

Getting Started on Voter Contact

Survey Questions

Survey questions are crucial for gathering information on voter preferences, opinions, and issues that matter to them. This guide will help you create survey questions to use in your campaign's canvassing and phone banking efforts.

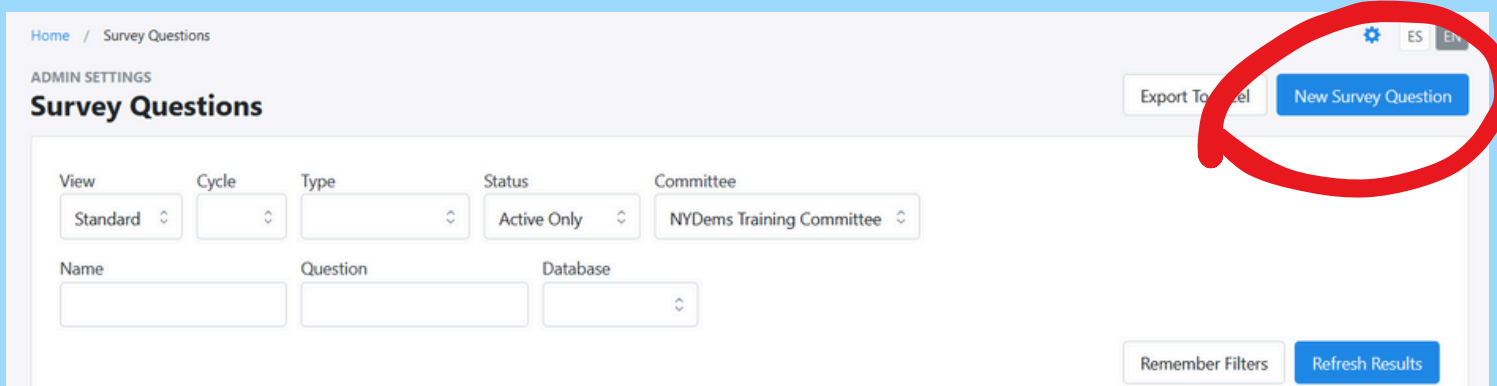
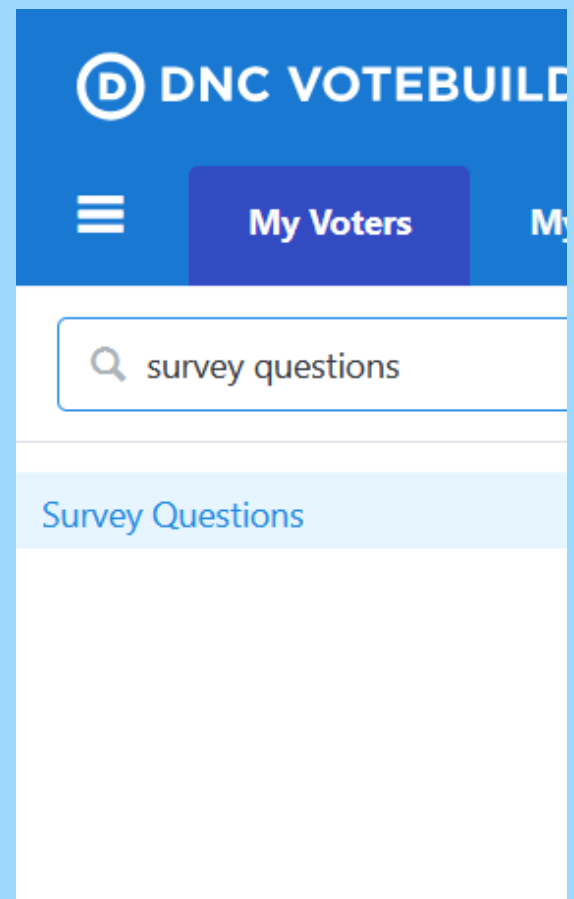
Step 1: Access the Survey Questions Section

Log in to your Votebuilder account and navigate to the main dashboard in **MyVoters**.

Click on the '**Survey Questions**' tab in the **main menu**, or access it by searching 'Survey Questions' in the **search bar**.

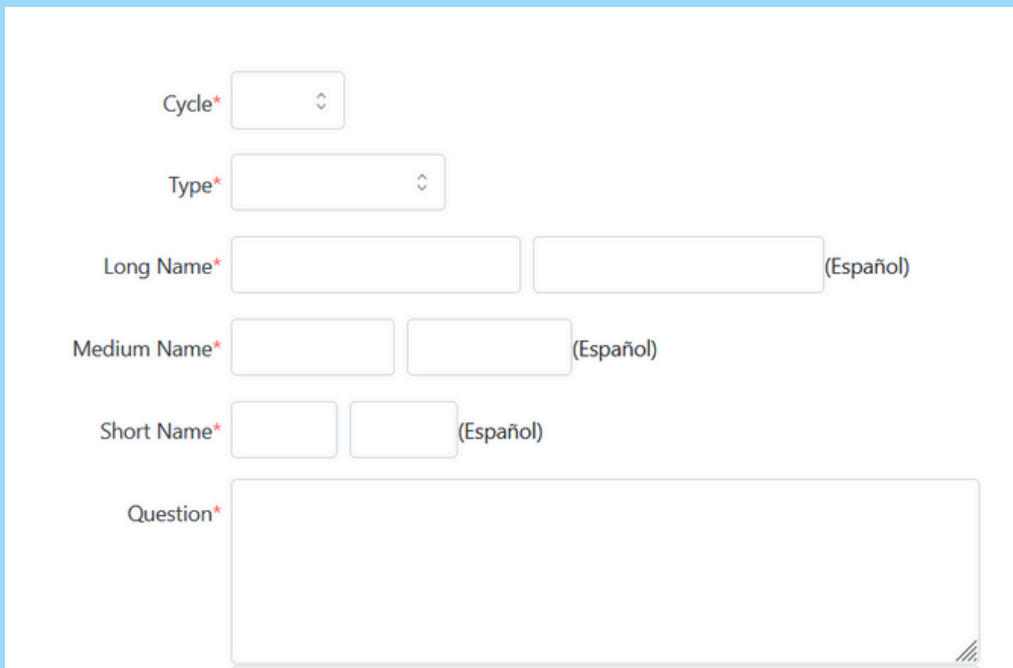
Step 2: Creating a New Survey Question

Click on the '**New Survey Question**' button in the **top right corner**.



Step 3: Defining the Question Type

You will see a series of required fields.

A screenshot of a web form for defining a question type. The form contains several fields: 'Cycle*' is a dropdown menu; 'Type*' is a dropdown menu; 'Long Name*' consists of two text input boxes, with '(Español)' text to the right of the second box; 'Medium Name*' consists of two text input boxes, with '(Español)' text to the right of the second box; 'Short Name*' consists of two text input boxes, with '(Español)' text to the right of the second box; and 'Question*' is a large text area. All fields are marked with a red asterisk to indicate they are required.

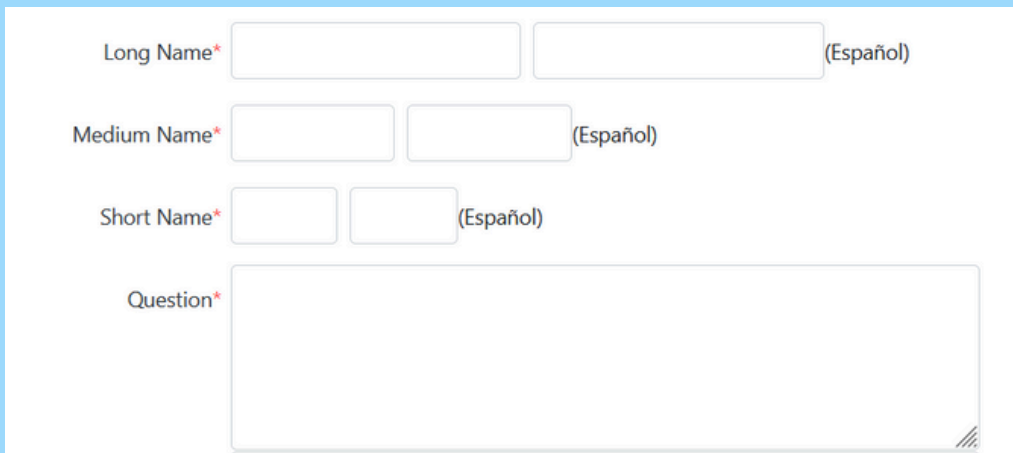
Cycle

Choose the election cycle **year**. For example, if Election Day is November 5, 2024, choose '2024'.

Type

Select the type of question you are creating. These are the main types you will use

- **Action:** Did the person DO something, such as sign a petition?
- **Candidate:** Does the person support a candidate?
- **Issue:** Did the person bring up a specific issue you are collecting data on?
- **Volunteer:** Does the person want to volunteer for the campaign?

A screenshot of a web form for creating survey questions. It features four rows of input fields. The first row is labeled 'Long Name*' and has two text boxes, with '(Español)' to the right of the second box. The second row is labeled 'Medium Name*' and has two text boxes, with '(Español)' to the right of the second box. The third row is labeled 'Short Name*' and has two text boxes, with '(Español)' to the right of the second box. The fourth row is labeled 'Question*' and has a large text area. All labels have a red asterisk indicating they are required.

Step 4: Name the Question

Each question will have three names: **Long, Medium, and Short**. There are fields to enter it in both English and Spanish. Typically, we recommend creating a standard name in the Long box, then copy/pasting what will fit of it into the subsequent sections. If you would like to be more specific, you can come up with shortened versions!

Note: Survey Question names are editable after creation! If you later want to go back and change them, you can.

Step 5: Write the Question

In the question field, write the survey question you want to ask. Make sure the question is clear, concise, and easy for both canvassers and voters to understand.

Step 6: Save the Question

In the top right corner, click the blue 'Save' button. We will be able to enter the potential responses after this is done.

Example 2: Volunteer Question

In this example, we created a volunteer question for a candidate in the 2024 cycle.

Response English [Español]	Resp Medium Eng [Esp]	Resp Short Eng [Esp]	Copy to My Campaign		
Yes [Yes]	Yes [Yes]	Y [Y]	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="button" value="Edit"/>
Maybe [Maybe]	May [May]	M [M]	<input checked="" type="checkbox"/>	<input type="button" value="Up"/> <input type="button" value="Down"/>	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
No [No]	No [No]	N [N]	<input checked="" type="checkbox"/>	<input type="button" value="Up"/> <input type="button" value="Down"/>	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Yes - Canvass [Yes - Canvass]	Yes [Yes]	Y [Y]	<input checked="" type="checkbox"/>	<input type="button" value="Up"/> <input type="button" value="Down"/>	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Yes - Phone Bank [Yes - Phone Bank]	Yes [Yes]	Y [Y]	<input checked="" type="checkbox"/>	<input type="button" value="Up"/> <input type="button" value="Down"/>	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Yes - Office Work [Yes - Office Work]	Yes [Yes]	Y [Y]	<input checked="" type="checkbox"/>	<input type="button" value="Up"/> <input type="button" value="Down"/>	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="button" value="Yes - Other"/>	<input type="button" value="Yes - Other"/>	<input type="button" value="Yes"/> <input type="button" value="Yes"/>	<input type="button" value="Y"/> <input type="button" value="Y"/>	<input checked="" type="checkbox"/>	<input type="button" value="Save"/>

Responses

Here, you'll notice that we gave both specific and general responses. It is up to the campaign as to how they wish to do their data collection, but sometimes it is helpful to give your canvassers more options. It will make your organizers' jobs much easier during call time!

Copy to MyCampaign

Notice how the box under 'Copy to MyCampaign' is filled in on these questions? That's because we want to make sure anyone who wants to volunteer also shows up in the campaign's MyC. Some campaigns will choose to not include negative answers, but that is a preference that varies from campaign to campaign. Just as you can edit a response, you can also edit if a response copies to MyC.