

# Dynamic Content:

Data Type	Liquid	Example	Other
First Name	{{first_name}}	Jane	Hi {{first_name   default: "Friend"}}
Last Name	{{last_name}}	Doe	
Street 1	{{street1}}	123 Main Street	
Street 2	{{street2}}	Apt. 3	
City	{{city}}	Holyoke	
State Acronym	{{state}}	МА	
State	{{state_name}}	Massachusetts	
Zip Code	{{postal_code}}	01090	
Email	{{email}}	me@gmail.com	
Mobile Number	{{phone_number}}	202-123-4567	
U.S. Representative	{{representative}}	James McGovern	
U.S. Senior Senator	{{senior_senator}}	Elizabeth Warren	
U.S. Junior Senator	{{junior_senator}}	Edward Markey	
State Representative	{{state_representative}}	Full Name	
State Senator	{{state_senator}}	Full Name	
Custom Field	{{custom_field}}	NA	

## Logic-Based Messages:

#### If YES/NO Responses:

Hi {{first\_name | default: "There"}}

{% if last\_message has 'Y' or last\_message has 'yeah' or last\_message has 'yes' %}

This is where you type your YES response.

*{% elsif last\_message has 'N' or last\_message has 'No' or last\_message has 'Noo' %}* 

This is where you type your NO response.

{% else %}

This is where you put your "Catch all" response if not YES or NO.

{% endif %}

#### If A, B, C, D Responses (Multiple Choice):

Hi {{first\_name | default: "There"}}

{% if last\_message has 'A' or last\_message has 'WORD' or last\_message has 'WORD' %}

This is where you type your response to an A response.

{% elsif last\_message has 'B' or last\_message has 'WORD' or last\_message has 'WORD' %}

This is where you type your response to a B response.

{% elsif last\_message has 'C' or last\_message has 'D' %}

This is where you type your response to a C or D response.

{% else %}

This is where you put your "Catch all" response if not A, B, C, or D.

{% endif %}

### If Zip Code:

Hi {{first\_name | default: "There"}}
{% if postal\_code %}
Reply CALL to be connected with {{senior\_senator}}.
{% else %}
Reply with your ZIP CODE to be connected to your U.S. Senators.
{% endif %}

#### If Email:

```
Hi {{first_name | default: "There"}}
```

{% if email %} We will email you.

{% else %} Please reply with your email.

{% endif %}