



A Union of Professionals



aft.org



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We care.
We fight.
We show up.
We vote.

#IamAFT

OUR MISSION

The **American Federation of Teachers** is a union of professionals that champions fairness; democracy; economic opportunity; and high-quality public education, healthcare and public services for our students, their families and our communities. We are committed to advancing these principles through community engagement, organizing, collective bargaining and political activism, and especially through the work our members do.

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AGENDA

1. Overview of Hustle & peer-to-peer texting
2. Why AFT utilized Hustle
3. Ways to use Hustle
4. Best practices
5. Getting started

What is Hustle?

Hustle is a **peer-to-peer texting tool** that enables you to easily have hundreds or even thousands of **personalized 1:1 conversations** with your members & supporters over text.



How does it work?

Hi Mark! This is Justin from AFT. We sent out an email about tomorrow's big work action. Did ya get it?

Yes! I got it.

👍 This is our chance to let the boss know that we are strong & united. Will you be participating?

P2P = Easy two-way conversations over text

- Text from a real, local phone number
- Personalized texts to each recipient
- Send hundreds of texts in just 15 min

Why texting?

👉 82% open rates for text messages

👌 26.8% reply rate for membership engagement

👍 9.2% action rate (people saying Yes!)



One Tool, Many Uses

- Event Attendance
- New Member Organizing
- Member Engagement
- Legislative Calls
- Volunteer Recruitment
- Voter Registration & GOTV
- Coaching & Leadership Development
- Fundraising & Thank Yous

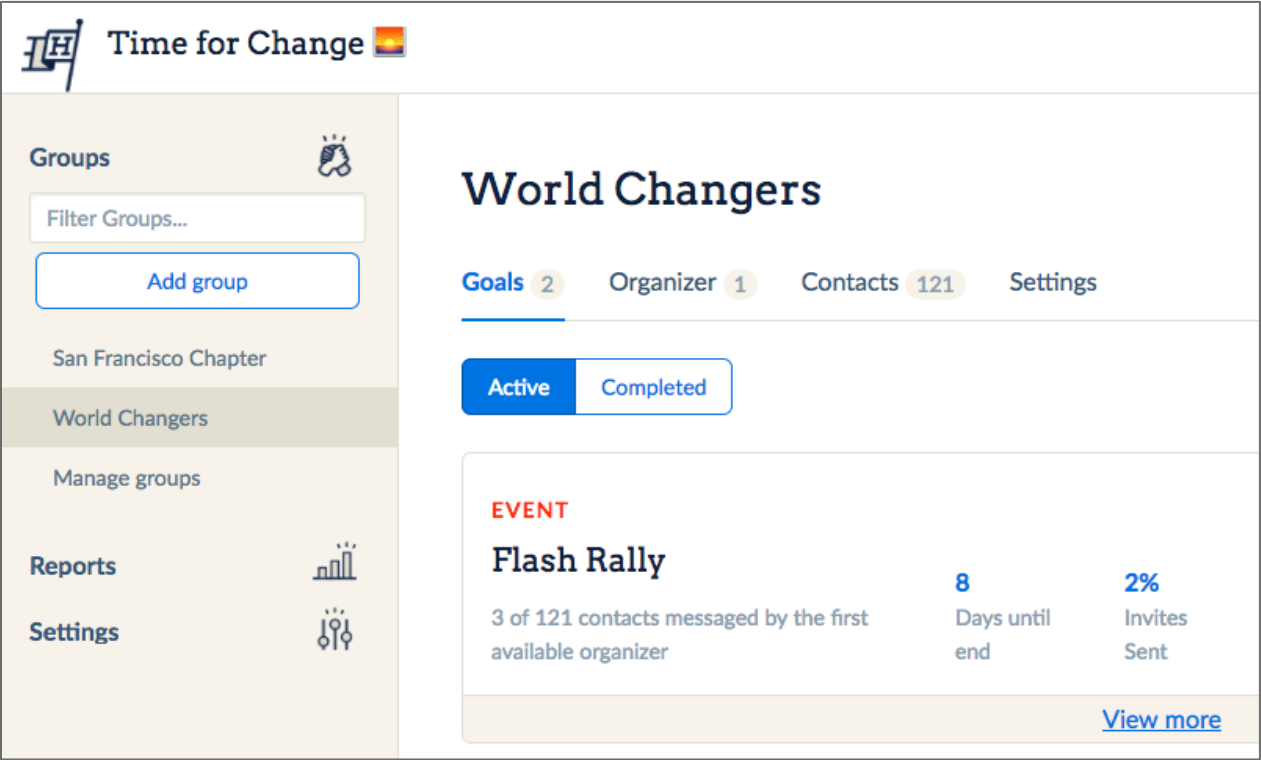


The App



The Hustle app is where agents send texts to launch 1:1 conversations with contacts, reply, and record yes/no + tags.

The Admin Panel



The Hustle admin panel is where admins will customize settings, add your agents and contacts, then create goals & scripts.

Hustle Best Practices



Be Yourself

Treat your Hustle texts like any other text. You can practice drafting a script on your phone to keep it authentic. Use emojis and have fun with it!



Always Reply

Build a relationship over time by keeping texts two-way. Reply with warmth even if the answer is no, so that next time it may become a yes!



Short and Sweet

Texts under 200 characters (about the length of a tweet) get the most replies. End with a question, and share extra info later in the conversation!

Getting Started

1. Email Hustle@AFT.org - Include name, union role, and local name.
2. Complete [AFT Hustle Memorandum of Understanding](#)
3. Schedule an organizing conversation with an AFT Hustle team member. (*Don't worry... AFT will facilitate*)
4. Attend a weekly online admin training: [Tuesdays at 5pm EST](#)
5. Pull your data together and send in your .CSV. Email HustleDATA@AFT.org with any questions.
6. Recruit your hustle organizers, write your first goal, and start hustling!

Contact Information

- **Hustle Team Lead:** Justin Tzuanos - jtzuanos@aft.org
- **Getting started and organizing help:** Hustle@aft.org
- **Working and fine-tuning your data:** HustleDATA@aft.org