

Hustle

1-to-Many Text Messaging to engage members

Hustle

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.



Hi Sierra, I'm Darius with Time for Change. We have rally coming up this Saturday, are you able to make it?

I have that day off! What time does it start?

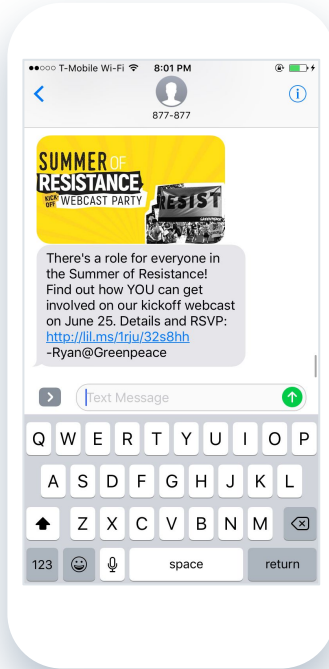
Oh, that's fantastic! It goes from 3-5pm, can't wait to see you there!



P2P = Easy two-way conversations over text

- Text from a real, local phone number
 - Agents use Hustle generated phone #
- Looks like a normal text
- Personalized texts to each recipient
- Send hundreds of texts in minutes

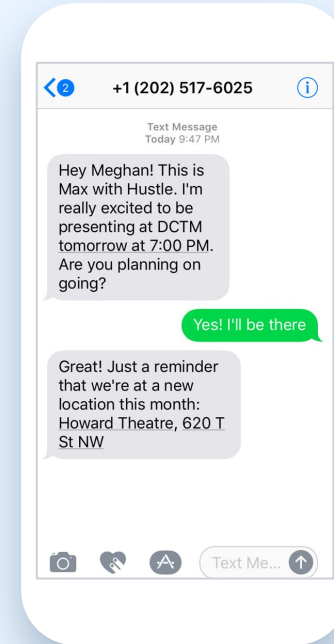
Broadcast



- **Opt-in required**
- **Short-Code # = Lower Engagement Rate**
- **Bot. Non Conversational, unable to share second level information**



Hustle

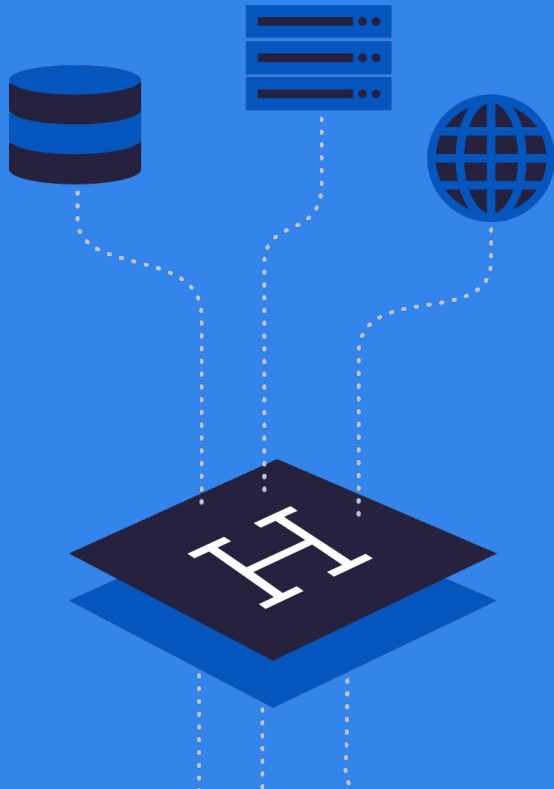


- **Previous Relationship Required**
- **Long-Code # = Higher read reate**
- **Human. Converse. Get Insight. Ask Why! Convert**

Peer-to-peer text is reshaping how organizations and municipalities communicate with their audience

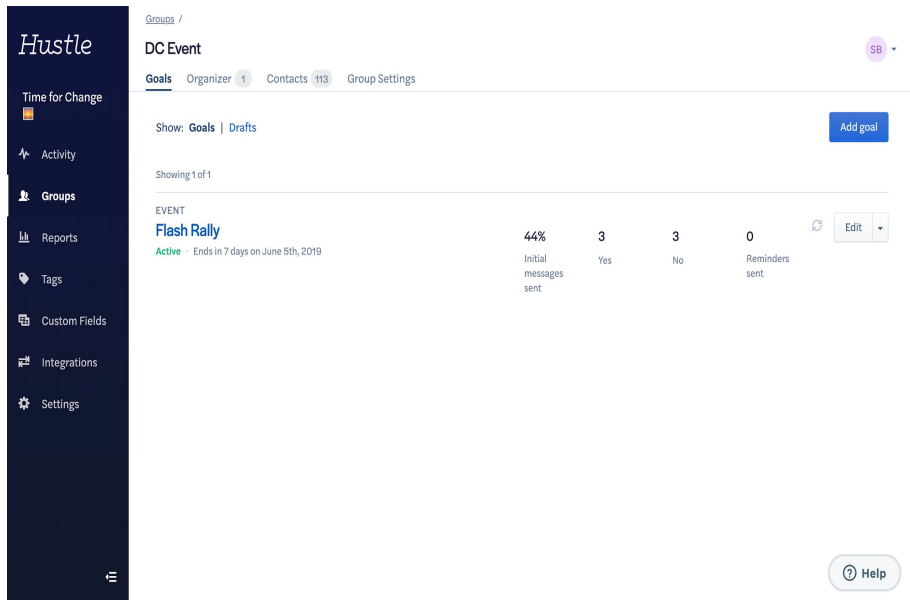
- Event Attendance
- Member Outreach & Engagement
- Volunteer Opportunities
- Contract Bargaining
- Share Resources
- Donations & Dues





There are two sides to Hustle...

- 1) The Admin Panel**
- 2) The App**



Hustle Admin Panel

The Hustle admin panel is where admins will:

1. Upload Contacts
2. Add Agents (texters)
3. Create your goal (scripts)
4. View/ Download your Data
5. Manage your Settings



Hustle App

The Hustle app is where agents:

1. Send the initial message
2. Respond to replies
3. Record data about the conversation

All messages are pre-written in the admin panel. Agents can also freehand their responses.

**Agents can use our mobile app our web app from their laptop or computer*

**We work with some amazing
organizations**



Caught in the path of Hurricane Harvey, the American Federation of Teachers in Houston needed a way to contact their local members. We offered Hustle's services to AFT to reach over **70K** loved ones, make sure they were safe, and connect them with aid.

Hi Marcus, this is Grace with AFT. We're checking in on members to make sure you made it through Harvey safely. Are you OK?

Hi, we're fine, no one's hurt. Internet is down. Thank you for asking

We're so glad ya'll are well! I'll text you with any new info we get.

OMG, that would be great



UFCW Locals in Southern California were in a fight for a better contract with one of their employers. Hustle was involved in every step of the campaign with locals contacting 22,821 members through text message and encouraging Union support. The bargaining team reached an agreement with management and the contract was ratified!

Hey Maria! This is Raphael with UFCW. As you know, we are going back to the bargaining table on 7/24. Everyone is wearing a button. Are you wearing yours?

I have it on right now!

Great! Remember to wear it every day to show your solidarity until we win a fair contract 🦊

You got it! 🦊



As part of the closing GOTV work of turning out people for the April 2016 election, an MSEA local Hustled **3900** NEA members and ended up unseating two BOE members! In a low-turnout primary, MSEA knew with absolute certainty that educator turnout was decisive, with more than **65%** of all NEA members in the jurisdiction voting.

Hi Darian, it's Chloe with MSEA. Reaching out again to remind you that time to vote is quickly coming up! Did you need any help with finding your voting location or other issues before this critical vote?

No, I'm all set!

Awesome, thanks Darian! We're so glad you're joining us in this push to unite fellow educators in making change! 🦊

Glad to lend my voice! 🎓



SEIU Healthcare Local used Hustle to recruit interns. In a few hours, they recruited 20 interns who worked 140 hours a week organizing membership.

Illinois
Indiana | **SEIU Healthcare**
United for Quality Care

Pricing Guide

We offer two pricing options:

PER MESSAGE PRICING			
Low Range	High Range	Pricing	Billing
10,001	50,000	\$0.18	Upfront
50,001	100,000	\$0.12	Monthly
100,001	500,000	\$0.10	Monthly
500,001	1,000,000	\$0.08	Monthly

or

PER CONTACT PRICING			
Low Range	High Range	Pricing	Billing
1,000	10,000	\$2.50	Upfront
10,001	50,000	\$2.00	Upfront
50,001	100,000	\$1.50	Monthly
100,001	500,000	\$1.25	Monthly
500,001	1,000,000	\$1.00	Monthly

All Contracts included:

- 1 year of access to Hustle
- Unlimited Agents & Admins
- Analytics Dashboard
- Organization Level Report
- Data Exports
- Email & Chat Support



Hustle