Campaign Texting Checklist ✅

Use this checklist to set your team up for success as you send text messages to voters. Check off each item as you complete it:

☐ **Use GoodParty.org Pro to get high-quality voter lists.**	This saves time and ensures you're texting the right people.
☐ **Keep texts under 160 characters when possible.**	People are more likely to read and respond to a concise message.
☐ **Use voters' first names whenever you have them.**	Personalization increases response rates.
☐ **Follow up.**	If someone expresses support, check in with them again closer to election day.
☐ **Use a team.**	Volunteers can send texts in shifts using a peer-to-peer texting platform.
☐ **Track responses.**	Mark who is supportive, undecided, or opposed for future outreach.
☐ **Avoid spam!**	Always allow people to opt out. A simple "Reply STOP to opt out" keeps your campaign in compliance with texting laws.