GUIDE TO THE REACH APP

ZEPHYR
TEACHOUT
for ATTORNEY GENERAL

What Is the Reach App? Why is it so important that I use it?

Reach is a simple web-based app on your phone that allows you to log information about voters you interact with. Reach lets you easily lookup any voter in New York, just based on their name or address, and record whether they are a Zephyr supporter, an undecided voter, or a supporter of another candidate. Logging this information is **extremely** helpful to the campaign so that we can follow up with undecided voters and send messages to Zephyr's supporters on election day to remind them to vote!

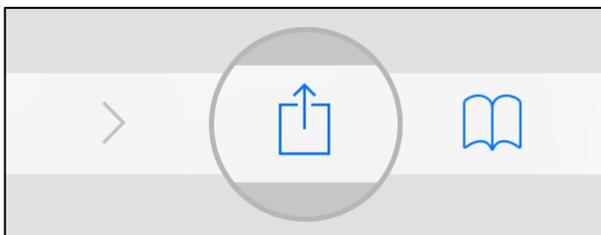## Setup / Installation

1) Navigate to Reach
Reach is a simple web app which you'll use in your phone's browser. Simply open your browser and navigate to app.reach.vote.

2) Add a Shortcut for Each Access
Once you're there, the best way to use Reach in the future is to add a shortcut to your phone's home screen.
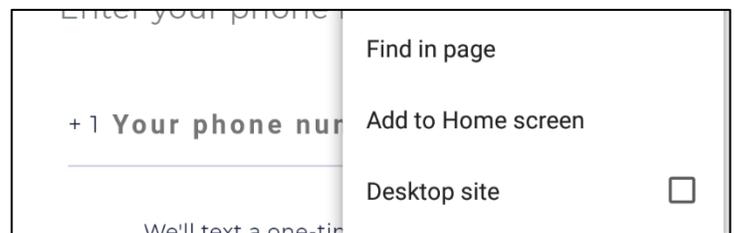
On iOS	On Android
Tap the Share button (shown below), then tap "Add to Home Screen" from the bottom row.	Tap the menu button in Chrome and select "Add to Home screen" as shown below.

Enter your phone
Find in page
+1 **Your phone nur**
Add to Home screen
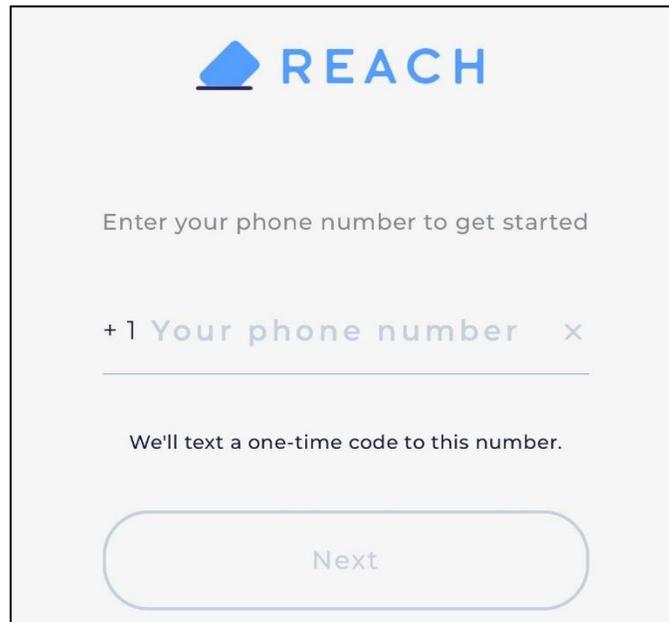Desktop site ☐
We'll text a one-tir

3) You're Ready to Go!
Now you will have a Reach App icon on your home screen just like a native app. When you want to use Reach, you can launch it simply by tapping on it.

Logging In

1) Open Reach and Enter Your Phone Number

You can create a new Reach account or login to an existing account just by entering your cell phone number. Type your 10-digit number with no spaces, dashes, or parentheses and we will text you a one-time authentication code. You'll need to enter it in just a moment. The phone number-entry screen looks like this:


2) First Time? Enter your Name and Email

If you have never logged in or made a Reach account before, you will be asked for your name and email address. Please use your real full name so everyone can tell who you are and you can get all the credit for your amazing canvassing! The name/email-entry screen looks like this:
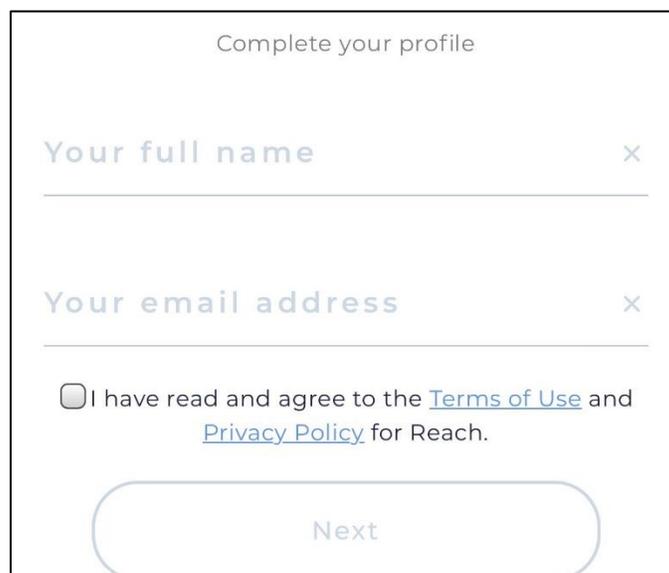
3) Enter the code you received by text

Enter the authentication code you receive via text on this screen:
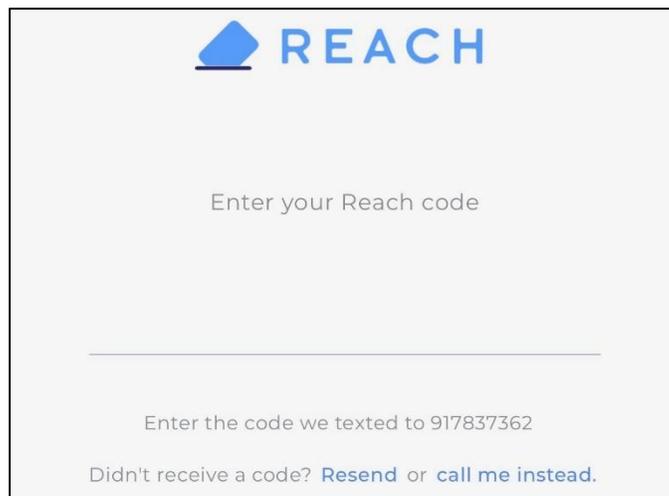
4) Get Registered with Zephyr's Campaign (First Login Only)

Once you have filled in all the required fields and agreed to the Terms of Use and Privacy Policy, you will likely see the Campaign Picker screen, shown below. (If you have already been added to one or more campaigns, you'll find yourself on the Voter Search screen and you can skip to the "Using the App" section of this guide!)
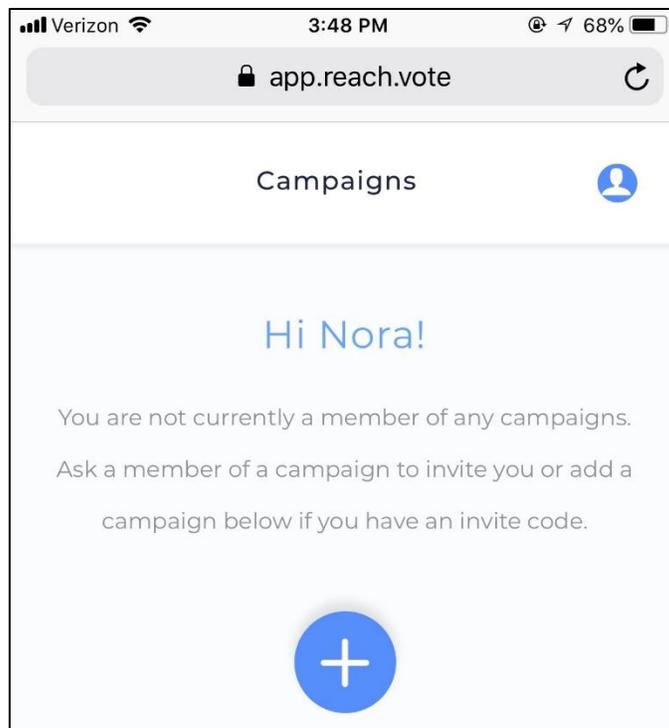
Now it's time to get registered with Zephyr's campaign! Just send a message to the Zephyr Volunteeers WhatsApp group (link here: https://chat.whatsapp.com/4qmKTM6sND93RQeLGQ1ZjK) saying "I need a Reach

invite code!" Someone will send you a code you need right away. Once you have your code, tap the big blue button with a plus sign on it, enter your invite code, and tap Join Campaign. That's it! You're ready to start using Reach!

Using the App

Voter Search
The heart of Reach is the Voter Search screen:
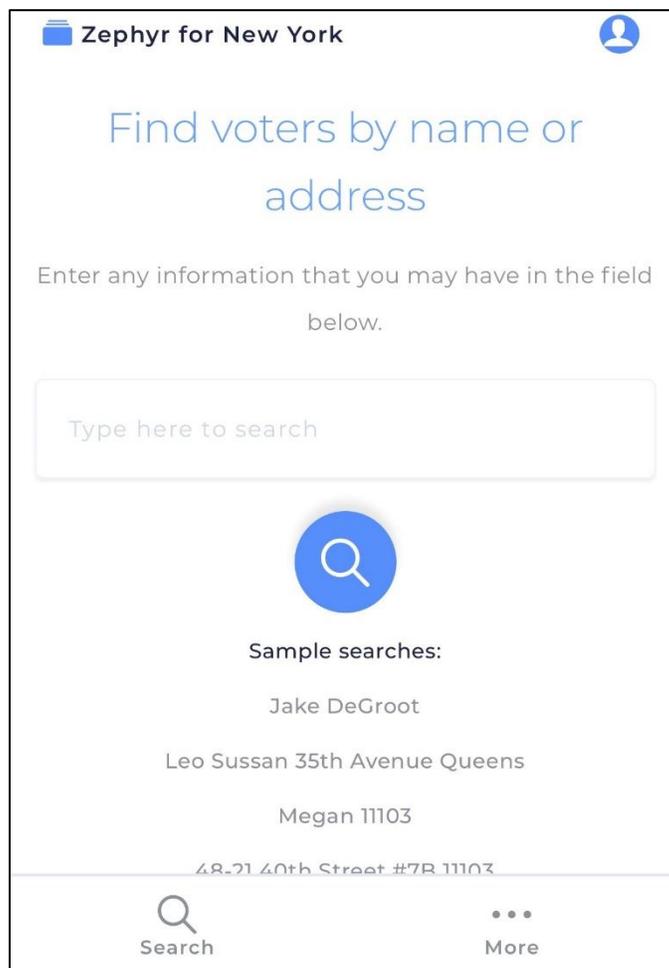
When you encounter a potential voter in the field, type whatever information you have about them into the single search field and press the big blue search button. It sounds simple because it is simple! You can search their name, their address, their city, their zip code, or any combination of those things. When your search completes (don't blink - it's fast), you'll get a list of the results. You can use the "Sort" button under the search field to sort the list by name, address or relevance.

You can even search the database for an address with no name at all. Then you can see all the registered voters in a building or on that street and sort by address. Try it on your own building or street!

On the top right of the voter search screen, you can tap the user icon to see your profile and, if you want, log out of Reach (not that you'd have any reason to do that).

Voter Profiles

Tap on a search result to open the Voter Profile and see that voter's details. Reach will show you the information we have on that voter, like their name and address. (This data comes from New York's Board of Elections.) Below is a sample Voter Profile, with the top of the Voter Profile page on the left, and the same screen scrolled down a bit on the right:

Candidate Support Scores (A.K.A. "ID"S)

You can mark a voter's candidate support score right there on their profile! Based on your conversation with them, mark down where they fall on a scale of 1 to 5, with 1 being strong support for Zephyr, 3 being undecided, and 5 being strong support for another candidate. The color-code above the buttons should help you remember. Green is good. Red is bad. If you change your mind, you can always tap another number. You can also re-tap the number you currently have selected to clear out their support score.

Voter Contact Info

Near the bottom of the voter profile is the Contact Information section. Get those digits! You can enter a cell phone number and an email address for every voter you meet. Once you've typed a valid entry into the fields provided, just click 'Submit" to save the information!

Linked Campaigns

Zephyr's campaign has joined-forces with two other campaigns: Cynthia Nixon for Governor and Jumaane Williams for Lieutenant Governor. If you have the chance to talk to a voter about those candidates as well, you can log that voter's support for them too! On each Voter Profile page, you will see an expandable section for "Linked Campaigns". Expand that section to see a set of support score options for Cynthia and Jumaane. When you enter responses for these questions, that data will go directly to the allied campaign! The expanded Linked Campaigns section looks like this:

Already Voted Questions

On September 13th—the day of the election—we'll enable an "Already Voted" question which will allow you to track whether a voter has already cast their ballot for Zephyr or someone else. These buttons will appear right above the support score buttons.

MORE INFORMATION

If you have any questions this guide doesn't answer, see the complete Reach user guide here: https://reach.vote/userguide/ or contact Adin Buchanan at 802-595-0286 or adinbuchanan@zephyrforny.com.