



CASE STUDY

Vancouver-Kingsway NDP

PROMPT.IO

The Vancouver-Kingsway NDP were looking to do outreach ahead of the next federal election for their candidate, and current MP, Don Davies. With a minority government and the real possibility that an election could be called, the Vancouver Kingsway NDP reached out to Stratcom to provide a digital solution to engage effectively with constituents while dealing with existing COVID restrictions. The Vancouver-Kingsway NDP were hoping to connect with supporters who had previously agreed to take a lawn sign and see if they could count on their support again for the potential upcoming election.

STEP 1: MOBILE FLAGGING

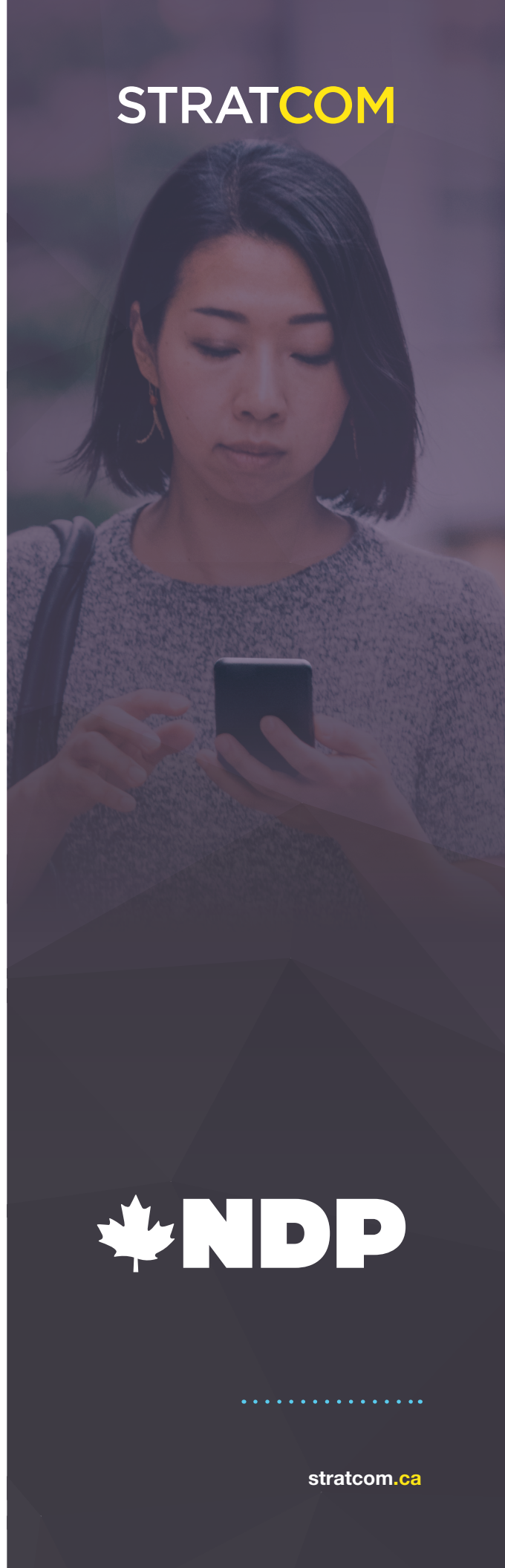
With the client's existing list of phone numbers from supporters and sign locations, Stratcom provided its mobile flagging service to identify which numbers were mobile so that they could be texted via Prompt.io, a texting platform partnered with Stratcom.

STEP 2: TRAINING

Stratcom trained Vancouver-Kingsway NDP staff to use the texting agent interface of Prompt.io to respond to incoming texts, including selecting from a list of pre-programmed response scripts for commonly received replies. We also set up the client's NationBuilder CRM integration with Prompt.io, which allowed tagging data and conversation history to seamlessly sync to the client's existing database.

STEP 3: TEXT LAUNCH

The first round of texts were sent out to the numbers that Stratcom had identified as mobile numbers, asking supporters if they would be willing to take another lawn sign, in the case of an election. A second round of follow up texts were sent to supporters to ask for their commitment in taking a lawn sign and confirm their address.



THE RESULTS

The results were very positive in terms of response rates. The first wave of texts, sent to those who had previously taken a sign, resulted in a higher-than-average response rate of 27%, with 41% of respondents agreeing to take another sign. For all other waves of text outreach, the response rate was between 12% and 19%, on par with average response rates for a text campaign.

During election campaigns, things move quickly so it's important to identify digital tools that will work for the campaign early on and can be consistently used throughout the campaign. Starting the digital work early also helps kick-start the campaign by identifying supporters and sign locations, which are proven and effective ways of voter contact. We know from past experience that texting is a great way to reach people who are socially distancing and relying on digital communications to stay connected. Texting is accessible and comfortable for most people, which increases open rates and engagement.

Prompt.io allowed the Vancouver-Kingsway NDP to reach out to their audience in a quick and easy manner, and meet their need for an efficient digital channel of communication. The client has continued to use texting to reach out to supporters, and will continue to do so in their campaign efforts leading up to the upcoming federal election.