Writing Effective Hustle Scripts

Hustle Best Practices

A well-constructed script, which adheres to AFT's best practices, will get the most replies from the people you're texting! Make them personal, authentic and fun. Crafting a strong script will give your campaign the best chance of escalating member engagement and activism.

Check out these tips from AFT & Hustle to help you write engaging and effective text messages!

1. Keep your scripts personal and authentic! Simple scripts that read like a genuine text that you would send to someone you know is the key to getting a 2-way conversation started.
2. Scripts that end in a question get the most replies! So make sure to end your script with an authentic and engaging question. Try phrases like "can you make it?" or "are you all in?"
3. Keep scripts as short as possible (think length of a tweet) for higher engagement.
4. Use emojis for higher reply rates. 👍
5. Don't try to put everything in the first message. Omit information that you can give later so you can keep up a 2-way conversation.
6. For existing contacts, leave out the agent introduction since they've already been texted from that person before.
7. Use the additional response scripts to set up your organizers or volunteers for success! They'll spend less time drafting responses to every person if they have a script library to access while responding. Name them by keyword so they're quick to get to!

DO….	Example:	DON'T….	Example:
Include the member's name and Hustler's name in the intro message.	"Hey Samantha, it's Evan from AFT. We're talking to members about…."	Use only the Affiliate name or no names at all	"Hi. AFT is talking to members about…"
Start with a message that asks for their input or participation.	"Would you be willing to answer a few questions?"	Start with a question asking for a commitment or action.	"Hi, will you stand with your Union and….?"
Discuss concrete issues that are specific to the member's employer or workplace.	"Some of the top issues we're hearing about are healthcare, pensions and class sizes. What matters most to you in the contract?"	Be vague or seem as if we are trying to solicit information without any context.	"Hi Fred, this is Mike from AFT. What is your biggest concern at your campus?"
Edit and personalize responses according to the conversation.	*Member*: "I can't make the meeting, I already had birthday plans that night" *Hustler:* "Happy birthday! I'm sorry you can't join us, we will keep you up to date on the next big event. Have fun at your b-day celebration!"	Use pre-loaded scripts without any editing.	*Member*: "I can't make the meeting, I already had birthday plans that night" *Hustler:* "We will keep you up to date on the next big event."

Make initial asks with low barriers to entry.	"If we mail you a button, would you be willing to wear it on bargaining days to show support?"	Ask for big commitments on the first Hustle.	"Can you bring five of your coworkers to the rally on Friday?"
Have a follow up plan.	"I'll check in with you next week to remind you about the event."	Fail to have a follow up plan.	"Ok see you then!"
Be responsive and timely.	Responding back within the first 10 minutes increases long-term engagement rates by 11X!!!	Wait hours/days or ignore their response altogether.	Not responding quickly when we have initiated the conversation can make you look uninterested.
Encourage setting up one-on-one meetings	"I'd love to meet in person and get to know you. When would be a convenient time for you?"	Ask for personally identifying information.	"What's your account number so we can switch you to Bank Draft?"

Example Script #1: Contract Campaign

Intro: "Hey Carlos, it's Shannon from NTU. We've got big contract negotiations this year and we're starting with asking you for your input. Do you have a few minutes to give me your thoughts?"

If No/Can't right now: "Ok, no problem. We want to make sure every member is engaged and has a voice in the process—if you have a minute, let us know your thoughts here: [LINK]."

If Yes/Sure/Absolutely: "Great. We have been hearing a lot already about pension, health care benefits, and respect in the workplace. What would you say are your top 2-3 issues?"

Add'l Script 1: "Can you tell me a little bit about what makes that issue most important to you?"

Add'l Script 2: "This is really helpful! We'll have lots of actions coming up, but for now, would you be willing to wear a button on bargaining days?"

Add'l Script 3: "Awesome! Your steward will make sure you get one. I'll be back in touch with more updates. The more engaged and active we are, the better chance we have of winning a great contract for our students!"

Example Script #2: New Unit Election Campaign

Intro: "Hey Justin, it's John from the Columbus AFT Organizing Committee. We're touching base with all public union supporters about next week's big vote. Got time for a few quick Qs?"

If No/Can't right now: "Ok, no problem. I want to make sure you have all the info you need so we can win a voice at work. A co-worker will check in with you in person before the big day."

If Yes/Sure/Absolutely: "Awesome. Making a plan to vote ahead of time is the biggest key to victory. The election will be on June 5th. What time of day do you plan on voting?"

Add'l Script 1: "That sounds like a good plan. I'll send you a quick reminder before your planned voting time. Will you let me know if you have any Qs before then?"

Add'l Script 2: "Oh! One way to show we are united in winning our union is by wearing the RED button the day before the vote. Will you wear one to work on June 4th?"

Add'l Script 3: "Excellent. Your steward will make sure you get one. I'll be back in touch with more updates. UNION YES!"

Example Script #3: Political Campaign

Intro: "Hey Maria, it's David from HFT. This year's school board election is a big deal for our schools, and we want input from our members on how we engage. Would you be willing to answer a few questions?"

If No/Can't right now: "Ok, no problem. If you have a minute later, we'd really appreciate your feedback on this quick online survey [LINK]"

If Yes/Sure/Absolutely: "Cool. We're working hard to elect candidates who reflect OUR values. Which issues should our endorsed candidate support?"

Add'l Script 1: "Can you tell me a little bit about what makes that important to you?"

Add'l Script 2: "This is really helpful. We're starting off with an "I'm a public education voter" campaign. If your building rep gets you a bumper sticker, would you put it on your car?"

Add'l Script 3: "Great, your building rep will get it to you this week. I'll be in touch with more info later!"

Example Script #4: Legislative Campaign

Intro: "Hey Georgia, it's Alex from AFT-CT. Before the state legislature meets, we want input from our members on what our main focus should be this session. Would you be willing to answer a few questions?"

If No/Can't right now: "Ok, no problem. If you have a minute later, we'd really appreciate your feedback on this quick online survey [LINK]."

If Yes/Sure/Absolutely: "Great, thanks. We are expecting to have fights to increase funding and stop bad voucher bills, but there are many other issues we will face. Here's our survey link: [LINK]. It shouldn't take long. Will you let me know when you're finished?

Add'l Script 1: "We'll have to let the legislature know that we mean business. Will you stop by the union hall to send out some texts to your neighbors?"

Add'l Script 2: "This is really helpful. We'll need to be engaged and united to win. May I send you our legislative issues packet so you can read about what to expect?"

Add'l Script 3: "Great, you should get it in the mail soon, and I'll be back in touch with more updates."