

Best Texting Practices for P2P and Advocacy Campaigns



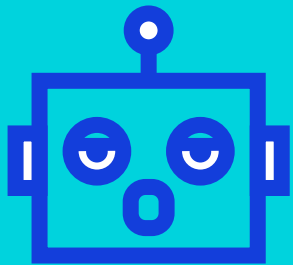
Target Your Audience



Pick Your Goal



Follow Up
Keep the conversation going



Personalize Your Responses.
Don't sound like a bot!



Keep it Short and Sweet



Always Text from the Same Phone Number