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**Hustle’s Peer-to-Peer Text Messaging Platform**

**Announces Real-Time Integration with NGP VAN**

*Providing organizers with a mobile texting application that syncs directly and seamlessly back into VAN*

SAN FRANCISCO, CA – Today, Hustle announces the release of its real-time integration with NGP VAN to support progressive campaigns and organizations as they engage with millions of supporters and voters nationwide. Hustle’s unique peer-to-peer text messaging platform will now instantaneously and seamlessly sync data back into VAN, providing organizers with an efficient and effective way to build and grow their digital and field programs. The VAN is the primary voter contact tool used by nearly every Democrat running for office.

“Through our Innovation Platform, we’ve been committed to providing campaigns of all sizes the ability to run sophisticated, multi-channel voter contact efforts,” said **Stu Trevelyan, CEO of NGP VAN**. “Hustle’s peer-to-peer messaging platform is an innovative new organizing tool that we’re excited to see fully integrated with VAN.”

Hustle’s optimized texting work-flow enables organizers to send personalized text messages in a fraction of the time, queuing each contact from the system, one at a time, so every message can be tailored to the recipient. Every personal text message sent to a supporter or voter using Hustle will be tracked as a canvassing interaction in VAN. VAN clients looking to generate survey responses can connect VAN surveys directly to Hustle Goals. Tags added to a supporter or voter in Hustle will be automatically linked to VAN activist codes. All the data synchronization occurs in real-time, and data mappings between Hustle and VAN can be completely customized to each client’s specific needs.

“Our goal at Hustle is to ensure that the platform is one of the most effective and enjoyable resources in an organizer’s toolbox. NGP VAN integration has consistently been one of the most requested features from Hustle’s clients, and we are pleased today to solve a key piece of the grassroots organizing puzzle,” **said Roddy Lindsay, CEO and Co-founder of Hustle**.

The San Francisco-based startup was famous for transforming Bernie Sanders’ grassroots strategy throughout the primary. Now, only a year after its founding, Hustle is working with some of the largest campaigns, nonprofits, unions and advocacy organizations across the nation.

“Hustle represents the future of grassroots mobilization, reaching our supporters where they are to turn out and train the next generation of Planned Parenthood’s volunteer advocates,” said **Courtney Normand, Washington Public Affairs Manager at Planned Parenthood Votes Northwest and Hawaii**. Adding, “Full integration with NGP VAN and an easy-to-use interface make Hustle an effortlessly convenient tool for our organizers to build their volunteer bases and bring more people than ever into our movement.”

“Hustle plays an integral role in Moms Demand Action’s grassroots organizing by allowing our volunteers to manage outreach to supporters in a convenient and personalized way,” said **Jocelyn Strauss, Senior Data Manager with Everytown for Gun Safety and Moms Demand Action for Gun Sense in America**. “The integration of NGP VAN is a game-changer for organizing, giving our grassroots network a simple and effective tool to build an even stronger volunteer base and allow for more robust tracking of our growth and success.”

**About Hustle**

Hustle is a peer-to-peer text messaging platform that leverages mobile technology to facilitate authentic conversations between real people around shared values and causes. 48 times more effective than phone banking, Hustle helps organizers engage in personal, two-way communication with their supporters and move the needle on anything from women’s rights, gun control, immigration, and climate policy. Working with some of the largest campaigns, nonprofits, unions, and advocacy organizations across the country, Hustle has sent more than 10 million messages to date. Join the movement: [www.hustle.life](http://www.hustle.life)

**About NGP VAN**

NGP VAN is the leading technology provider to Democratic and progressive campaigns and organizations, offering clients an integrated platform of the best fundraising, organizing, and digital products. NGP VAN counts thousands of campaigns and organizations amongst its clients, including President Obama’s reelection, every national Democratic committee, thousands of Democratic campaigns, progressive PACs, non-profits, non-partisan PACs, and other organizations. Learn more: <https://www.ngpvan.com/>