

Hustle

APP GUIDE



What is Hustle?

Build real relationships with your supporters through a peer-to-peer messaging app for organizers.

WHAT YOU CAN DO

- **Send** many personalized text messages **quickly and efficiently**
- Encourage **real conversations** with supporters
- **Reach** more contacts **faster** than with phone banking
- **Increase attendance** at events, **organize** volunteers and much more **all in one place**

STEP 1

Installing the mobile app

Install app

Once you've been added by an admin, you will receive a text containing your unique security code.

WHAT TO DO

- Follow link to create your user account
- Download the app for iOS or Android
- Log in.
- Once you are assigned to a goal workflow, you will receive a notification to start Hustling.

Hustle Web App

You can access and Hustle on your Chrome browser at web.hustle.life.

The screenshot displays the Hustle Web App interface. At the top left, there are three blue circles representing a menu. Below them is the Hustle logo (a stylized 'H' in a square) and navigation links for 'Workflows' and 'Conversations'. On the top right, the user's name 'Matthew Ferry' and a 'Logout' link are visible. The main content area is divided into three sections: 'TO DO', 'RECENTLY COMPLETED', and 'UPCOMING'. Under 'TO DO', there is a workflow card titled 'Invite Contacts to Attend rally at civic center' with a due date of '08/12' and a blue button labeled 'Begin Sending Invites'. Under 'RECENTLY COMPLETED', there is a message 'No workflows available'. Under 'UPCOMING', there is a workflow card titled 'Send reminders about Attend rally at civic center' with a due date of '08/12' and a light green button labeled 'Workflow not ready'.

STEP 2

Start a new workflow

Workflows

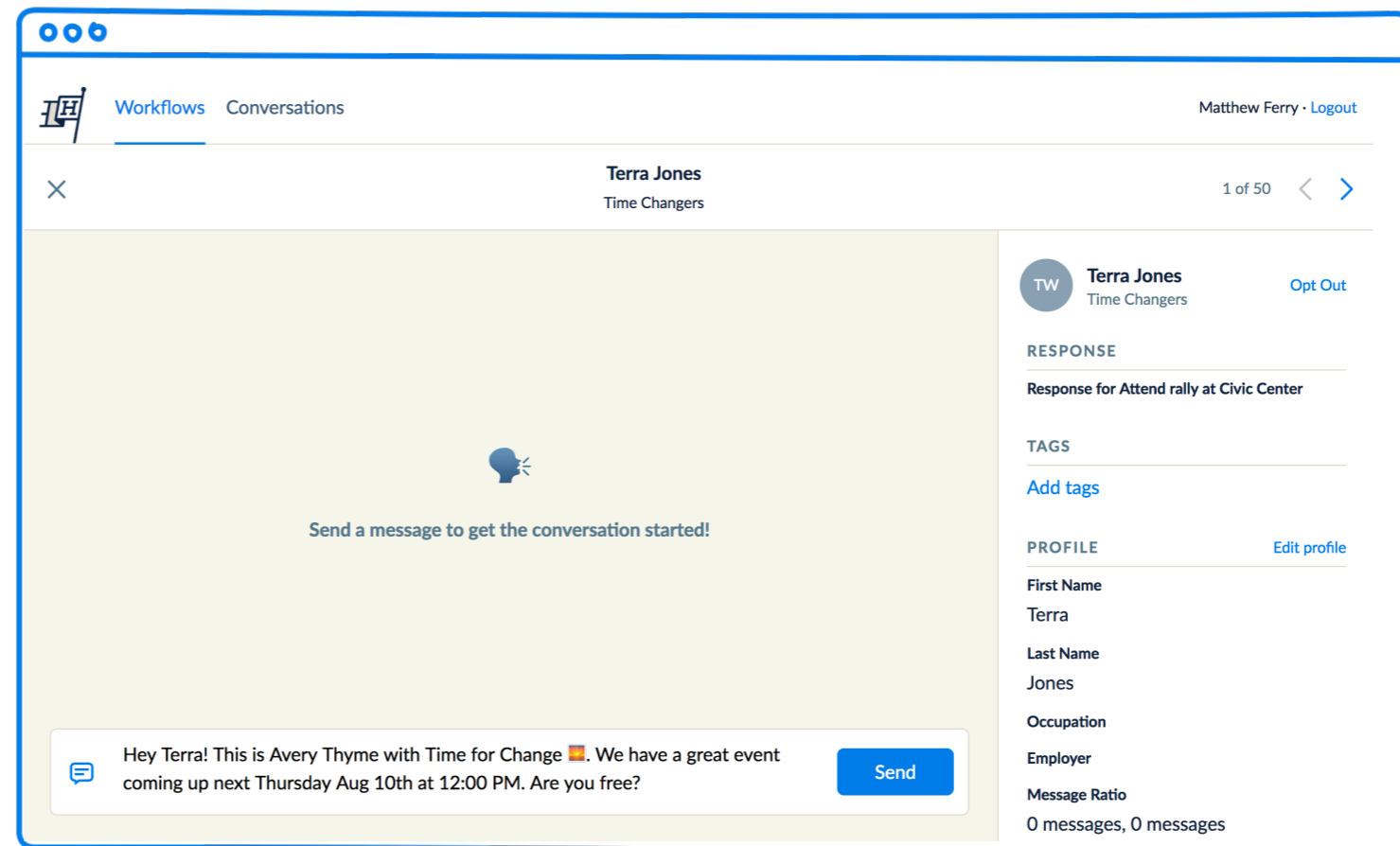
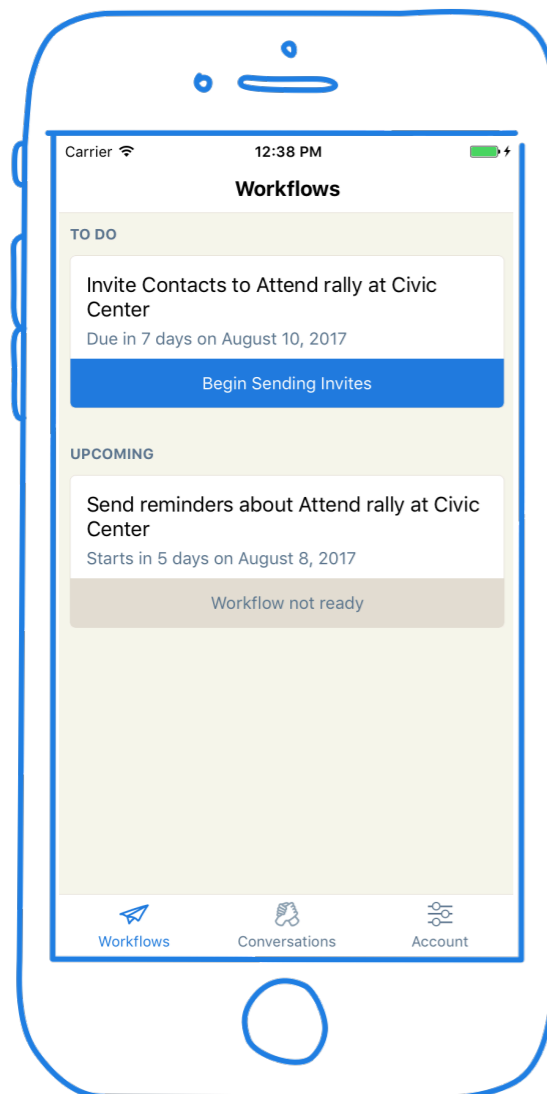
Workflows are tasks that you will see on your mobile and web app. There are two types of workflows: Invite and Response.

WHAT TO DO

- Click on “Begin Sending Invites” for your goal
- Swipe left to start workflow
- Review pre-loaded scripts. (Tap the pencil icon if you wish to edit the script).
- Swipe left to continue with workflow

Using the invite workflow!

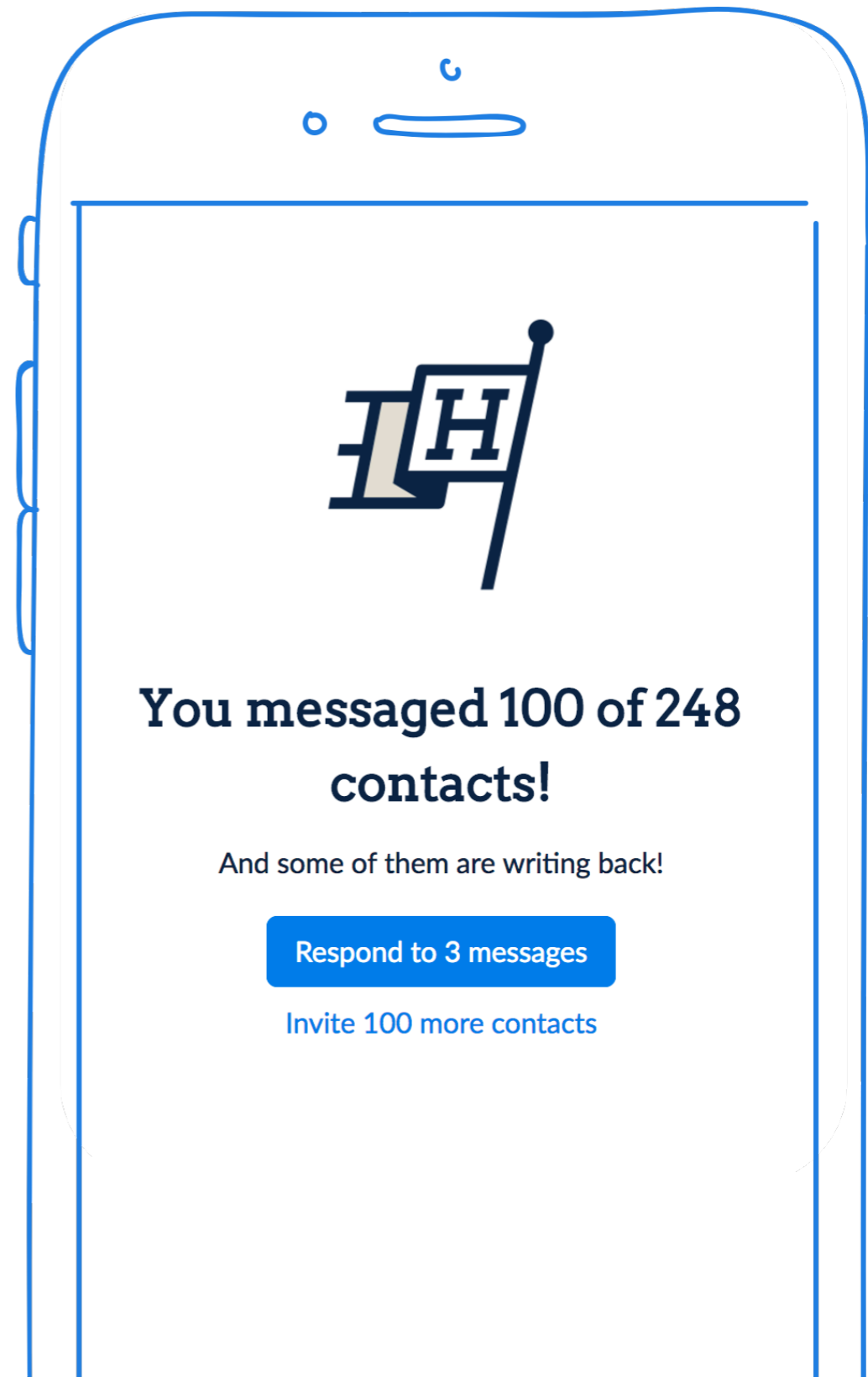
For your first round of messages, just press send! Hustle will automatically display the next person in the list with their personalized message. Custom fields in the template script are populated with the accurate info per contact before you hit send.



Rapid replier

When going through your invite workflow, you have the choice of:

- Pausing mid-sprint to respond to messages you've received
- Or you can plough through your whole invite workflow before moving on to replies.



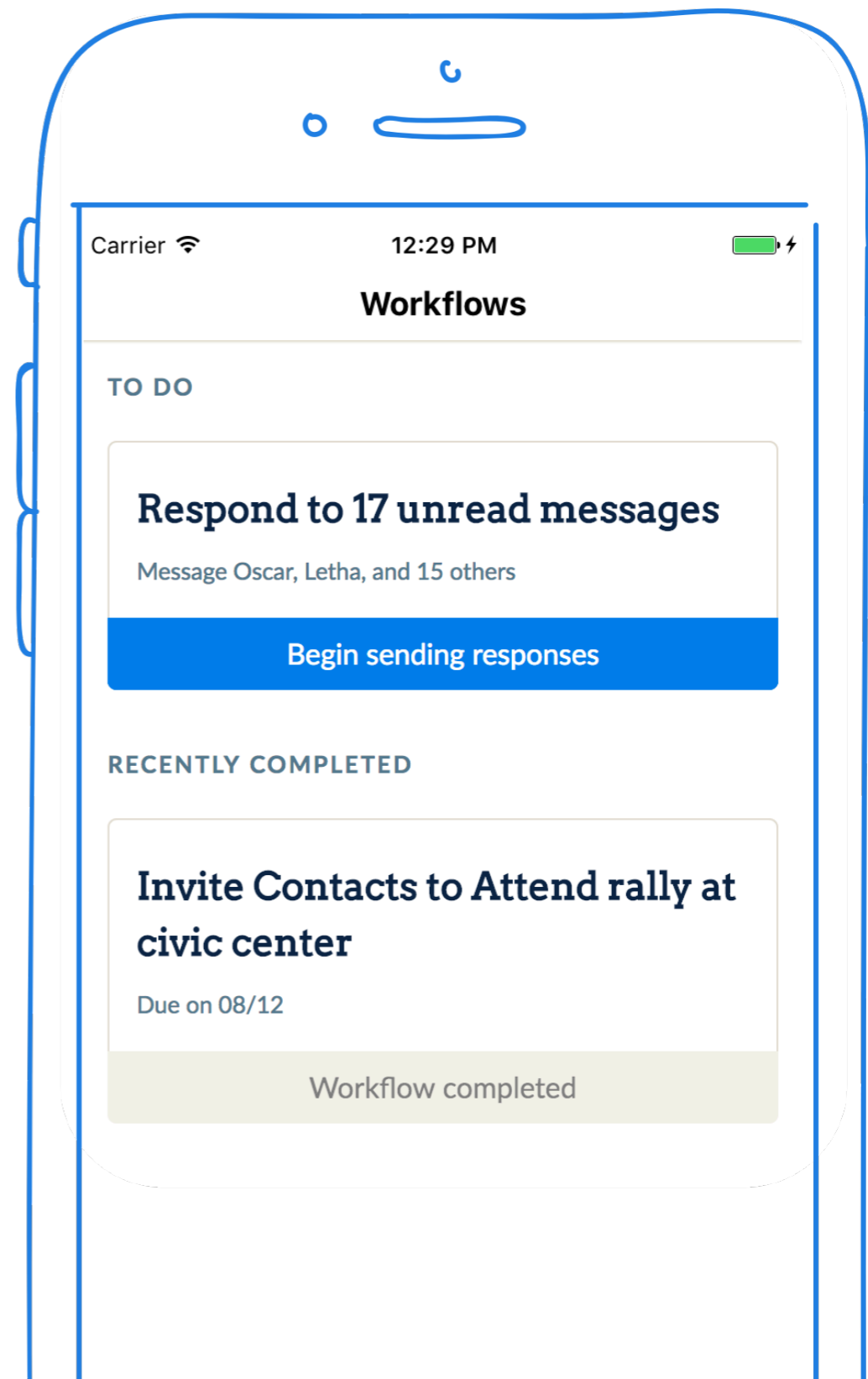
STEP 3

Response Workflows

Start response workflow

A new task will appear on the Hustle page, click “Begin Sending Responses” to enter a reply to the workflow. Unread workflows on the Workflow panel includes all unread messages across all goals. Remember:

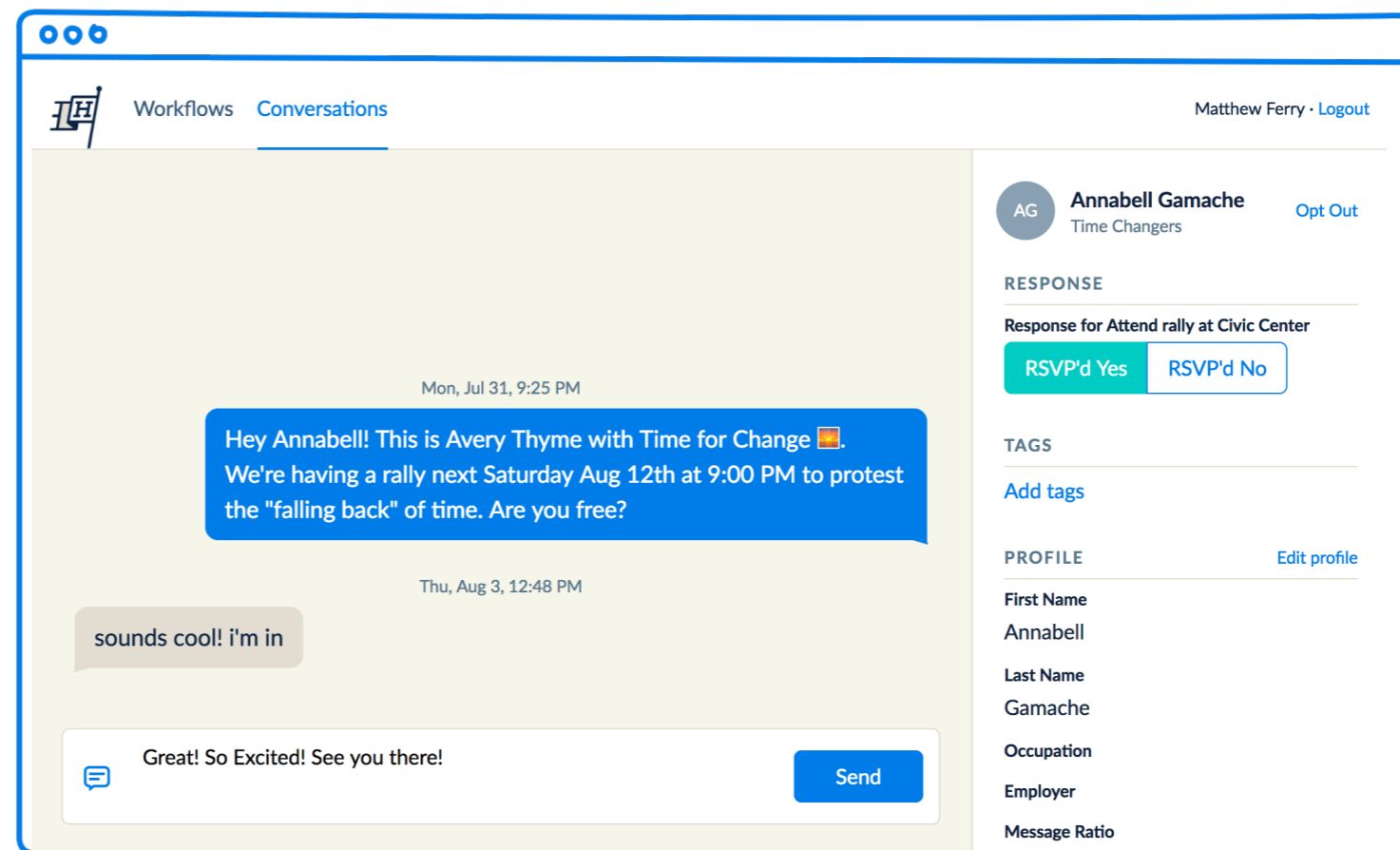
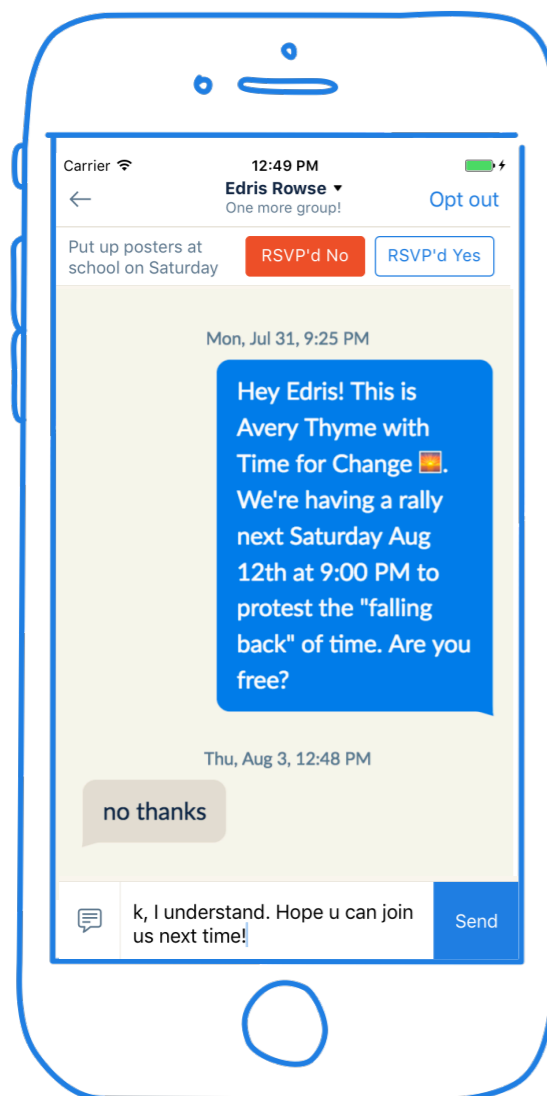
- Keep your replies prompt and friendly
- Let your true self shine!



Keeping track of responses

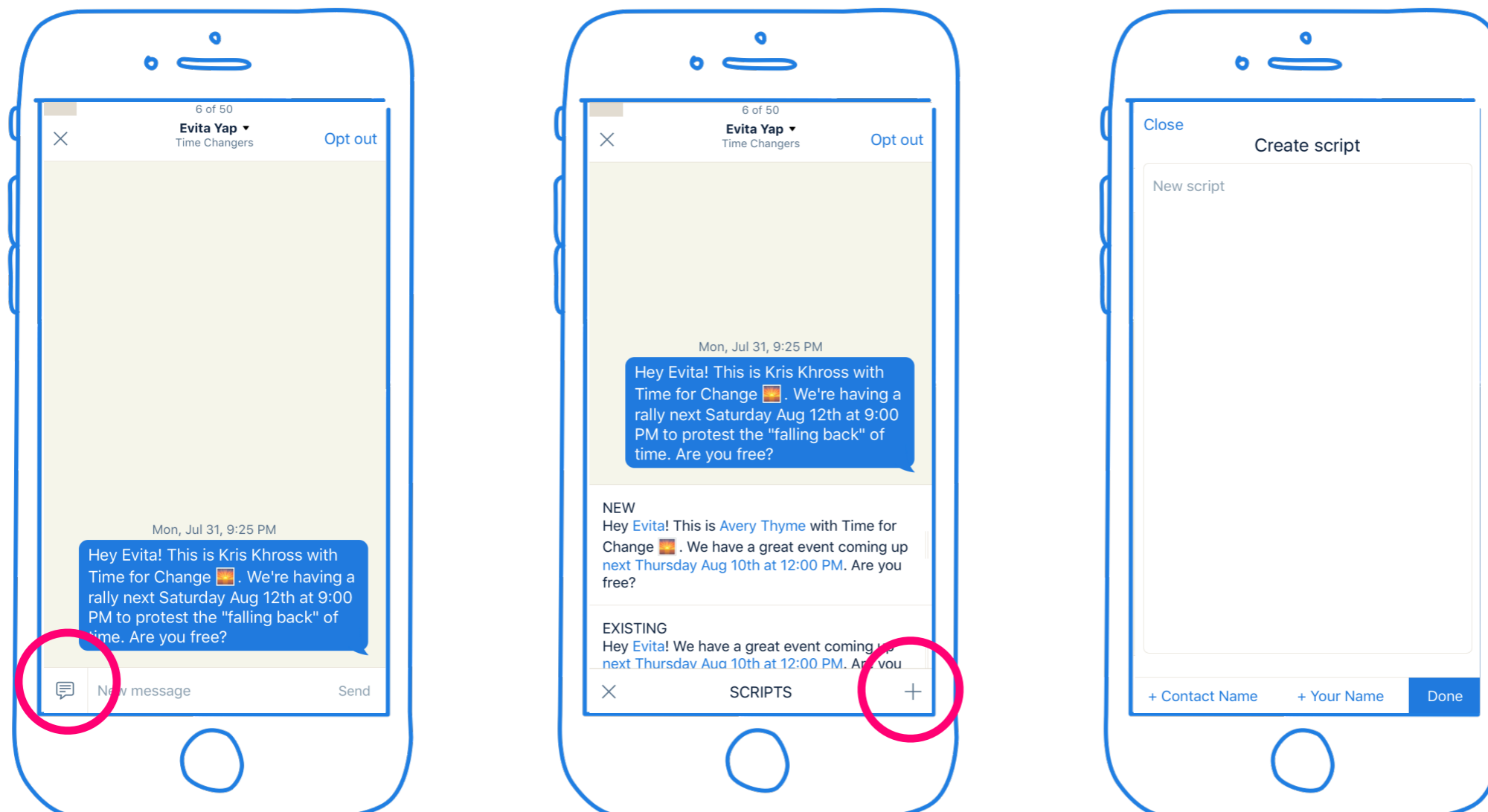
Mark responses with the RSVP feature by selecting RSVP'd Yes or No.

Clicking "yes" will turn the button green and clicking "no" will turn the button red. Once the agent selects "yes" or "no", a script will automatically be added to the text input for your agent to send.



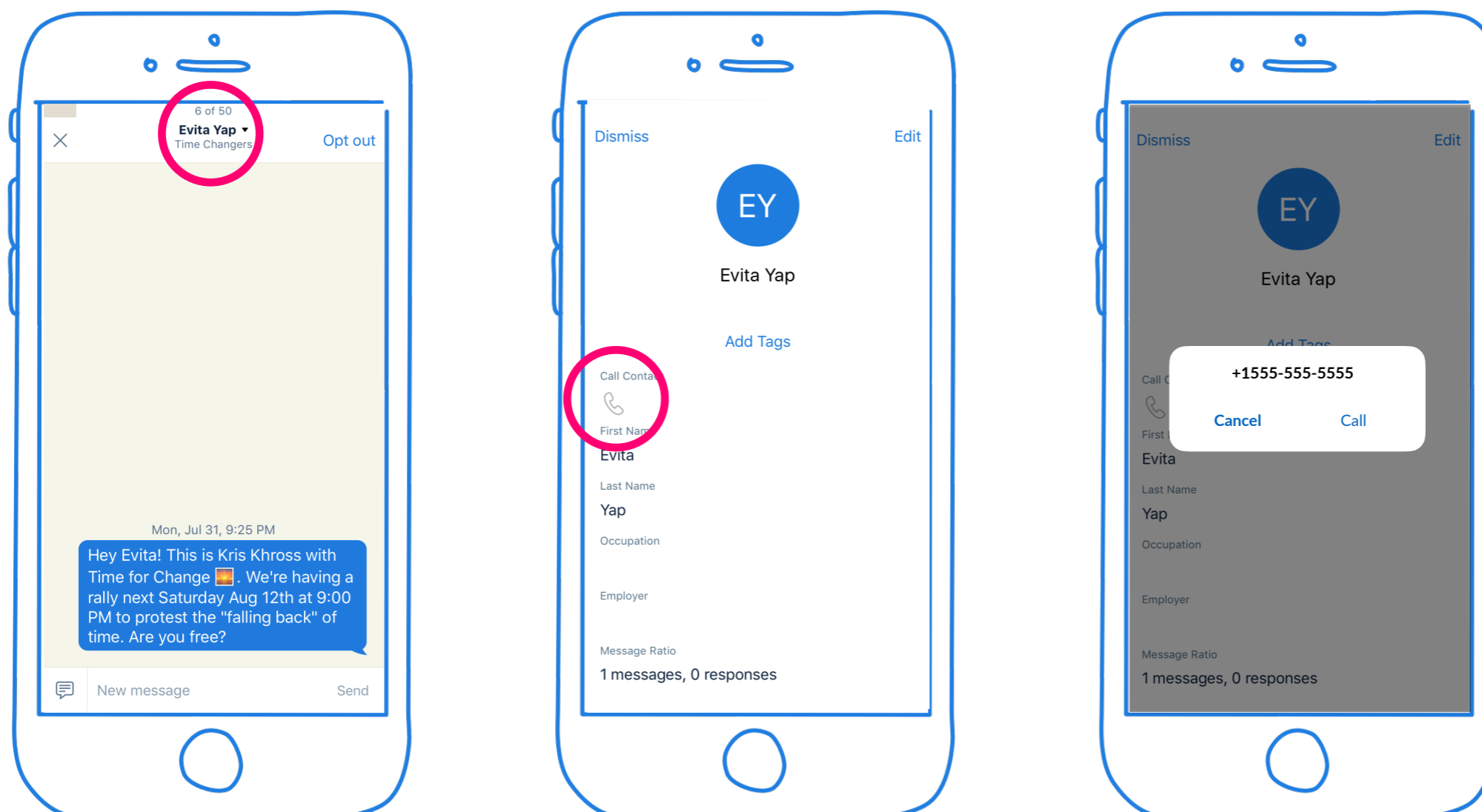
Creating response scripts

Response scripts can be created by admins when creating a goal, but agents also have the ability to create their own, personalized scripts. In the conversation view, click on the chat icon to see all your scripts. Then click on the plus icon to add a new one.



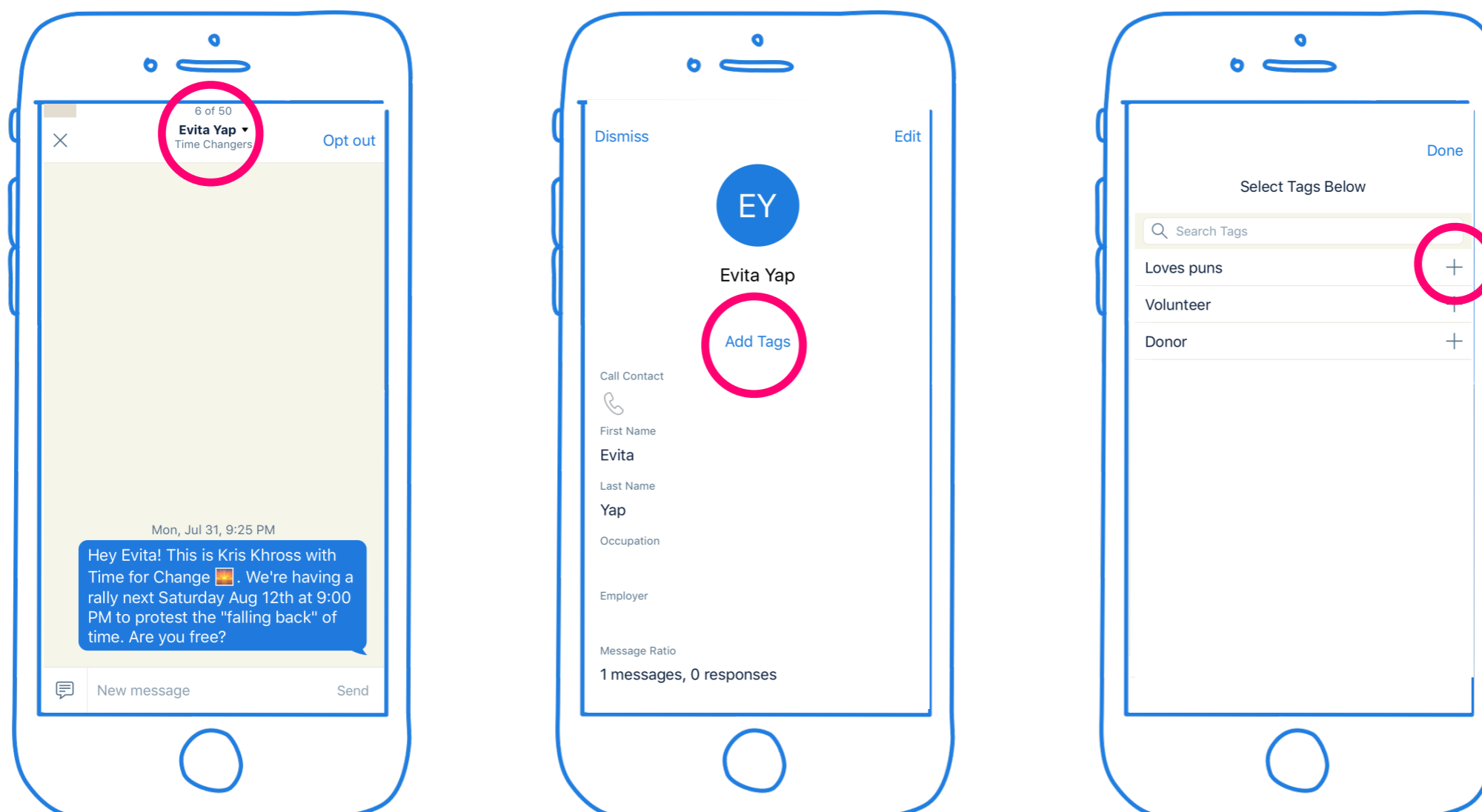
Call, tag, or update contact info.

When viewing a conversation, you can open the contact profile by tapping on the contact's name. You can then **add tags** or **tap the phone icon to call** the contact. All calls will be made using a number created by Hustle, so your personal number is never shared.



Adding tags to a contact

Tags are created in the Hustle admin panel and can be added to a contact on their profile screen. Examples of useful tags are: volunteer, moved, wrong number, or even survey responses (e.g. 1-5).



Opt out a contact

If a contact does not wish to receive any more messages, **immediately and politely opt them out**. Tap “opt out” next to the contacts name. If your organization has created special tags for tracking why a contact is opting out, you will be able to select a reason.

