



Team Joe App iOS Guide

Why is Relational Organizing Important?

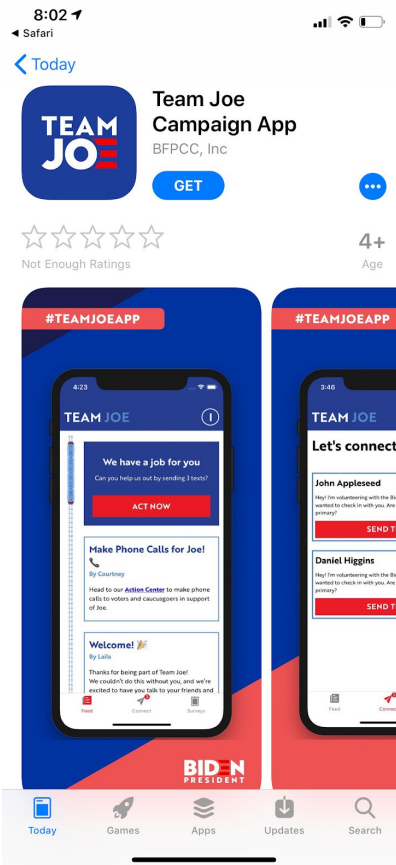
Relational organizing is when volunteers leverage their existing networks and relationships in support of our candidate, Joe Biden. Friend-to-friend contact is one of the most effective methods for having meaningful conversations about our campaign, and it is an efficient way to persuade and identify supporters.

We have an **opportunity** to nominate Joe Biden as our next Democratic candidate – friend-to-friend conversations create a feeling of connection and closeness to Joe Biden and our campaign – and voters and caucusgoers will vote based on this feeling of closeness.

We are calling voters and caucusgoers to identify supporters and persuade friends and family to support Joe. These conversations with targeted voters and caucusgoers to increase support will make a big difference in electing Vice President Biden.

Step 1: Getting Started

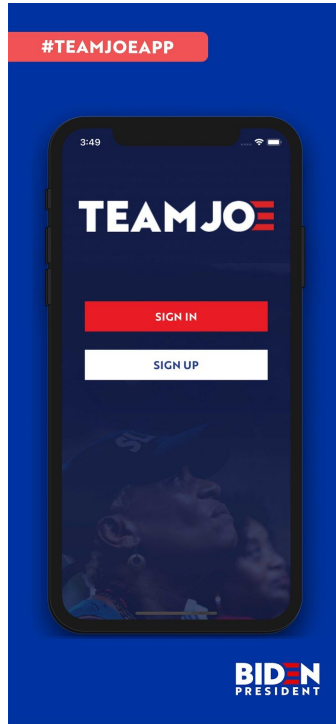
1. **Download the App.** Head to [joe.link/app](https://www.apple.com/ios/app-summaries/team-joe-campaign-app) and press the “Get” button to download the Team Joe app.



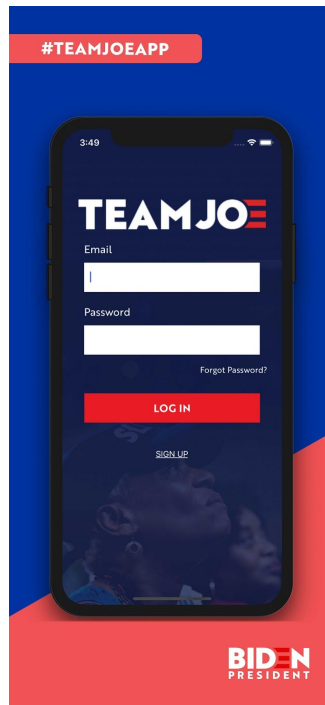
PAID FOR BY BIDEN FOR PRESIDENT



2. **Set Up Your Account:** Click on the white "Sign Up" tab to create your Team Joe App account. Be sure to remember your password, because you will need it when you sign in to the app.



3. **Log In to Your Account:** Open the Team Joe app, enter your email and password, and press the red "Log In" button.

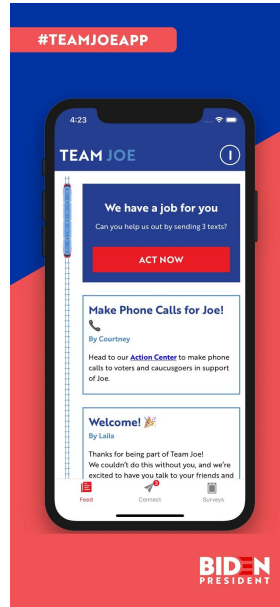


PAID FOR BY BIDEN FOR PRESIDENT



Step 2: Getting Ready to Take Action for Joe

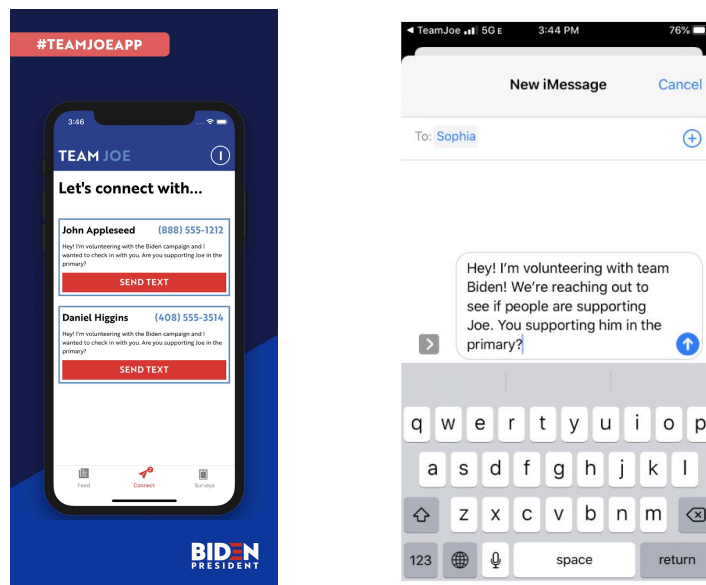
When you first log in to your Team Joe App account, you will see your newsfeed and updates that will prepare you to take action for Joe! The red “Act Now” button at the top of the homepage and the bottom center “Connect” button will navigate you to action items.



Step 3: Connecting with Your Friends & Family

Sending a Text: After clicking on “Act Now” from the homepage, you will be redirected to your list of contacts that match our campaign’s targets. Pick a person you would like to reach out to and press the red “Send Text” button.

From there, you will be redirected to iMessage where a scripted text will populate. You can tweak this language to reflect your relationship with the person and how you would typically talk to them. Press send and wait for a reply!



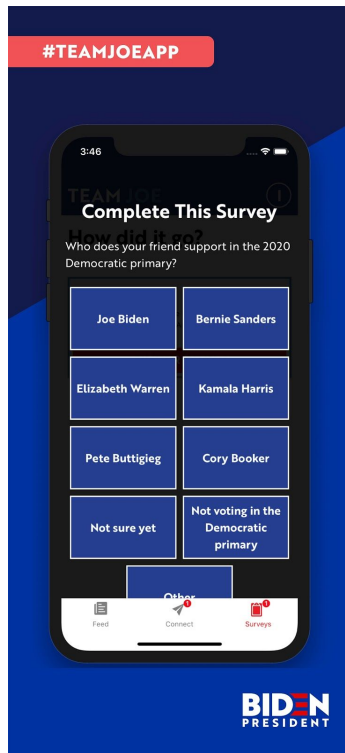
PAID FOR BY BIDEN FOR PRESIDENT



WHEN YOU HAVE A CONVERSATION:

Follow the guidance below to mark the results of your conversation based on your friend’s response. Your feedback helps guide our conversations with folks who are already in touch with.

To share the outcomes of our conversations, head back into the Team Joe app and go to the “Surveys” tab on the bottom right corner. Find the person you just heard back from and click the red “Answer Survey” button. Select the correct survey response and click “Submit.” For example, if your friend indicates strong support for Biden you would choose select “Joe Biden.”



WHEN YOU TALK TO A SUPPORTER:

Please ask everyone who responds that they support Joe Biden to take action with us! Encourage them to visit our online Action Center at www.joe Biden.com/take-action, which provides virtual and in-person volunteer opportunities across the country.

WHEN YOU TALK TO AN UNDECIDED VOTER:

When speaking with an undecided voter, we recommend you **listen** to their concerns, **acknowledge** what they’re saying, **relate** to your shared values, and **connect** those values to Joe Biden. This is an opportunity for you to **share the story of why you support Joe Biden**.



A FEW TIPS

- Be polite and professional
- Text every number that appears on the list
- Be enthusiastic when asking someone to take action.
- When making an ask, present multiple options for action, rather than asking a yes or no question.
- Mark the results of every conversation.