

Activist Codes

Add New Activist Code



What is it?

An Activist Code is a tag used to identify someone's affiliations, activities, or interests that can also tell you the direction and strength of their political views. Examples are members of PETA, union members, campaign volunteers, party officials, or signers of a petition.



When to use it?

An Activist Code is essentially a 'yes' answer to a question. In other words, you really don't care who is *not* a union member or does *not* want a yard sign, but you frequently may want to search on records that meet those criteria. Activist Codes can be applied with all of the data input tools to which you have access, such as Quick Mark or Bulk Upload, and appear in all VAN databases. They can be searched and may be added to Scripts, Printed Reports, and Forms. If you have sufficient account permissions, you can create and edit Activist Codes yourself. Many times some other member of your organization will have created these for you. (See **Creating Activist Codes**). It is worth noting that the name Activist Code is somewhat of a misnomer. Not everyone with an Activist Code in an activist. For instance, some campaigns use them to identify members of a specific church or local civic group.



How to use it?

If you are only interested in keeping track of 'Yes' responses to a question, an Activist Code is ideal. For example, you may want to keep track of voters that are School Board members. However, it is not necessary to keep track of voters that are *not* School Board members.

Activist Codes are useful in keeping information about a voter simple. When more information is required, consider using Survey Questions. (See **Using Survey Questions**).



Expert Tips:

- An unlimited number of Activist Codes can be applied to any voter or volunteer. The greater the number of unique Activist Codes assigned, the clearer the picture becomes as to a person's interests, affiliations and possible political views.
- Activist Codes may be shared among Committees. If you see an Activist Code that is unfamiliar to you, it may be because a User on one of the shared-access Committees applied it to a record to which you have access.