SwingLeft

Code Your Phone Bank Data

Swing Left will be doing a lot of voter contact leading up to November 2020. This guide shows you how to record what you experience when making calls and makes sure we are providing campaigns and local Democratic Parties the most accurate voter contact results when making calls. The better data we have, the better outreach we can do to prospective voters, and the better outreach we do, the better chance of defeating Trump and the GOP up and down the ballot this November.

What are data codes?

These codes tell us the result of your experience on the call. They indicate if a contact was at home, was not available, or needs to be removed from our list. They can also indicate preferences a voter has on candidates, or other issues.

Data Coding Options (if you reached a voter)

If you reach a voter on your list, the script will commonly ask you to provide answers to questions you ask the voter.

Code	Definition	Example Script Questions and Answers
Strong Support Lean Support	The person you spoke to indicated they supported the candidate you are calling for/Democratic Party. Usually this is an affirmative answer to a support question. Use your best judgement as to whether they strongly support vs. lean support.	**Q:** Are you planning to vote for {Candidate} in November? Will you commit to voting for Democrats up and down the ballot? **A:** I'll vote for any Democrat (Strong Support). Already voted for her (Strong Support)
Undecided	The person you spoke to indicated they aren't sure who they will vote for or they	

	haven't decided yet. If they tell you that they will likely vote one way or another but aren't sure, use the "lean support" or "lean oppose" options.	• I'm still thinking but I'm leaning toward {candidate}. (Lean Support)
Lean Oppose Strongly Oppose	The voter you spoke to indicated they did not support the candidate you are calling for/Democratic Party. Use your best judgement as to whether they strongly oppose vs. lean oppose.	• I haven't made up my mind. {Undecided} • I'm still reviewing my ballot. {Undecided} • I'm voting for {candidate's opposition} (Strongly Opposed)

Data Coding Options (if you did not reach the voter)

Except in a few discrete scenarios, *only record data for the voter(s) on your list*—**even if you speak to someone else in the household and they provide you information about the voter.** If you are unsure about how to code the call, answering "not home" will put the voter back in the queue so someone else can try to reach them.

Code	Definition	Examples/Description
Not Home	The person to be reached on your list is not available or is not answering the phone.	• "She's not home" • Voicemail message or other recorded message that says the person is not taking calls. • You get a "this number has calling restrictions" message. • Phone continues to ring for an extended amount of time with no answer.
Call Back/ Busy	The voter should be called back, but is not able to talk at this time.	• "I'm running out the door. Can you call me back?" • You get a busy signal.
Left Message	You leave a message. NOTE: In most cases campaigns do not want you to leave messages. Follow the instructions in your script or training about leaving messages.	• You receive voice mail. • "They are not home right now, can I take a message?"

Refused	The voter on your list refuses to have a discussion with you.	• "Don't call me again" • Hang up • "I don't talk to others about who I'm voting for."
Hostile	The voter you reached yells at you or is otherwise aggressive.	• Expletives. • Other abusive behavior.
Spanish/Other Language	The targeted voter is not an English-speaker, and you don't speak their language so you were unable to have a conversation with them.	• You may not know if you've reached the voter, but that's okay.
Disconnected	The phone number has been disconnected.	• You receive an automated message telling you the phone has been disconnected or is not in service.
Do Not Call	The person who answers the phone asks you not to call this number again.	• ONLY use this if the voter specifically asks to be removed from the list. • Do NOT use this if the voter says s/he is busy, doesn't want to talk right now, tells you they already donated to the campaign, is hostile or uses expletives, etc.
Deceased	The voter on your list has passed away.	• This is one of the few scenarios in which you can record data based on a conversation with someone who is not the voter on your list.
Moved	The person to be reached on your list no longer resides at this address.	• This is one of the few scenarios in which you can record data based on a conversation with someone who is not the voter on your list.
Not at this Number	The voter you are trying to contact is not at this number.	• This is one of the few scenarios in which you can record data based on a conversation with someone who is not the voter on your list.
Wrong Number/ Bad Number	Someone answers the phone and tells you that you have a wrong number.	• This is one of the few scenarios in which you can record data based on a conversation with someone who is not the voter on your list.