

ICEM Spring 2013 Results

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Last time: examining advocacy's image problem and potential

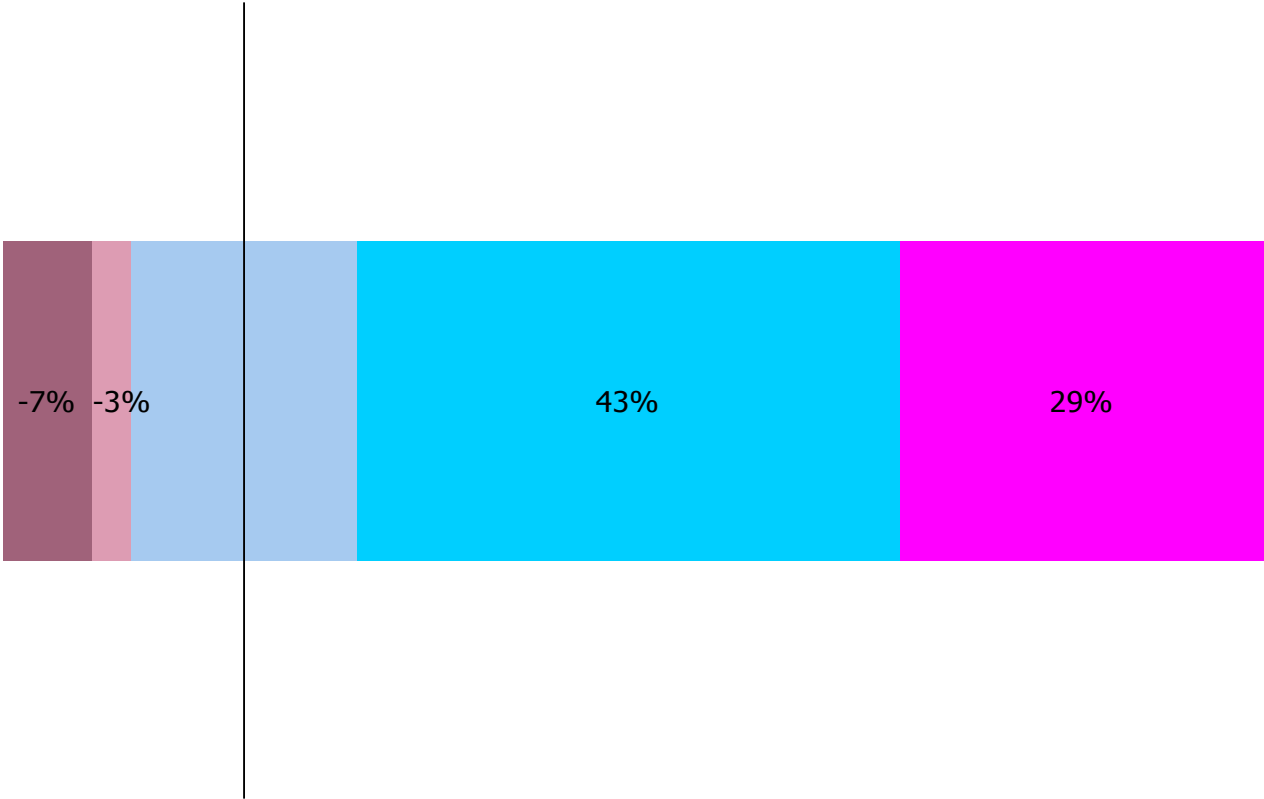
- **Using the right language to address it**
 - Lobbying is potentially annoying
 - Advocacy is potentially ambiguous
 - Campaigning is potentially both
 - How do you talk about this area of work, simply and without putting people off?
 - And ensure advocacy is perceived as part of your cause, not a distraction from it?
- **Convince the public you can live up to their expectations**
 - The public thinks highly of charities and want you to lobby
 - But is thinking that you have no clout putting them off from joining you?
 - Is there a “£5 buys 20 mosquito nets” equivalent in campaigning?
- **Start picking any ‘low hanging fruit’**
 - There is scope for charities to ask the public to campaign more, given their support for charities playing a campaigning role.
 - Can make use of donor databases to find campaigners, as existing donors are more likely to be interested in taking campaigning action?
 - It will be important to target types of campaigning at certain groups: older groups are more willing to participate in writing and emailing campaigns.

This time: How much is too much?

- How happy are the public with spending money on campaigning?
- What effect might taking part in campaigning have on donors?
- Do they recognise it when they see it?
- What are the public's priorities when it comes to protecting rights?

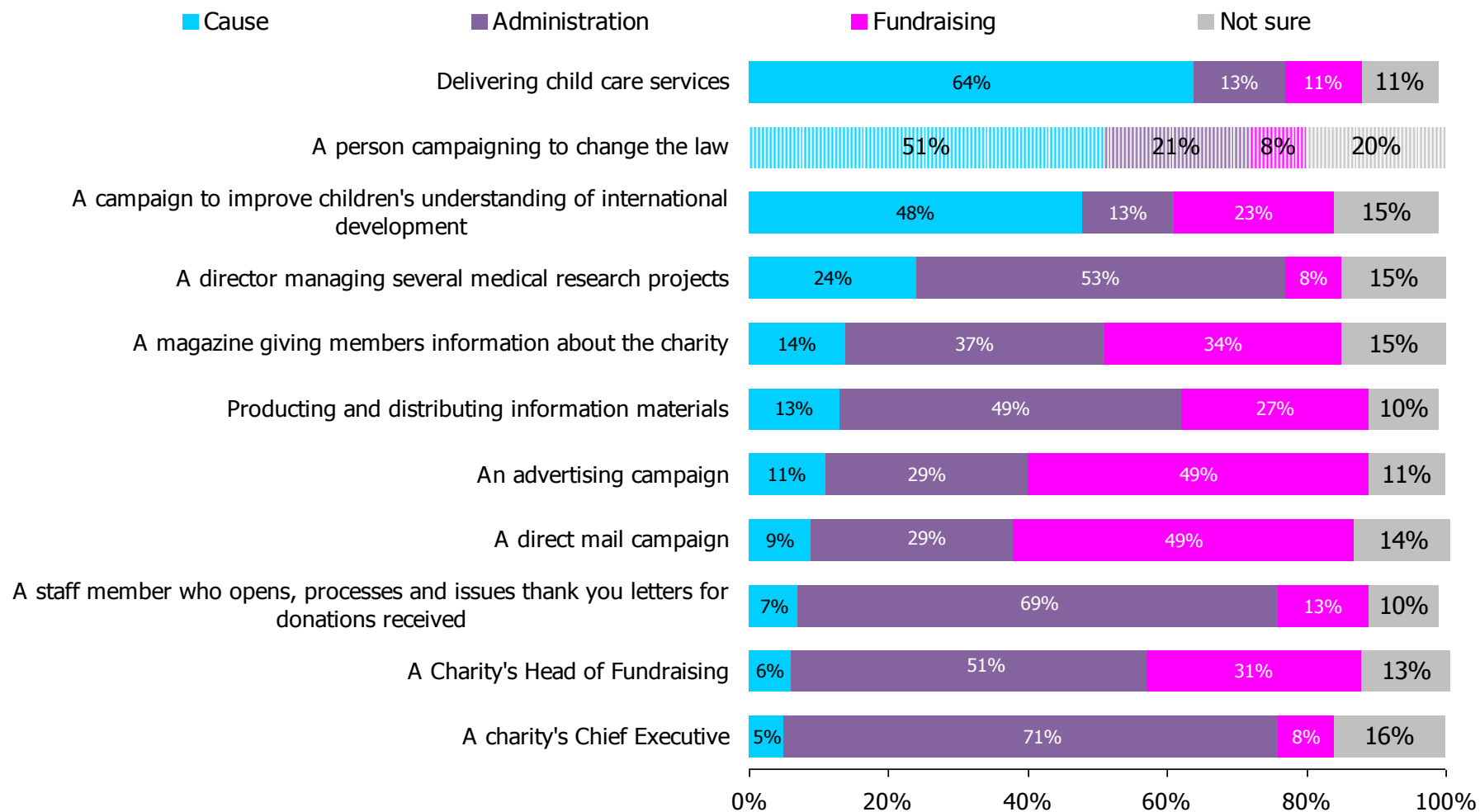
The public think it is important for charities to lobby government

■ Not at all important ■ Not very important ■ Not Sure ■ Somewhat important ■ Very important



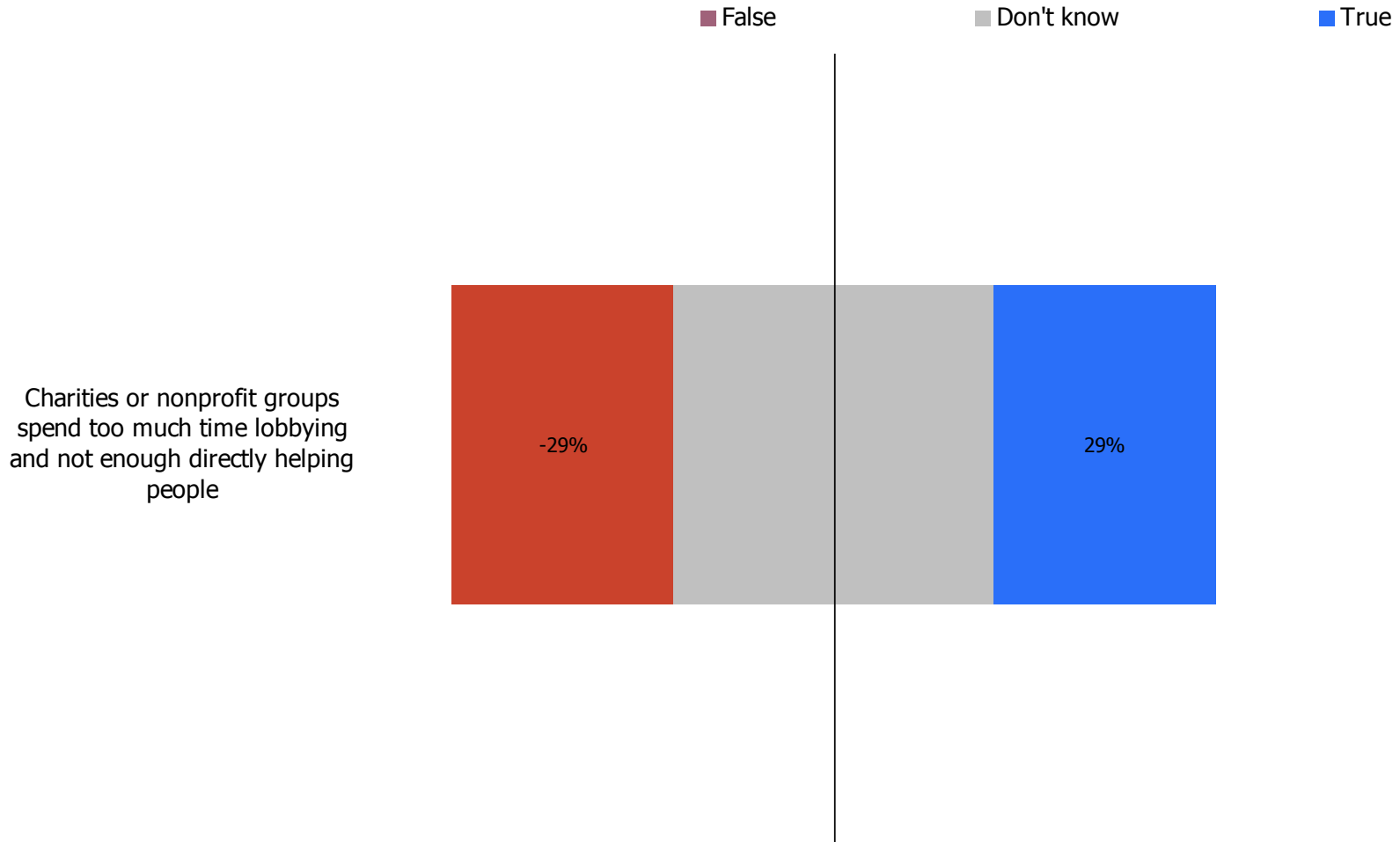
“How important is it to you that the charity you support campaigns publicly and lobbies government for better social outcomes?”

Many recognize it as part of your "cause"



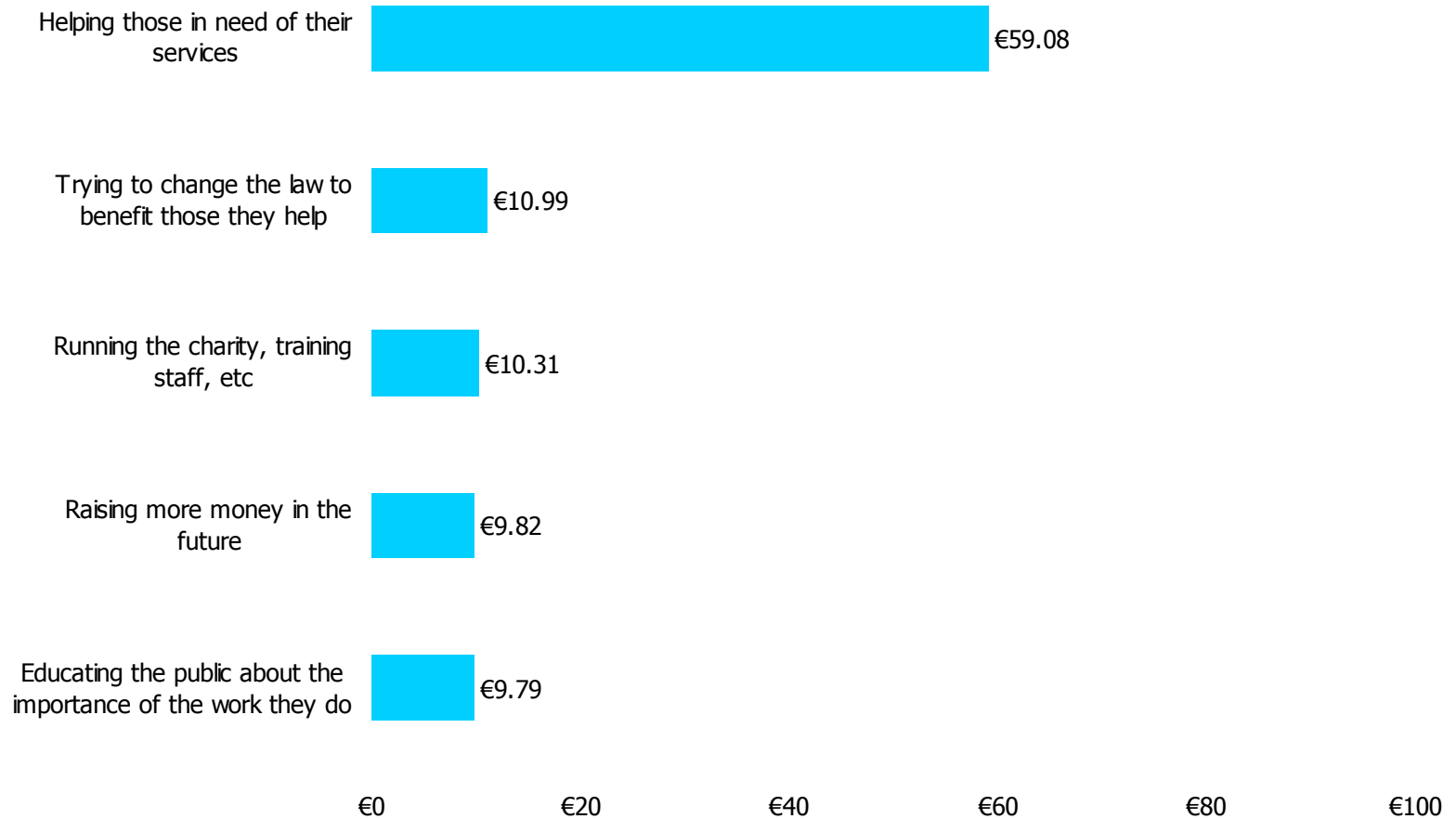
"Please indicate which of the following charity activities and staff members you would think of as counting as part of "administration" costs, which as fundraising costs, and which as money spend on the "cause".

Bust must be balanced



Which of the following are true or false?

Donors would like to see the majority of a donation being spent on service provision



“If you gave €100 to your favourite charity or non-profit group how would you like them to divide the money between the following activities”

Donating to change the law by demographic



“If you gave €100 to your favourite charity or non-profit group how would you like them to divide the money between the following activities”

Donating to change the law by charities supported

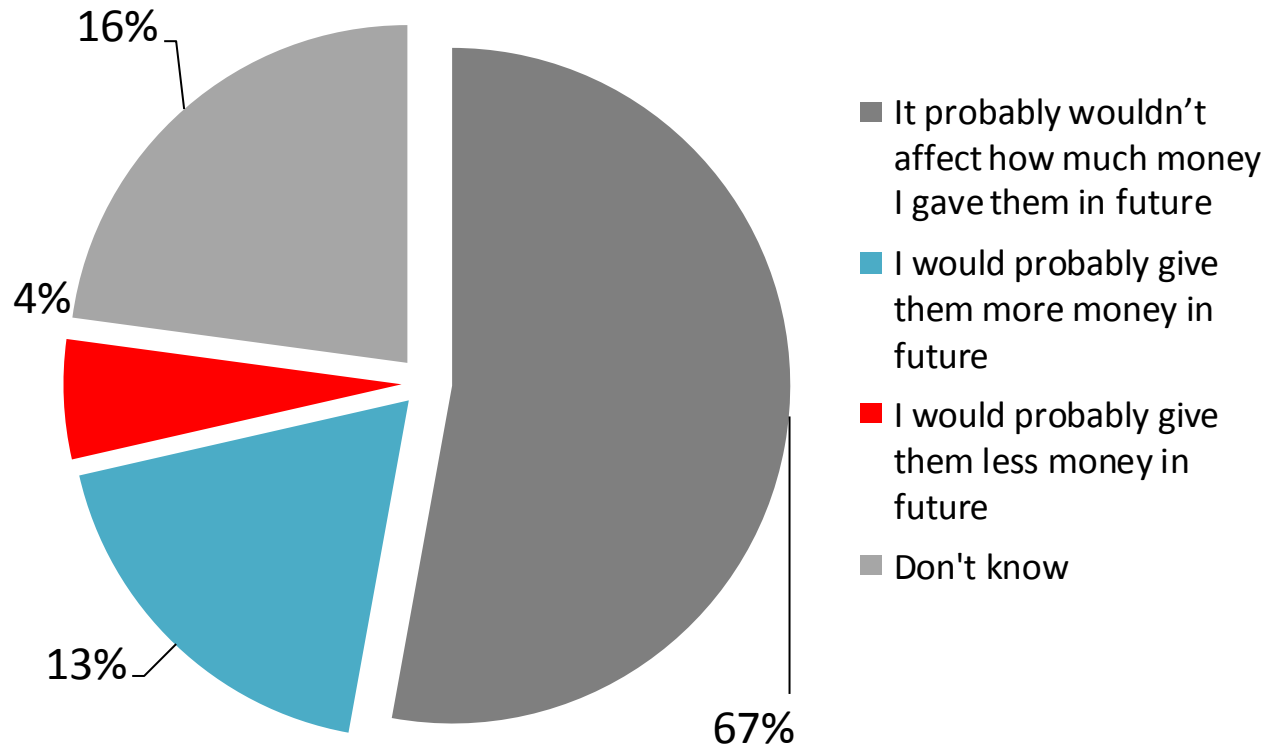


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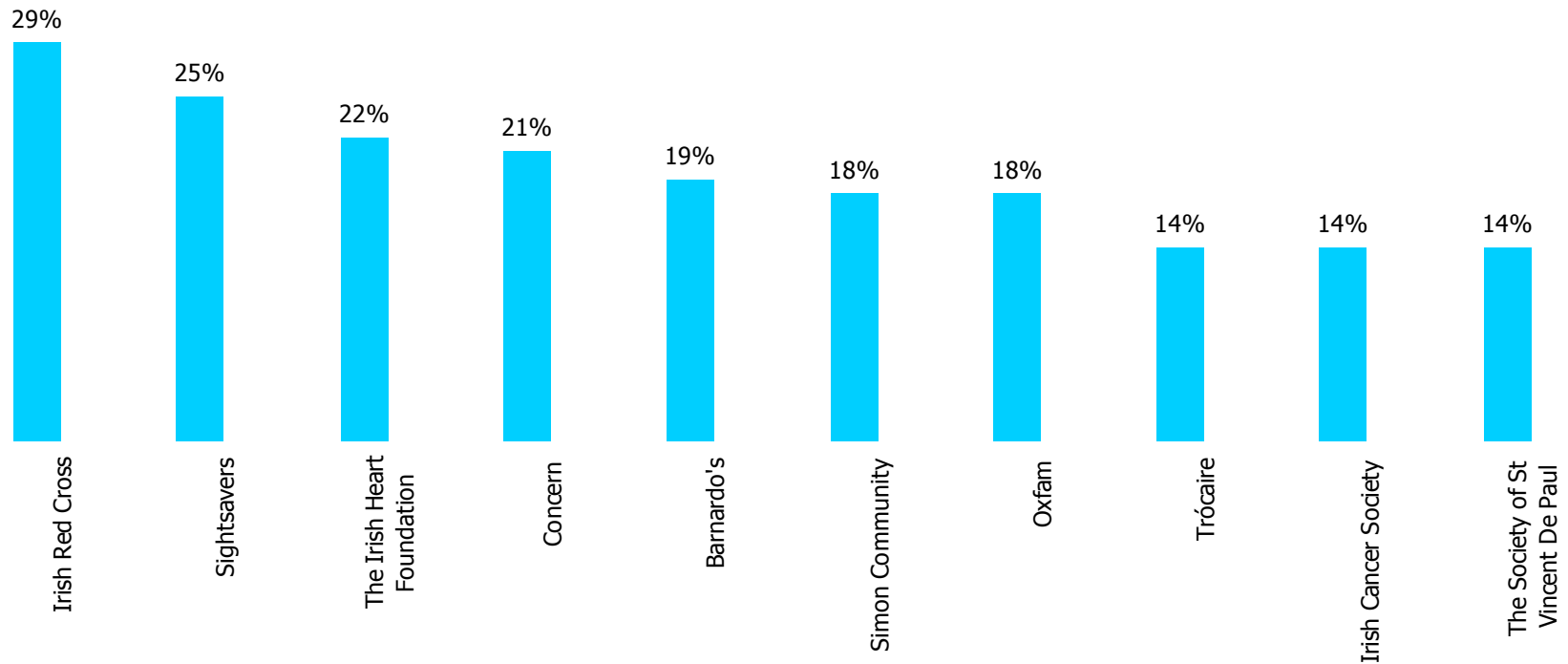
- How happy are the public with spending money on campaigning?
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Very few are put off from donating by campaigning activity



"If charity or non-profit group that you gave money to asked you to participate in a campaigning activity such as signing a petition, which of the following statements do you think would match you the most closely?"

Increasing donations by supporters



"If charity or non-profit group that you gave money to asked you to participate in a campaigning activity such as signing a petition, which of the following statements do you think would match you the most closely:"

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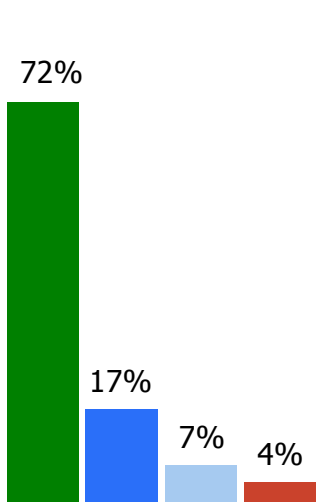
Public find it difficult to distinguish between awareness raising and campaigning

■ Fundraising

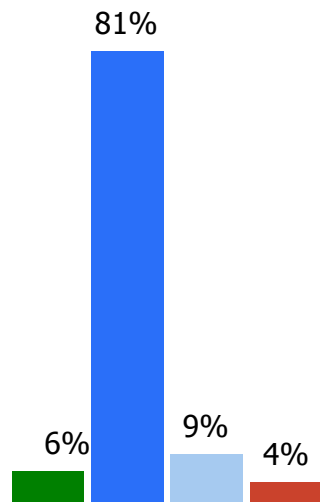
■ Raising Public Awareness

■ Campaigning and Lobbying

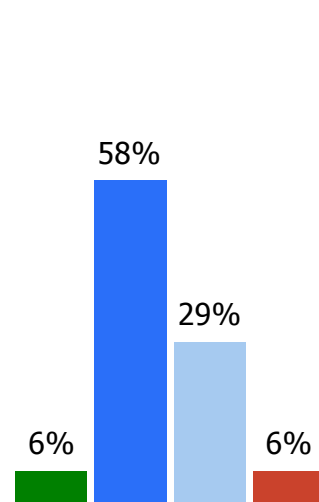
■ None of the Above



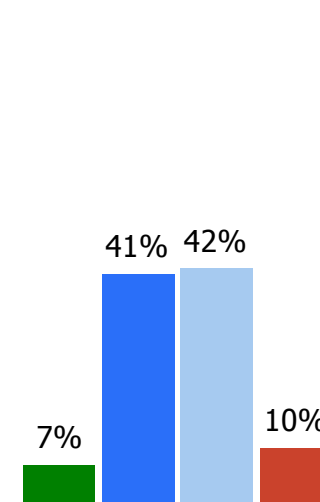
SVP Fundraising Poster



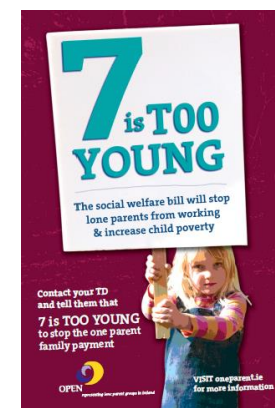
Irish Cancer Society Quit Smoking Campaign 1



Irish Cancer Society Quit Smoking Campaign 2

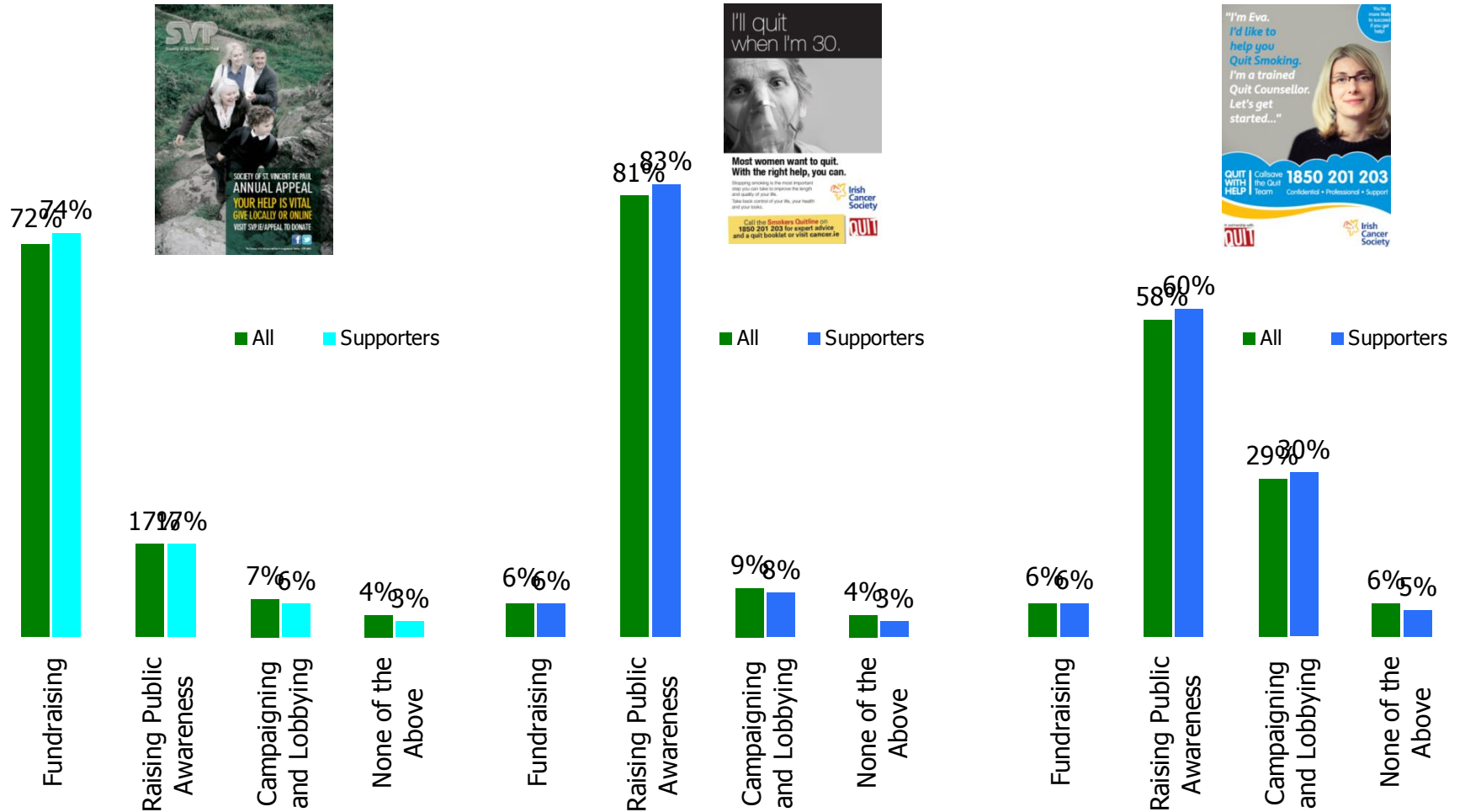


7 is too young Campaign



"Looking at each of these billboards, what do you think its main purpose is?"

Supporters aren't much better

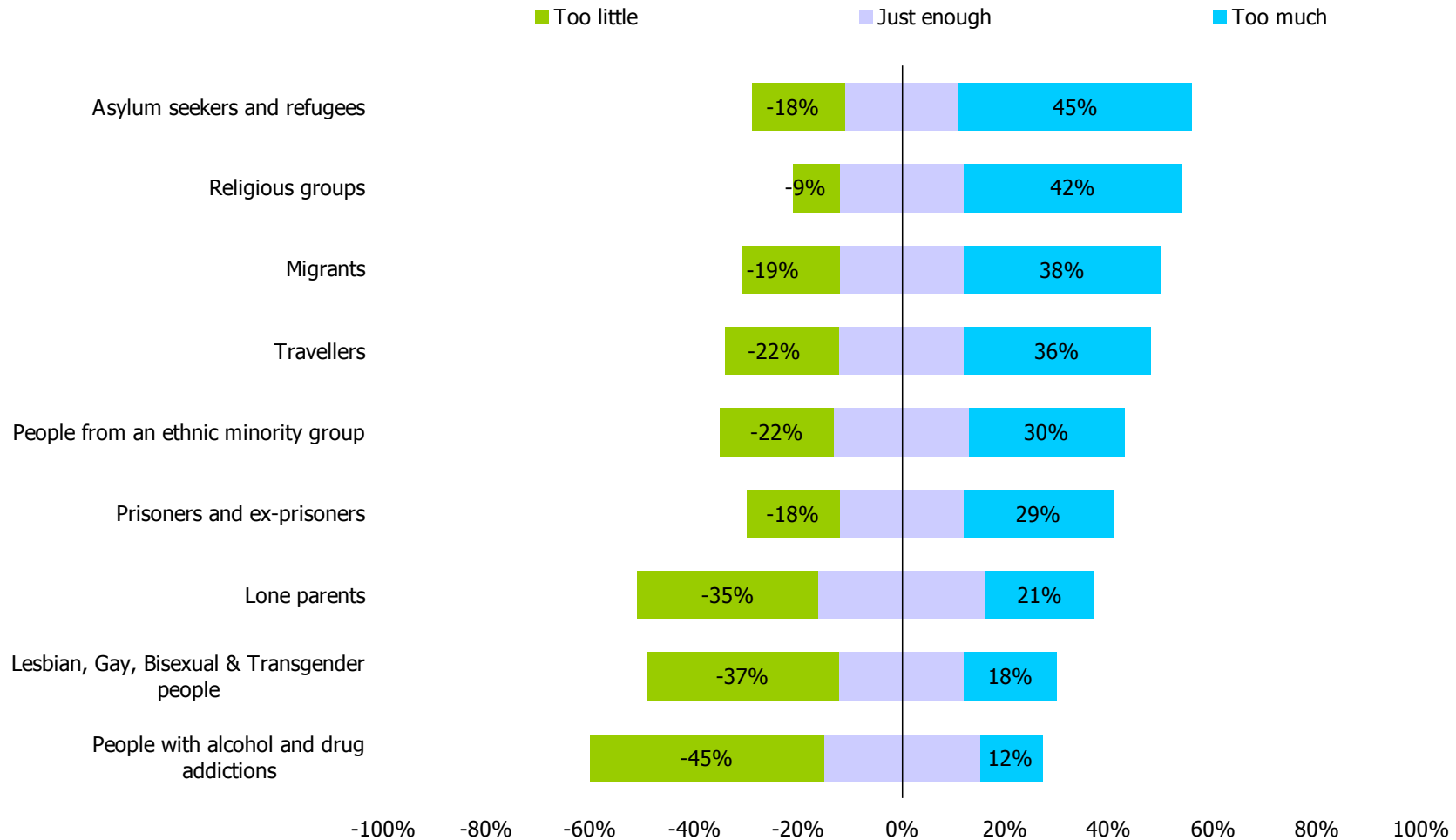


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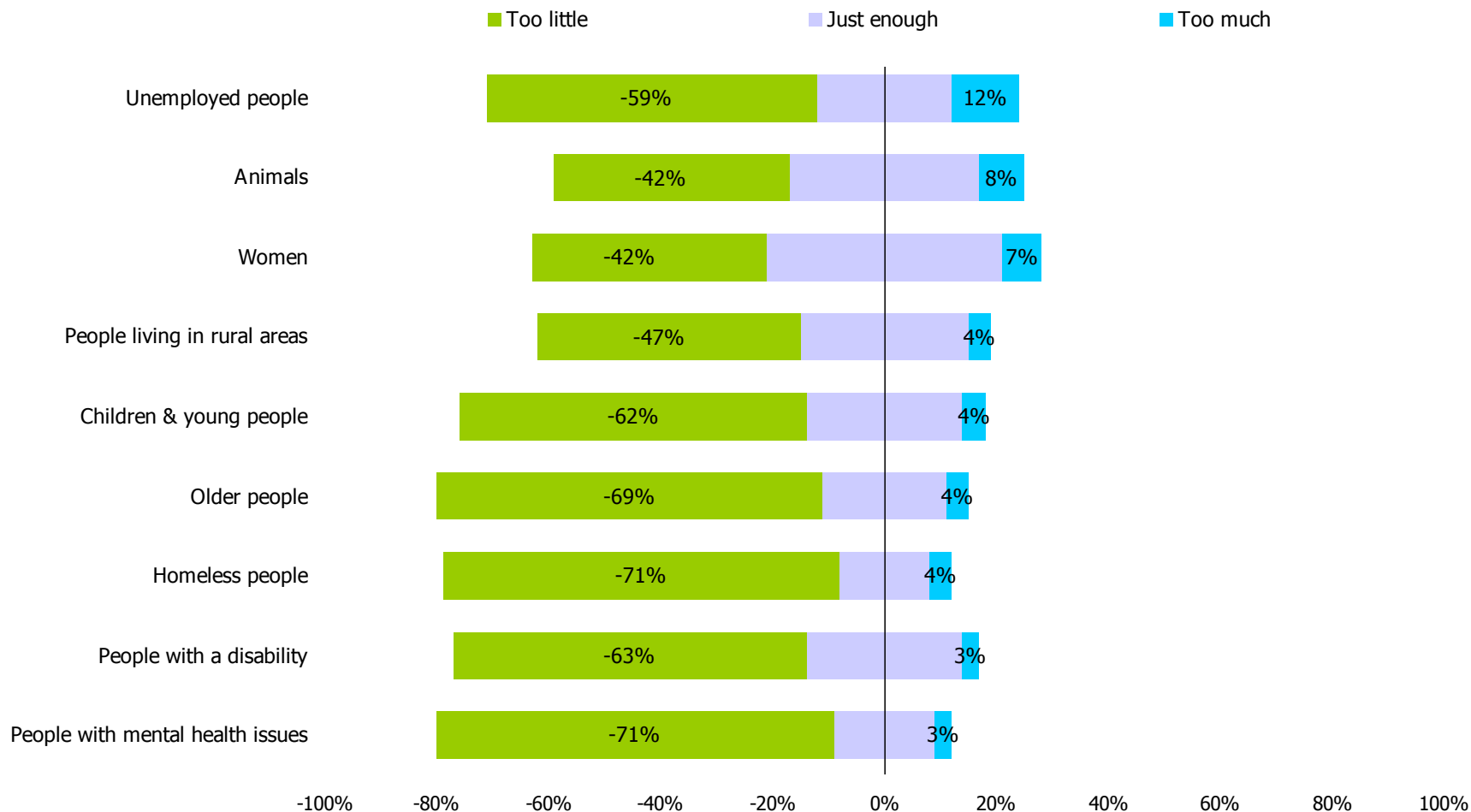
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The public believe too much is done to protect asylum seekers and refugees, religious groups and migrants



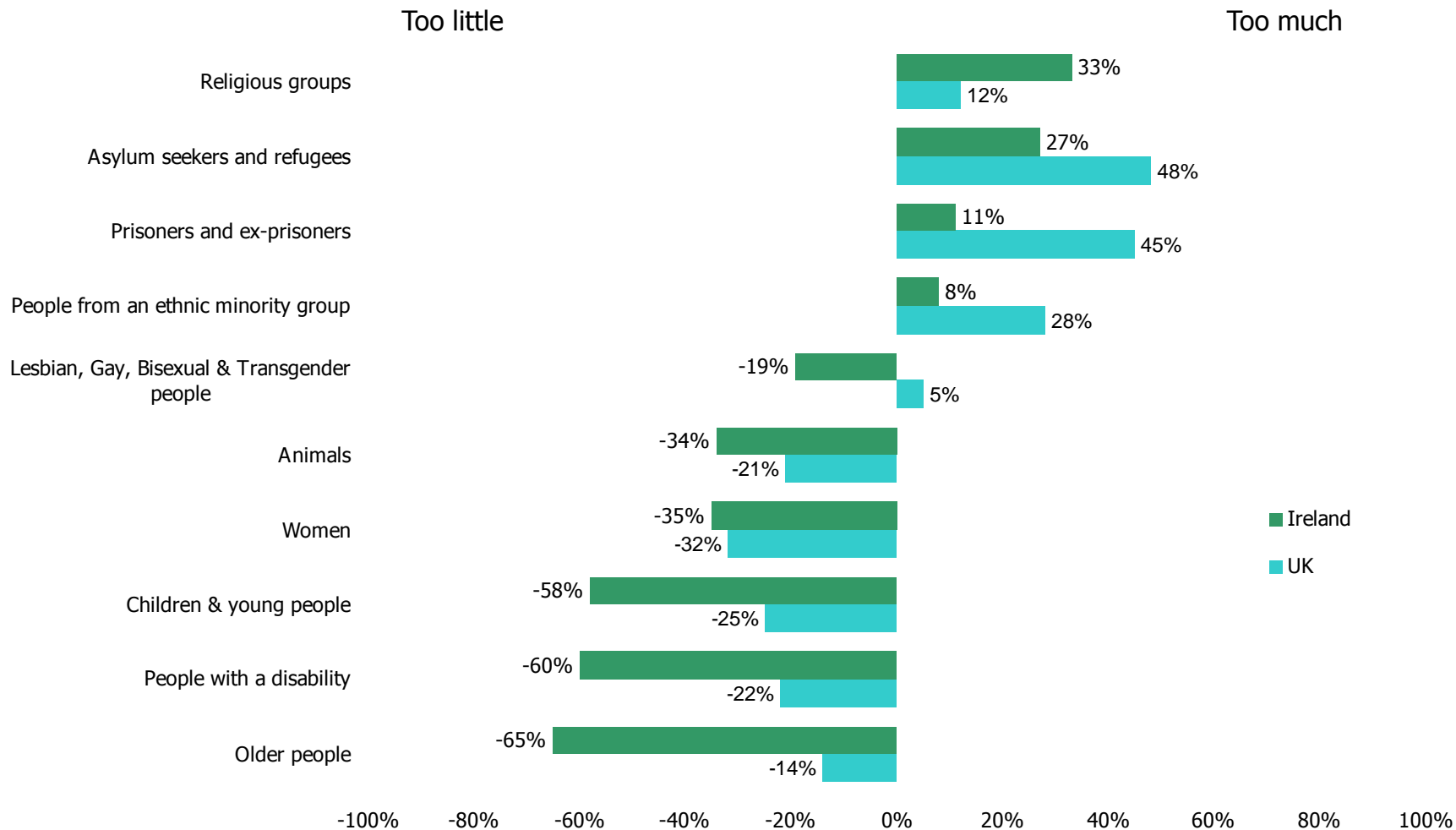
“Please indicate whether you think Ireland does too much, too little, or just enough to protect the rights of the following groups”

Most people think that too little is done to help those with mental health problems



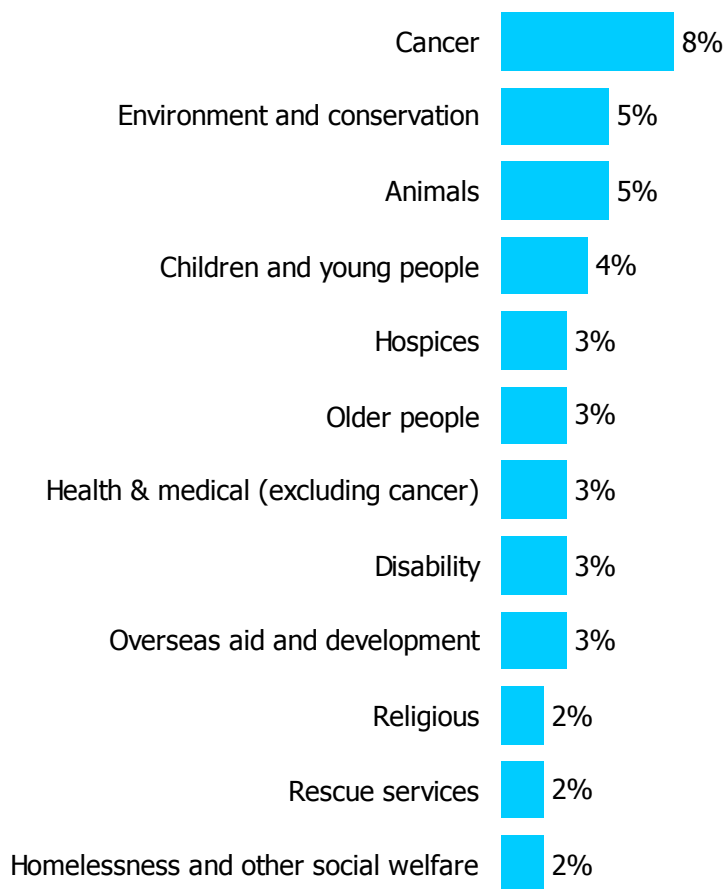
“Please indicate whether you think Ireland does too much, too little, or just enough to protect the rights of the following groups”

Balance of priorities compared to UK



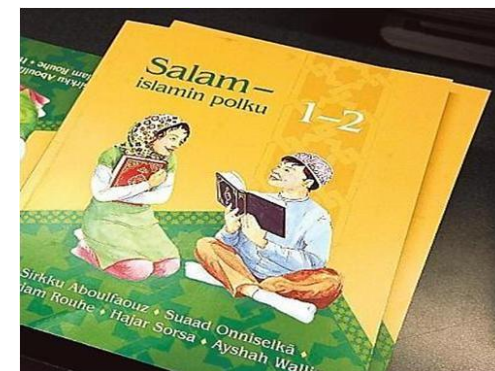
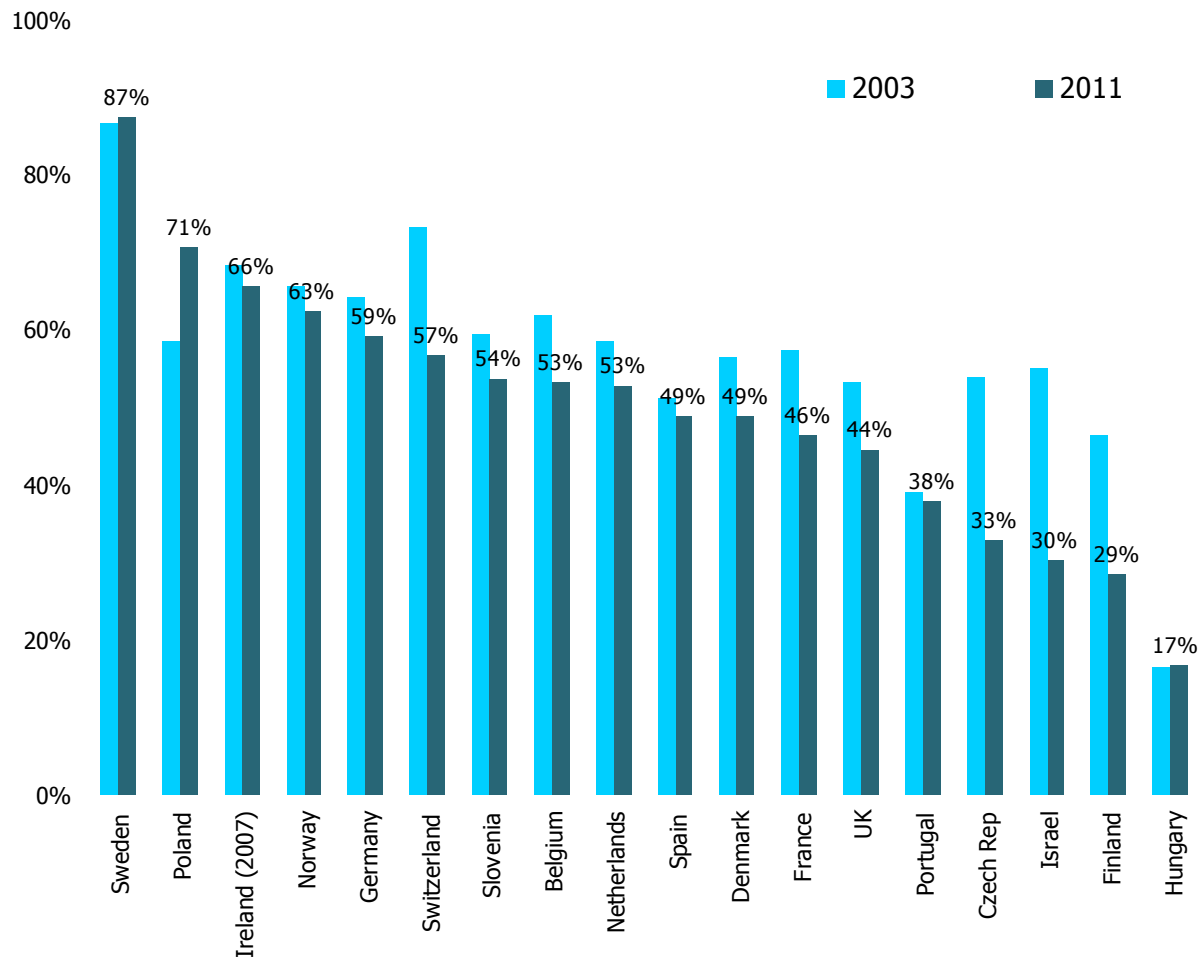
“Please indicate whether you think Ireland does too much, too little, or just enough to protect the rights of the following groups”

Participating in campaigning often follows the same ranking in the UK...



"Have you taken any campaigning actions in the last year on behalf of charities working in the following areas?"

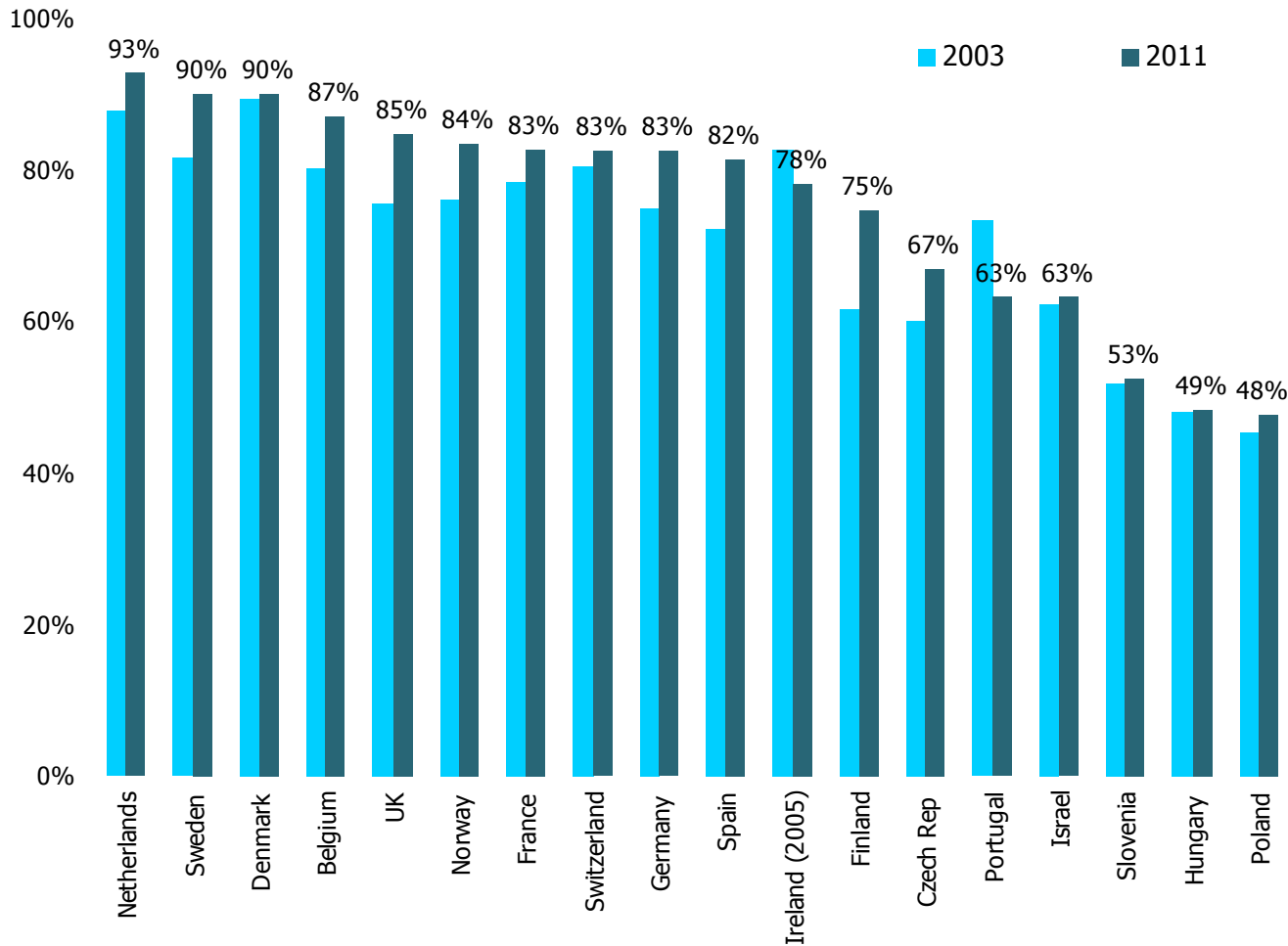
Attitudes to immigration across Europe



Islamic textbook in Finnish schools

“To what extent do you think (country) should allow people from the poorer countries outside Europe to come and live here?”
Allow many or some

Attitudes to homosexuality internationally



“This important legislation is aligned with Starbucks business practices and upholds our belief in the equal treatment of partners. It is core to who we are and what we value as a company... We look forward to seeing this legislation enacted into law”.

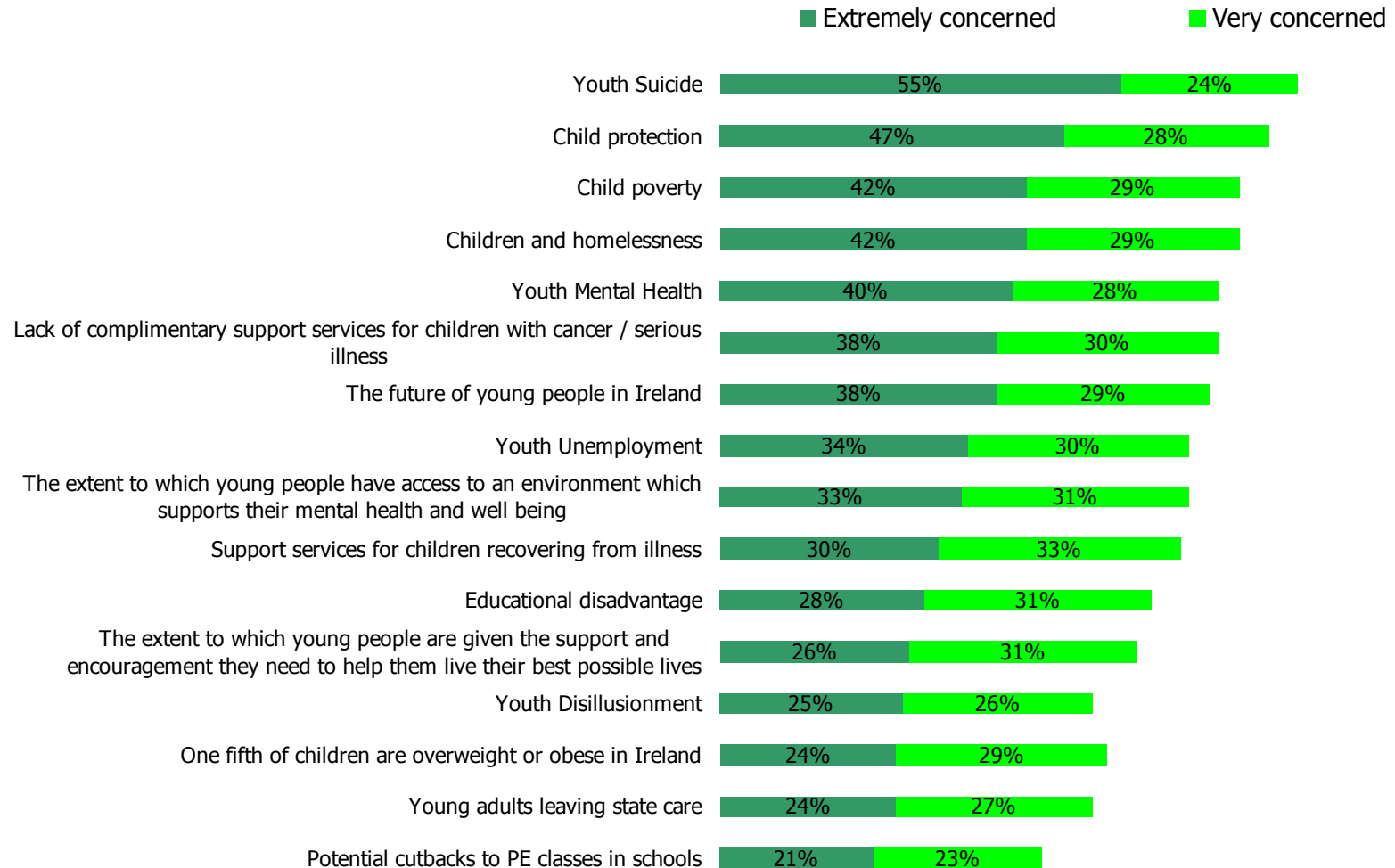
“Gay men and lesbians should be free to live their own life as they wish” | % who agree or strongly agree

Public concerns by sector – summary table

Sector	Issue of greatest concern	% "Extremely Concerned"
Children and Young People	Youth Suicide	55%
Homelessness and Social Welfare	Cost of energy and budgeting for fuel consumption	41%
Health or Disability/Sensory Impairment	Support services for terminal illness	37%
Charities	How your donation is spent	36%
Overseas Aid and Development	Not enough accountability for money spent overseas	35%

Public concerns

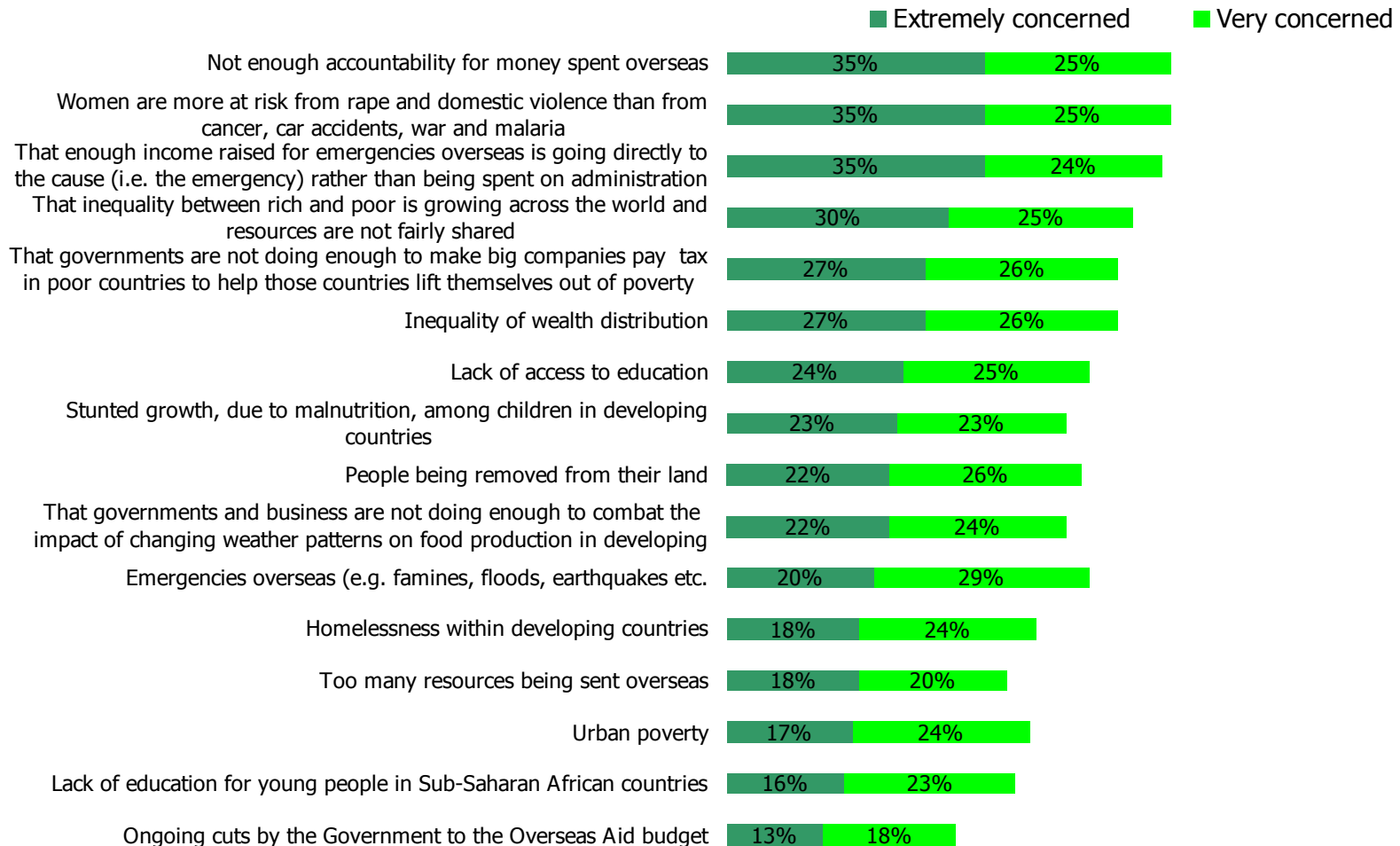
Children and Young People



“Thinking about the following issues related to _____, please state how concerned you are about them.”

Public concerns

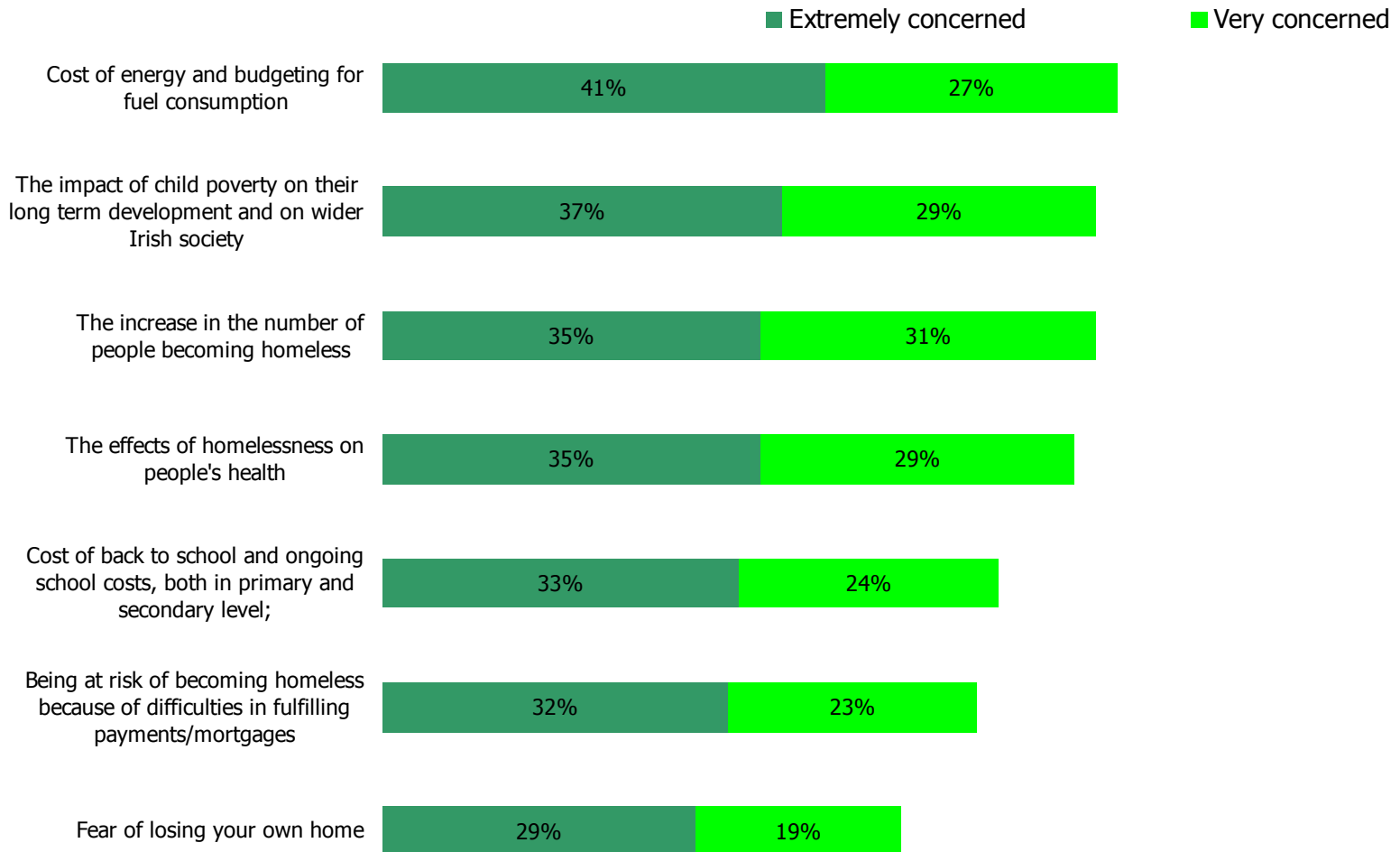
Overseas Aid and Development



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Public concerns

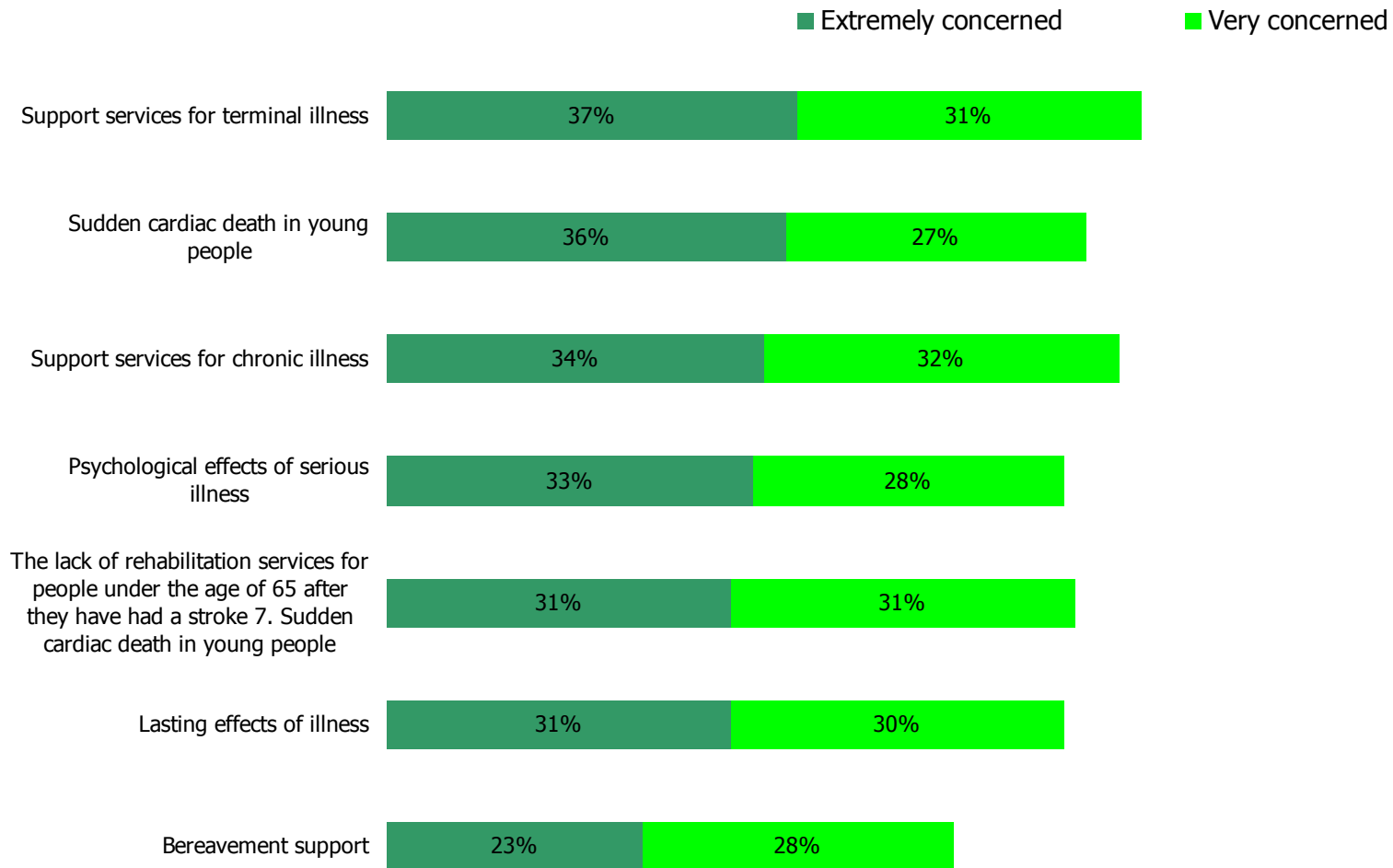
Homelessness and Social Welfare



"Thinking about the following issues related to _____, please state how concerned you are about them."

Public concerns

Health or Disability/Sensory Impairment



"Thinking about the following issues related to _____, please state how concerned you are about them."

Conclusions

- The public think it is ok to spend money on campaigning – about 10%
- Stark differences exist between rights that the public think are being adequately protected
 - Some charities are likely to have a head start
 - Others look to be positively disadvantaged
- Target carefully – including your supporters
- With issues that resonate and avoid the risk of alienating
- Test language carefully



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