

Wednesday Texting Action

NextGenCalifornia + Student Debt Crisis AB 376 Sen. Approps P2P Texting Script

08.12.2020 between 11 a.m. - 3 p.m.

Goal: Urging CA student borrowers to [Take Action & Help Pass The Student Borrower Bill of Rights](#).

Ask #1 – Write / Call CA Senators: <https://bit.ly/30xIF8i>

Ask #2 – Click to Tweet: <https://bit.ly/3fwhu1N>

Ask #3 – Take Action Page: <https://bit.ly/3kf9FkG>

Ask #4 – Tell your story: <https://bit.ly/3i55qWS>

Social Media Toolkit: <https://bit.ly/30w7MIA>

INITIAL TEXT

Hi {FirstName}, it's {SenderFirstName} w/ [insert organization]. Today, thousands of student loan borrowers are taking a stand against predatory loan servicers by demanding our legislature to pass the Student Borrower Bill of Rights! CA could be the first state to protect borrowers from corporate greed. But we need your help! **Will you join us?**

IF YES -

Great 😊! Find quick actions you can take today right here ➡ bit.ly/2DFoTif Let me know if you have any Qs or if you need any help. Pls, share this link w/3 friends!

– END –

IF NO -

That's okay, I understand! In the best interest of CA student borrowers **are you willing to share our resources w/3 of your friends whose lives have been impacted by student loan debt?** ➡ bit.ly/3kf9FkG.

IF YES -

Thanks 😊. CA student borrowers deserve consumer protections and b/c of you we can make this happen! Have a great day!

IF NO -

Thank you for your time. Have a great day!

– END –

CANNED REPLIES:

Q: How did you get my number?

A: We are a part of a coalition of student debt advocates who have combined our resources to reach as many CA student borrowers as possible.

Q: I don't have student loan debt?

A: That's really good news! Unfortunately, over 4 million CA student borrowers are being crushed by student loan debt. We are all in this together and could really use your help. Here's a link to send to 3 of your friends who may have student debt: ➔ bit.ly/3kf9FKG.

Q: What organization are you with?

*A: I am with **[organization]**. We are a part of a coalition of student debt advocates who have combined our resources to reach as many CA student borrowers as possible. You should check us out www.californiaborrowers.org/*

Q: What is AB 376?

A: AB-376 is a bill that will grant CA student loan borrowers the same types of clear, enforceable rights granted to consumers with credit cards and mortgages. It would establish the Student Borrower Bill of Rights.

Q: What is the Student Borrower Bill of Rights?

A: That's a great Q! The Student Borrower Bill of Rights establishes basic consumer protections against predatory student loan servicers by holding them accountable and providing borrowers with trustworthy information about their loans.

Q: I need help with my student loans

A: Completely understand. I want to provide you with some great resources that can help you with your student loan issues: www.californiaborrowers.org/copy-of-resources

Q: Who is my Senator?

A: That's a great question. Use this link here to find out who your Senator is: findyourrep.legislature.ca.gov/

Q: I don't live in CA.

A: Sorry about that. We'll update our list. Have a great day!

Q: Is this a scam?

A: Not at all! We are a coalition of student debt advocates who are passionate about protecting over 4 million CA student loan borrowers. You can check us out www.californiaborrowers.org/ for more information.

Q: I'm not on Social Media

A: Luckily we have a few other actions to help us pass the Student Borrower Bill of Rights. Can you send an email to State Senators or share your student debt story with us? It's super easy
➔ bit.ly/30xIF8i

Q: Student borrowers don't deserve to be let off the hook.

A: This is about stopping corporate greed. We believe student loan servicers should not be allowed to engage in predatory lending practices that entrench borrowers in a lifetime of debt. Find out more at www.californiaborrowers.org/

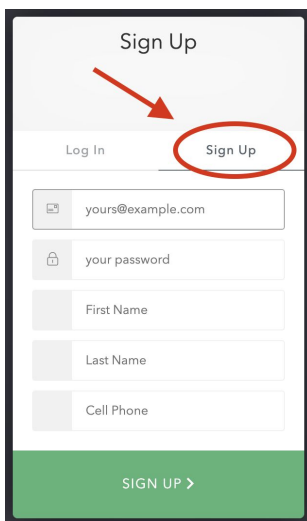
Q: I paid my student loans, everyone else should too.

A: That's great! However, in the state of CA borrowers have over \$147 billion dollars of student debt - in a time of economic uncertainty & massive unemployment, we simply can't afford to stay in debt. Find out more at www.californiaborrowers.org/

NEXTGEN Policy: Texting Questions and Answers

Create a volunteer texting account by following this link:

<https://nextgenpolicy.spoketowin.com/90d30362-01e5-4cce-a22c-13f9628c43b0/join>,
Select "Sign Up" and enter your information.



The image shows a mobile app interface for signing up. At the top, it says "Sign Up". Below that are two buttons: "Log In" and "Sign Up". The "Sign Up" button is circled in red, and a red arrow points to it from the top left. Below the buttons are five input fields: "yours@example.com" (with an email icon), "your password" (with a lock icon), "First Name", "Last Name", and "Cell Phone". At the bottom is a green button with the text "SIGN UP >".

Need help logging in? Email dustin.moon@nextgenpolicy.org

Important links for this campaign:

1. **Ask #1 – Write / Call CA Senators:** <https://bit.ly/30xIF8i>
 2. **Ask #2 – Click to Tweet:** <https://bit.ly/3fwhu1N>
 3. **Ask #3 – Take Action Page:** <https://bit.ly/3kf9FkG>
 4. **Ask #4 – Tell your story:** <https://bit.ly/3i55qWS>
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5. **CA Borrowers Take Action Page:** <https://bit.ly/3kf9FkG>
 6. **Social Media Toolkit:** <https://bit.ly/30w7MIA>

7. Find my Senator: findyourrep.legislature.ca.gov/

Texter FAQs

Q: When can I text?

A: *This specific campaign is scheduled from 11 am – 3 pm Wednesday, August 12*

Q: I don't remember how to use Scale to Win.

A: *Read steps #1 – #16 for a quick refresher*

Q: What if it's a wrong number?

A: *Select "Wrong Number" from your 'Canned Responses' and reference the recommended reply*

Q: What if someone is being rude or obnoxious?

A: *Our motto on the texting team is: when they go low, we go high. Never engage with someone who is being rude or obnoxious. Simply archive the conversation, or opt them out and continue engaging with supporters.*

Q: How can I remove someone from our contact list?

A: *Click the opt-out button, but only if that is a clear ask. See the Opt-out guide above.*