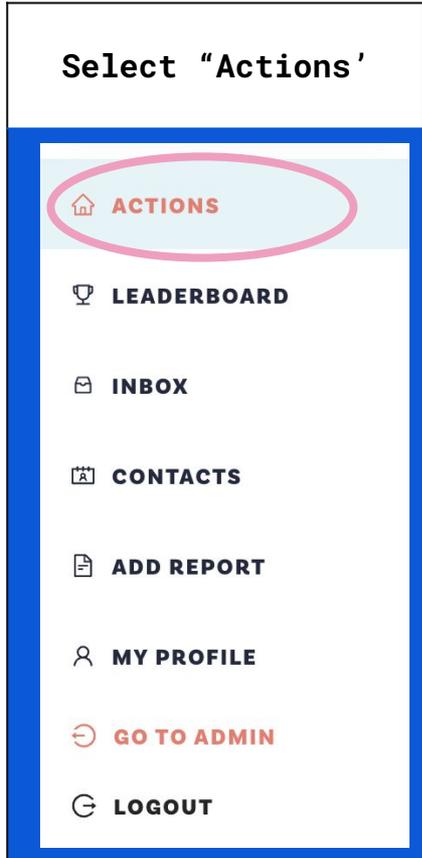


THE RESEARCH:

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.

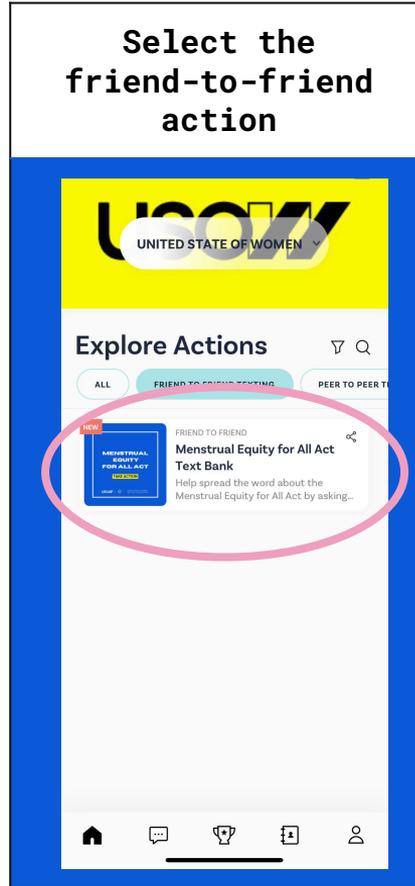


HOW TO: TAKE ACTION WITH FRIEND TO FRIEND TEXTING

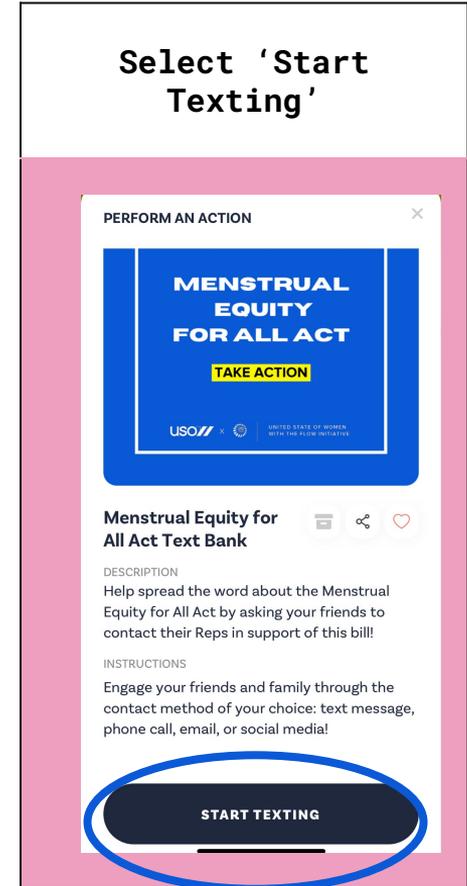


HOW TO: TAKE ACTION WITH FRIEND TO FRIEND TEXTING

Select the
friend-to-friend
action

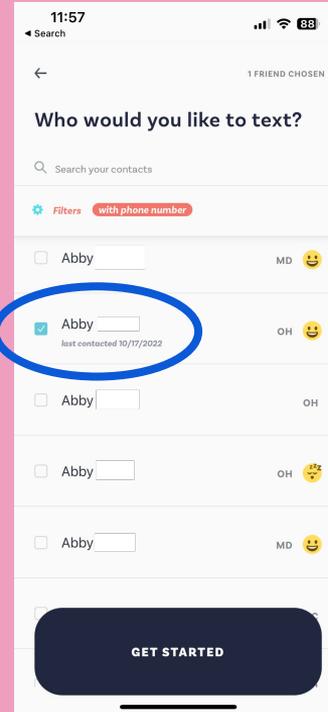


Select 'Start
Texting'

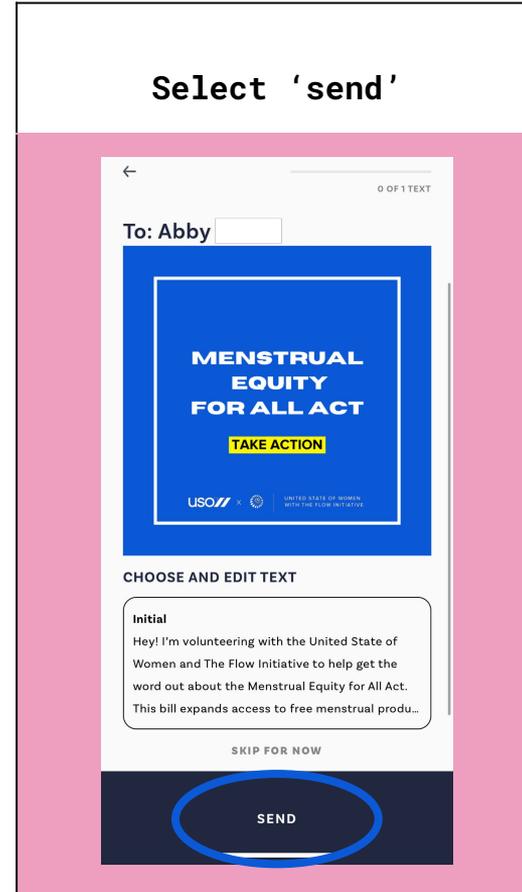


HOW TO: TAKE ACTION WITH FRIEND TO FRIEND TEXTING

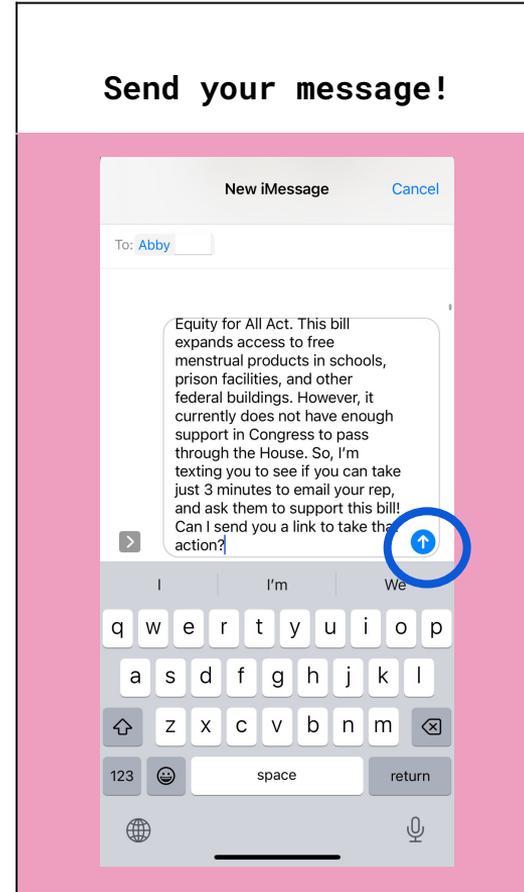
Select the friend you
want to text



HOW TO: TAKE ACTION WITH FRIEND TO FRIEND TEXTING



HOW TO: TAKE ACTION WITH FRIEND TO FRIEND TEXTING



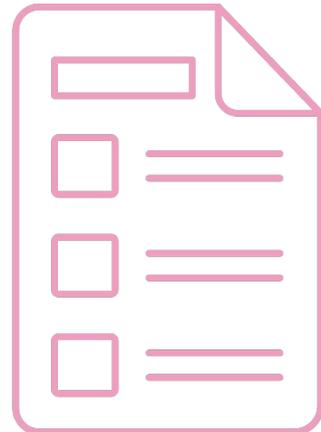
FILLING OUT REPORTS

ACCURATELY FILLED REPORTS

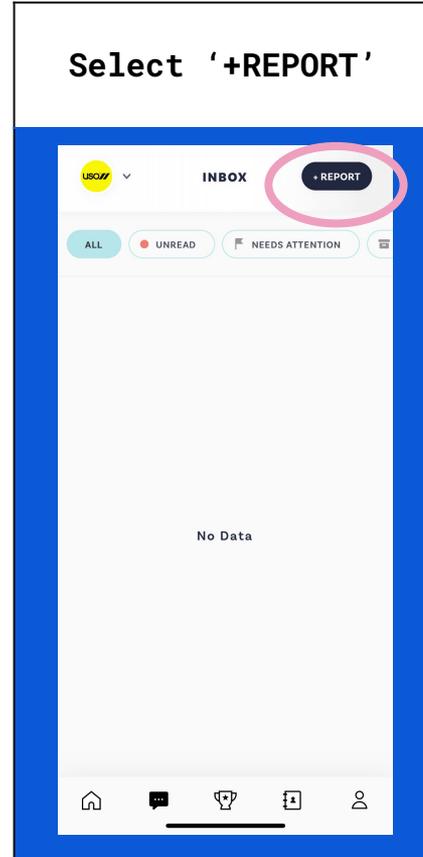
- Help us clean up our data list and make sure we have the appropriate tags
- Allow us to schedule folks into events and follow up appropriately
- Keep a better history of the conversations we are having, which means better follow up conversations

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.

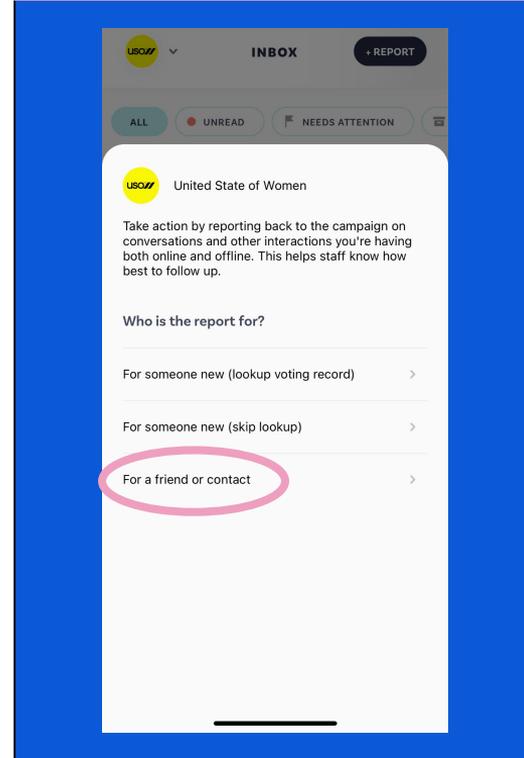


HOW TO: FILE A REPORT IN IMPACTIVE



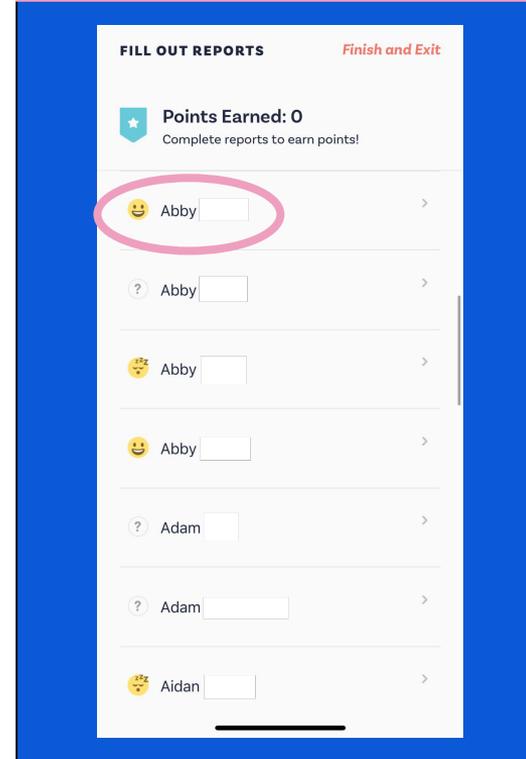
HOW TO: FILE A REPORT IN IMPACTIVE

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

The screenshot shows a mobile application interface for filing a report. At the top, the status bar displays the time 12:16, signal strength, Wi-Fi, and battery at 87%. The app header includes a search icon, the text 'BACK TO VOTING HISTORY', and a back arrow. The form fields are as follows: Name: 'Abigail' (with a text box); Location: (with a text box); Age: (with a text box). The 'Outreach Report' section contains a phone number '123-456-7890' and an email address 'email@email.com'. The 'Tags' section is highlighted with a pink circle and includes an 'Opt Out' toggle switch (currently off) and a 'Yes' toggle switch (currently on, also highlighted with a pink circle). Below this is a 'No' toggle switch (currently off). The 'Support Rating' section has three radio button options: 'STRONG SUPPORTER', 'SUPPORTER', and 'NEUTRAL'. At the bottom is a dark blue button labeled 'SEND TO CAMPAIGN'.

HOW TO: FILE A REPORT IN IMPACTIVE

When finished, select
'Send to Campaign'

The screenshot shows a mobile application interface for reporting an outreach report. At the top, the status bar shows the time 12:16, signal strength, Wi-Fi, and battery at 87%. Below the status bar is a search bar and a back arrow labeled 'BACK TO VOTING HISTORY'. The form contains the following fields and sections:

- Name:** A text input field containing 'Abigail'.
- Location:** A text input field.
- Age:** A text input field.
- Outreach Report:** A section containing:
 - Phone:** A text input field containing '123-456-7890'.
 - Email:** A text input field containing 'email@email.com'.
- Tags:** A section with three rows, each containing a text input field and a toggle switch:
 - Opt Out:** The toggle switch is turned off.
 - Yes:** The toggle switch is turned on.
 - No:** The toggle switch is turned off.
- Support Rating:** A section with three radio button options: 'STRONG SUPPORTER', 'SUPPORTER', and 'NEUTRAL'.

At the bottom of the form, a dark blue button labeled 'SEND TO CAMPAIGN' is highlighted with a pink oval.

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.

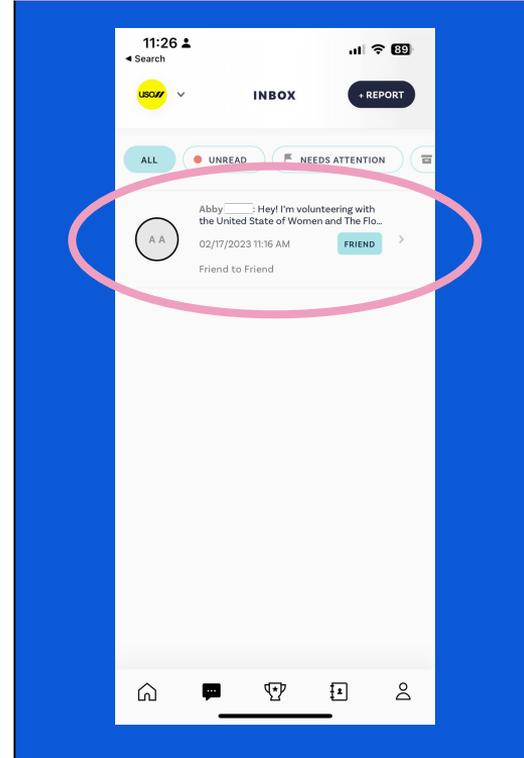
REMINDER

- 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



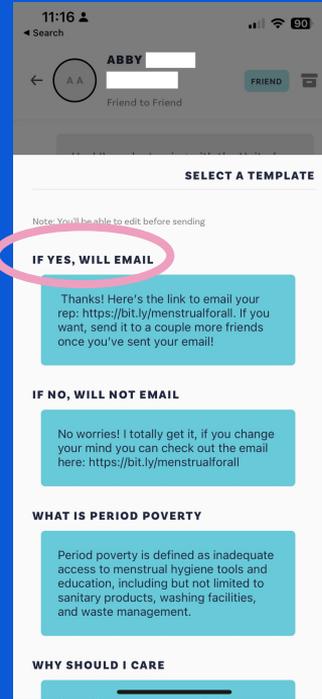
HOW TO: FOLLOW UP

To add a reply, select
'follow up'



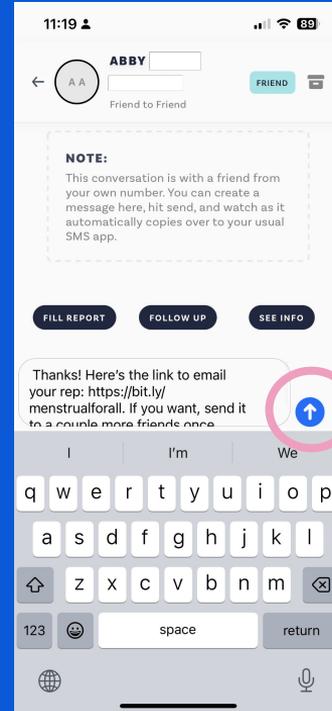
HOW TO: FOLLOW UP

Select the reply you want to send.



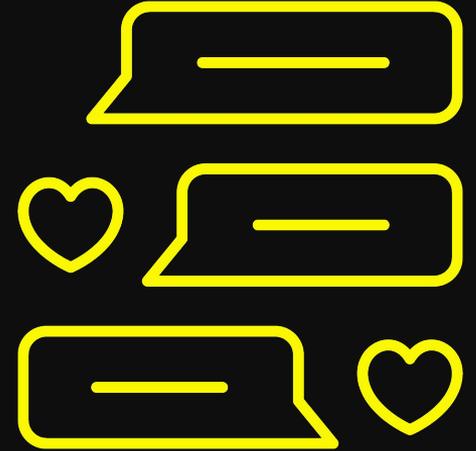
HOW TO: FOLLOW UP

Send your reply



LET'S TEXTBANK

Reach out to at least 5 friends

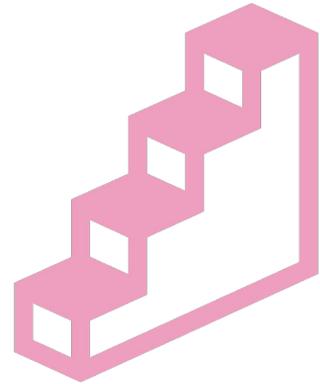


YOUR NEXT STEPS

SUBMIT YOUR REPORTS

CONTINUE TEXTING

**ENCOURAGE OTHERS TO TAKE
ACTION**



usow

UNITED STATE OF WOMEN

THANK YOU!