

## Phone E-Trees (Texting, e-mails, and social media)

It is best to send out the action alert by mobile text, and e-mail. Must post the alert through your online platforms (Facebook, Twitter, Instagram, Website and more.) E-mail is quicker and cheaper, but not as effective as a



text. If a person is contacted via text message (or even a phone call) by a chapter member who can explain the issue and tell them why it is important, they will be much more likely to follow through with the alert. But as your list grows, the number of people to text can become daunting.

It is a good idea to develop text trees, with specific chapter members who can act as text tree captains. Having e-tree captains who can either be given a list of about twenty (or more) individuals, or who already have a dedicated list of individuals, can get your alert out very quickly to many people. This is highly effective.

When you send out the alert, be quick and efficient, explaining the issue as succinctly as possible, and what you are asking individuals to do. Write one text that summarizes what needs to be done. Then copy and paste text to your contacts. Your text history will be your list of those contacted and who has received your alert and who has responded. If possible, after the vote, make sure everyone receives a to thank you for participating, and to let them know the outcome of the vote.