

Online Forms: "Track Your Efforts"

Every Online Actions form has a section in the "Basics" step called "Track Your Efforts". Audubon uses this section to record important information about the form submissions and the people who made the submission. This is done using "Source Codes" and "Activist Codes". Source Codes are the most important, so we will start there.

Source Codes are for Financial Information (among other things)

In EveryAction, applying a Source Code marks a new record with the details of the interaction — specifically, that it was this person's first. The Source Code Glossary can tell you more about how that works, but here we'll talk about something else they do: act as a **carrier for finance information** for any submission with a dollar amount.

To do this, Source Codes are configured with two sort of "sub-codes" you're probably more familiar with: **General Ledger Fund Codes** and **Solicitation Codes**. Each contribution form or ticketed event form MUST have a Source Code containing both of these, or the form's submissions won't be able to sync with Audubon's financial systems.

So if you're setting up an online contribution form or ticketed event form, there's some particular information Audubon's Finance department need before we can set up a source code for you. [Each type is outlined in our article about online form code requirements.](#)

Activist Codes are for Flagging Interests and Affiliations

Let's say you have an online registration form for a program at the Silver Bluff center in South Carolina training people how to be beach stewards to stop people and their pets from disturbing beach-nesting birds. There's a lot of things you can say about a person who submits this form:

- They're affiliated with Audubon South Carolina
- They're affiliated with the Silver Bluff Center
- They're interested in volunteering for Audubon
- They're interested in Audubon's coastal programs
- They want to be a beach steward (but haven't necessarily done it yet)
- They might be some kind of robot who hacks forms

For each one of these statements, there's an Activist Code. By adding these activist codes in the appropriate part of the "Track Your Efforts" section, you're ensuring that any submitter gets flagged with each of these.

If you think there should be an activist code and you can't find it — or, just to see what's going on — check out the list of all of the activist codes Audubon currently uses (as of never, this page doesn't exist yet). If you see something there and don't see it as an option in the "Track Your Efforts" section, email evryaction@audubon.org to request it — we probably need to expose it to your committee.