

How to: Create and use Scripts

Whether you're launching a canvass or running a virtual phonebank, you will need a script. Your script is a roadmap for canvassers to follow during conversations on doors or on the phone. **Use specific messaging and questions to suit the goals of your campaign.**

Preparing to use scripts

Before you create your script:

- **Choose your Activist Codes** - Activist Codes are labels you apply to contact records to track individuals according to their interests and their relationship to your organization.
- **Create Survey Questions** - Survey Questions help you gather information, like gauging support for a candidate or initiative.

[Read more on Activist Codes](#)

[Read more on Survey Questions](#)

Choosing your script type

You have the choice of two script types you can use with MiniVAN or your phone banks.

Linear Scripts are designed for simple responses and/or straightforward asks from contacts.

- Supported by MiniVAN, Virtual Phone Bank (VPB), and OpenVPB
- Easy for your canvassers to follow when using paper canvassing packets or call sheets

Branched Scripts are designed for flexibility, so you can provide canvassers with instructions on how to further engage contacts or when to end a conversation.

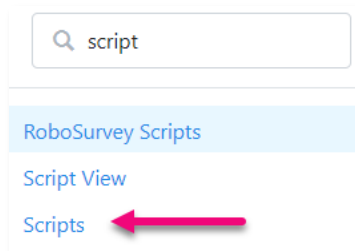
- Supported by MiniVAN and OpenVPB
- Point canvassers to the next question and to talking points based on the responses they receive

Using the **Scripts tool in Virtual Phone Bank**, you can create a script to fit your segment or target audience.

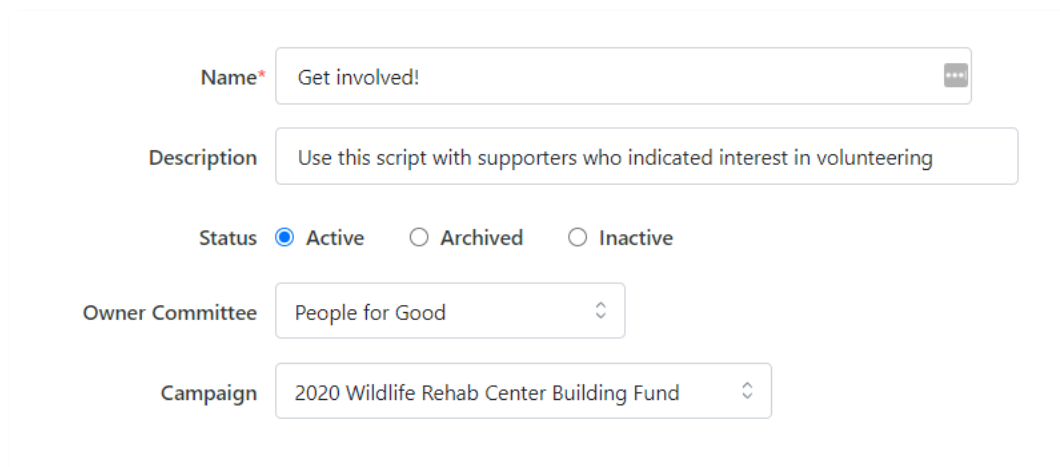
When using **Open Virtual Phone Bank**, you can set a default script and up to 4 alternate scripts. Scripts can be directed to certain people by selecting a script using the targeted subgroup option. Callers are able to toggle between scripts in the Open Virtual Phone Bank.

Getting started

Search for **Scripts** in the Sidebar.



From the top of the **Scripts** list page, select **Add New Script** and add the requested details.

A screenshot of a form for adding a new script. The form has the following fields:

- Name***: A text input field containing 'Get involved!' with a three-dot menu icon on the right.
- Description**: A text input field containing 'Use this script with supporters who indicated interest in volunteering'.
- Status**: Three radio button options: 'Active' (selected), 'Archived', and 'Inactive'.
- Owner Committee**: A dropdown menu showing 'People for Good'.
- Campaign**: A dropdown menu showing '2020 Wildlife Rehab Center Building Fund'.


If you use a multi-committee setup, you can only edit a script in the committee where it was created, the **Owner Committee**, but you can share it with other committees to use in their outreach efforts. If you have access to multiple databases (My Voters, My Campaign, My Workers), you will also see a **Database option** where you can pair your script with another database.


You can update these **Script** details at any time by going back to the **Scripts** dashboard and selecting the script you want to edit.

Creating linear scripts

Linear scripts are generally used when you have a straightforward ask or simple response you need from your supporters. These can be useful in fast-paced outreach efforts where you are trying to reach the largest number of supporters to make them aware of your campaign or issue.

Script Type

Script Type  Linear
 Linear scripts offer the standard script format of stacked elements with no conditional statements.

 Branched
 Branched scripts are reserved for **MiniVAN use only**. Create multiple script paths for your canvassers.

Script elements are conversation components. Provide language for introductions, messaging, questions, and goodbyes. Elements can only be added one at a time, but you can add multiples of each element type.

Add Script Element

English (United States):

Text

Español:

Survey Question

Activist Code

Use Text to provide suggested language for opening and closing conversations. You can also use this script element for **messaging and transitions** from one topic to the next.

English (United States):

Text

When **adding Survey Questions and Activist Codes**, you will only be able to **choose from those you have already created**. Once a survey question or activist code has been added, it will no longer appear in the dropdown menu.

Elements you add to the script appear under **Script Preview**. You can **rearrange their order** by hovering your cursor over the lines to the left of each element and dragging them to a new place. You can also **Delete an element or Edit text**. **Save the order** when you are satisfied with the script.

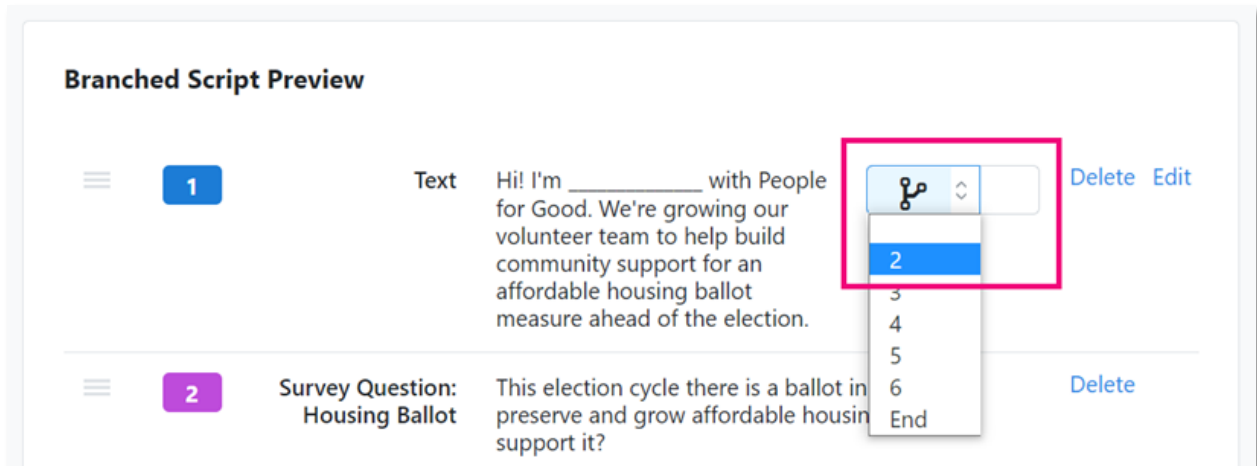
Creating branched scripts

Branched scripts allow canvassers or phone bank volunteers to conditionally select the next question on a Script based on the response they receive from the person answering the door or phone. Using script branching ensures that volunteers and canvassers have the right talking points for the right person and offers alternatives depending on the kind of response (committed, undecided, etc.).

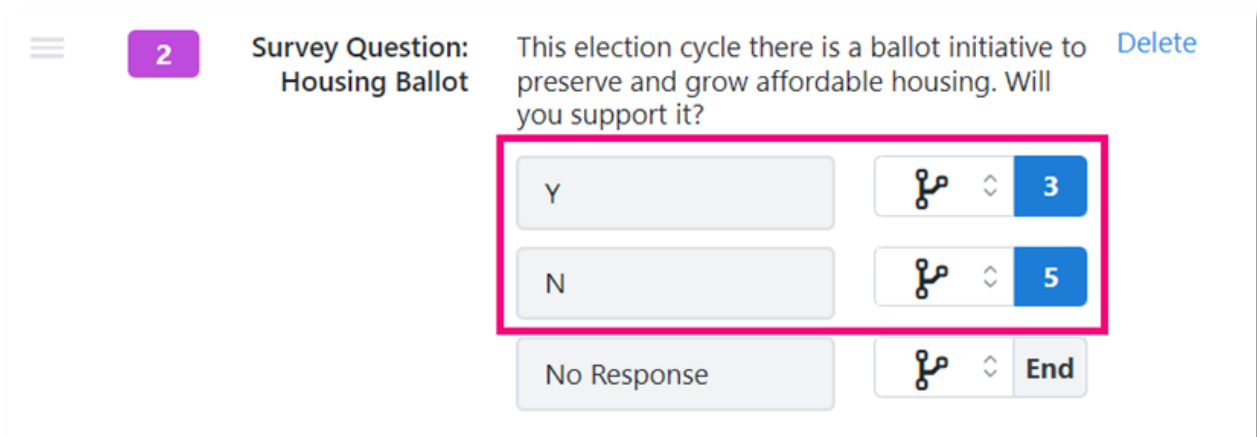
Once you select **Branched**, you can begin to add elements the same way you would with Linear scripts.

It helps to **add all of your branched script elements before you begin connecting them.** You can change their position later.

Beginning with your first element, think about **what question or text should follow.** The branch icon to the right of the element has a dropdown menu with numbers. **Select the number corresponding to the element you want your canvassers to read next.**



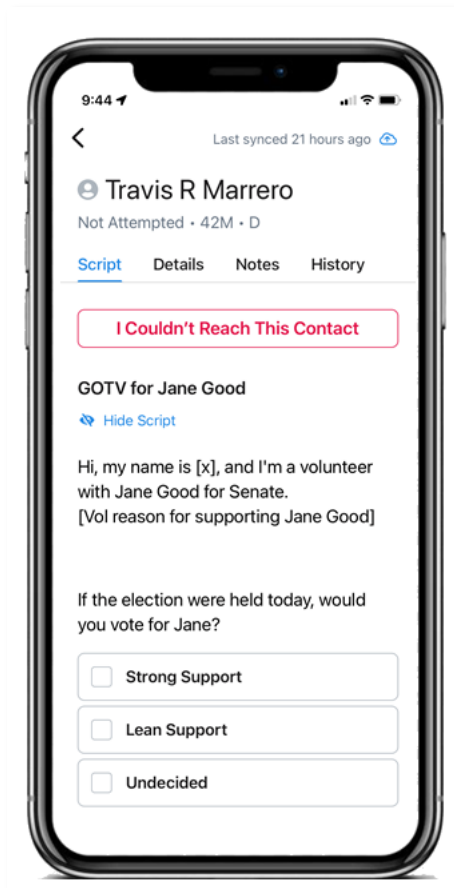
For Survey Questions and Activist Codes, branch icons appear beside each possible response. This is how the conversation branches, sending canvassers to different text or further questions depending on responses. **Select the number corresponding to the element you want your canvassers to read next.**



At the conclusion of a conversation select End. **All script elements must branch or end** before you can save your script.

☰	5	Text	Thanks for taking the time to talk with me today.	🔗 ⌵ End	Delete Edit
☰	6	Text	I'm so happy to hear that! Would you prefer to get information about volunteer orientation and shifts over email, a call, or a text? We can get you started today.	🔗 ⌵ End	Delete Edit

When your canvassers see the script in MiniVAN, it will naturally lead them through the various branches.



In OpenVPB, your phone bank volunteers will be able to choose which response they received in the script area and will then be prompted with the next message or question.

Tracy Stephenson
 (814) 231-2408
 49-year-old M

Skip Save & Next Call

I Couldn't Reach Tracy

Whom will you vote for in the upcoming presidential election?

1 - Strong Hillary

Would you be interested in volunteering with the campaign?

Yes

Script Complete

Adding more canvass result options

For both script types, you can add more response types and keep **records of conversations canvassers were unable to have** by selecting more Canvass Result Options from the checkboxes in the right column.

Canvass Result Options

If a person could not be contacted with this survey, you may support other canvass results options (e.g. Not Home). Select the options you'd like to support for each of the following canvass types:

- > Digital Ads Results

- > House Visit Results

- > Letter Results

- > Lit Drop Results

Phone Results

Select All | Deselect All

- Busy
- Deceased
- Disconnected
- Do Not Call
- Left Message
- Moved
- Non-Citizen
- Not Home
- Other Language
- Spanish
- Texted
- Wrong Number

Use caution when selecting terminal result types like Moved, Wrong Number, Deceased, and Do Not Email. These choices **mark contact information as bad** and can affect searches for other users with access to your database. **Discuss best practices** for using contact results with your canvassers.

Sharing scripts

In multi-committee setups, **scripts can only be edited in the Owner Committee**. To **share your script with other committees** for use in their canvasses or phonebanks, use the Committee Access selector at the bottom of the page.

Committees with Access	Committees <i>without</i> Access
People for Good	People for Good Arkansas People for Good Baltimore People for Good Connecticut People for Good Detroit People for Good Evanston People for Good Franklin People for Good Georgia People for Good Holloway People for Good Indiana People for Good Jackson

Remove Add

If you have access to other databases (My Voters, My Campaign), you will see a section for Other Database Access, which allows you to **share your script** with them.

Databases with Access	Databases <i>without</i> Access
People for Good	People for More Good

Remove Add

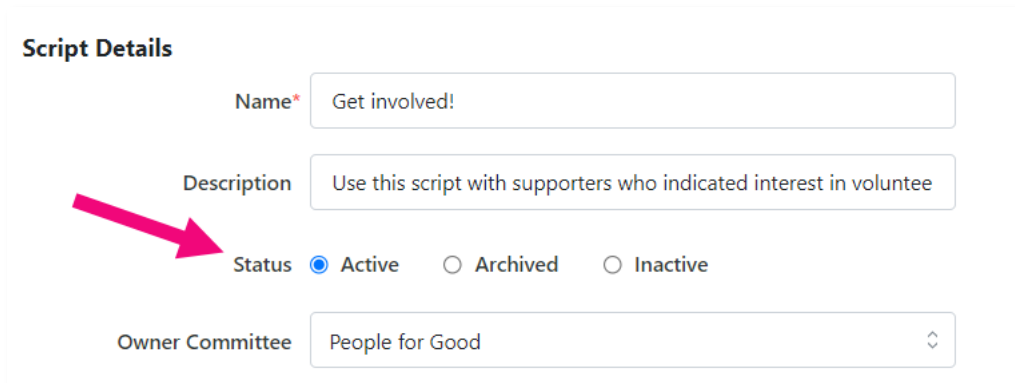
Adding Spanish scripts

You can **create a Spanish language version of your script** that displays when your canvasser's browser is set to Spanish. We provide a Spanish translation of the forms and instructions in MiniVAN and OpenVPB, so you only need to translate the elements you add to the script. Provide Spanish translation of your Activist Codes and Survey Questions when you create them.

Retiring Scripts

If you need to retire a script, **change its Status to Inactive or Archived**. Do this at the end of a campaign or canvass to avoid confusing older messaging for newer messaging.

Open the script you want to retire and **find Status on the Script Details page**. Select the new status and save.



The screenshot shows a form titled "Script Details" with the following fields and options:

- Name***: Get involved!
- Description**: Use this script with supporters who indicated interest in volunteer
- Status**: Active Archived Inactive
- Owner Committee**: People for Good

A red arrow points to the "Status" field, highlighting the radio buttons for "Active", "Archived", and "Inactive".