

Using The Hub to Capture Allies & Contacts

Allies are people who have expressed an interest in getting involved in The HSUS's work. They are individuals who are willing to tell us who they are, where they live, what campaigns or areas of interest are most meaningful to them, and what actions they're willing to take on our behalf. Allies, once entered into The Hub, become an incredible asset for our grassroots effort; if we need to identify those citizens willing to phone bank on wildlife protection, or write letters on behalf of farm animals, we'll want them in The Hub so we can access them easily. These Allies will be a huge benefit to the state directors, and will also represent the "army" of supporters being built in each congressional district.

Every member of the District Leader (DL) volunteer program should have a plan to capture contacts at every event they attend. Note that these contacts should represent people who have, or who are likely to have, an interest in volunteering at some future time. If someone expressly indicates they are unwilling to volunteer, they should not be included in this database, but rather added to the DL's own personal contacts for future reference.

The contacts can be captured in two ways, via an online form for the iPad/laptop or via a paper form.

Online Form

We have unique Ally links for each state. In order to connect Allies to your state, you must use the correct link. The state-specific links can be found in the [linked Google doc](#).

If you have an iPad or a laptop with internet access at an event, you can simply go to the form and have people sign up directly into The Hub. Plan on bookmarking the Ally form for your state so it's easy to access. Note that the forms look identical from the user side; it's the unique URL (=79 vs =78, for example) that lets us know which state the Ally is associated with.

The Ally form is set up to allow a couple of kinds of submission options: one is a simple "submit" which goes to a thank you page; the other is "submit and start another form." This second option will be helpful when at an event and passing the iPad down a row of people (just explain that they can hit the "submit and start another" button), or when manually entering a number of names off a paper form (see below).

Paper Form

We have a specially designed paper sign up form (Ally Sign Up Form) that mirrors the online Ally form, including areas of interest and actions people are willing to take. You can find this document in the **Resources** section of The Hub. If there is no wi-fi for an iPad/laptop, or a paper form is simply the better option, this form can be used. Where possible, encourage people to provide their street address if they're interested in getting involved in state legislation.

District Leaders (or whomever is responsible for gathering these names) are then obligated to enter the information captured on the paper form into The Hub as quickly as possible (ideally within 24 hours). Once they are in The Hub, Allies will be sent an email response within 48 hours.

Please note that our goal is to have the data be as clean as possible, so if we ever need to print out mailing labels, do a mail merge, or something similar, the data that goes in is properly formatted. If you are entering data, it'd be ideal if you could use caps and proper punctuation so we don't have to clean

the entries when we approve them. We're tidying as we review new Ally forms, but it'd be nice to have things as clean as possible from the get-go.