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# FUNDRAISING AND ADVOCACY

# OVERVIEW

1. What is social justice advocacy?
2. International picture
3. What is the state of play in Ireland?
4. Strategies

What has advocacy got to do with it?

# SOCIAL JUSTICE ADVOCACY

WHAT DO YOU THINK OF WHEN YOU  
HEAR THE TERM **ADVOCACY**?





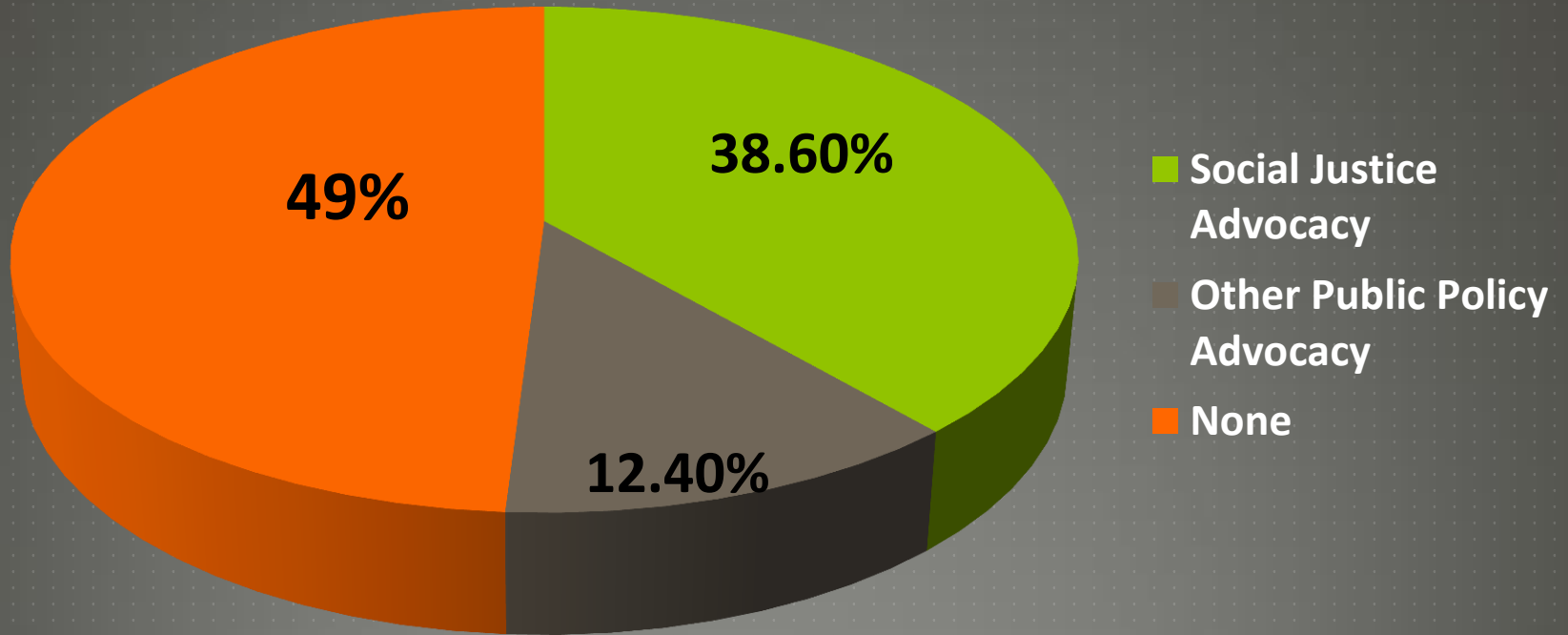


# WHAT IS SOCIAL JUSTICE ADVOCACY?

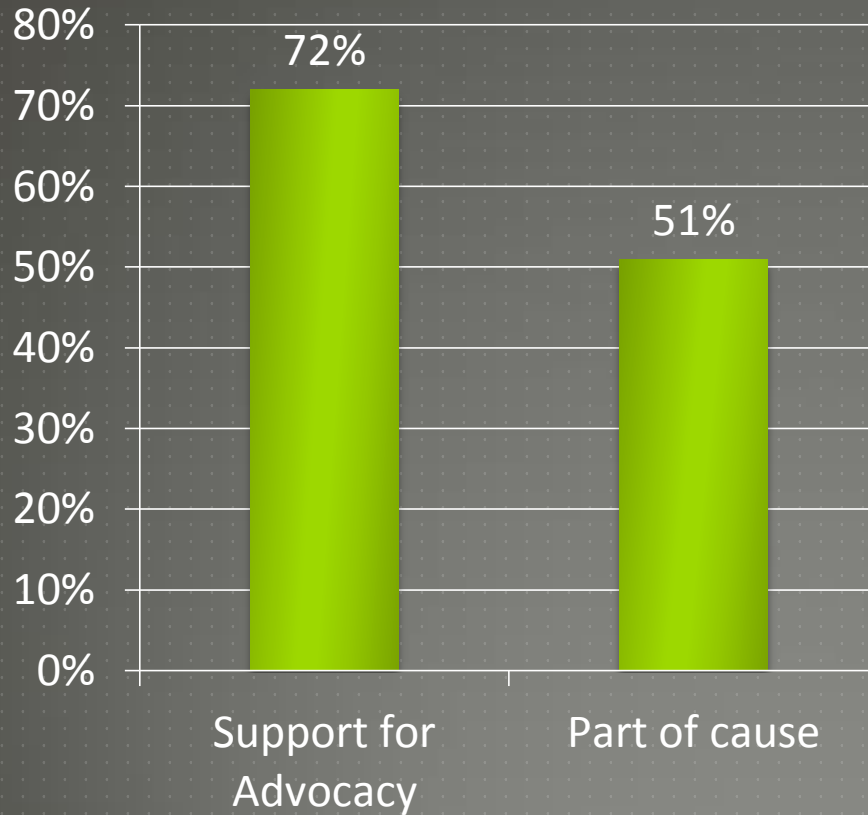
“planned, organised and sustained action/s undertaken by C&V sector organisations, the purpose of which is to influence public policy outcomes, with and/or on behalf of the communities they work with’



# WHO DOES SOCIAL JUSTICE ADVOCACY?



# WHAT DOES THE PUBLIC THINK?



Campaigning activities  
in past 3 months

35% will sign a petitions



6% attend a public demonstration

15% think we  
have  
influence



46% think we  
should have  
influence

Evidence of successful integration

# THE INTERNATIONAL CONTEXT

## GROWTH IN ONLINE GIVING FROM 2010 TO 2011

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2010



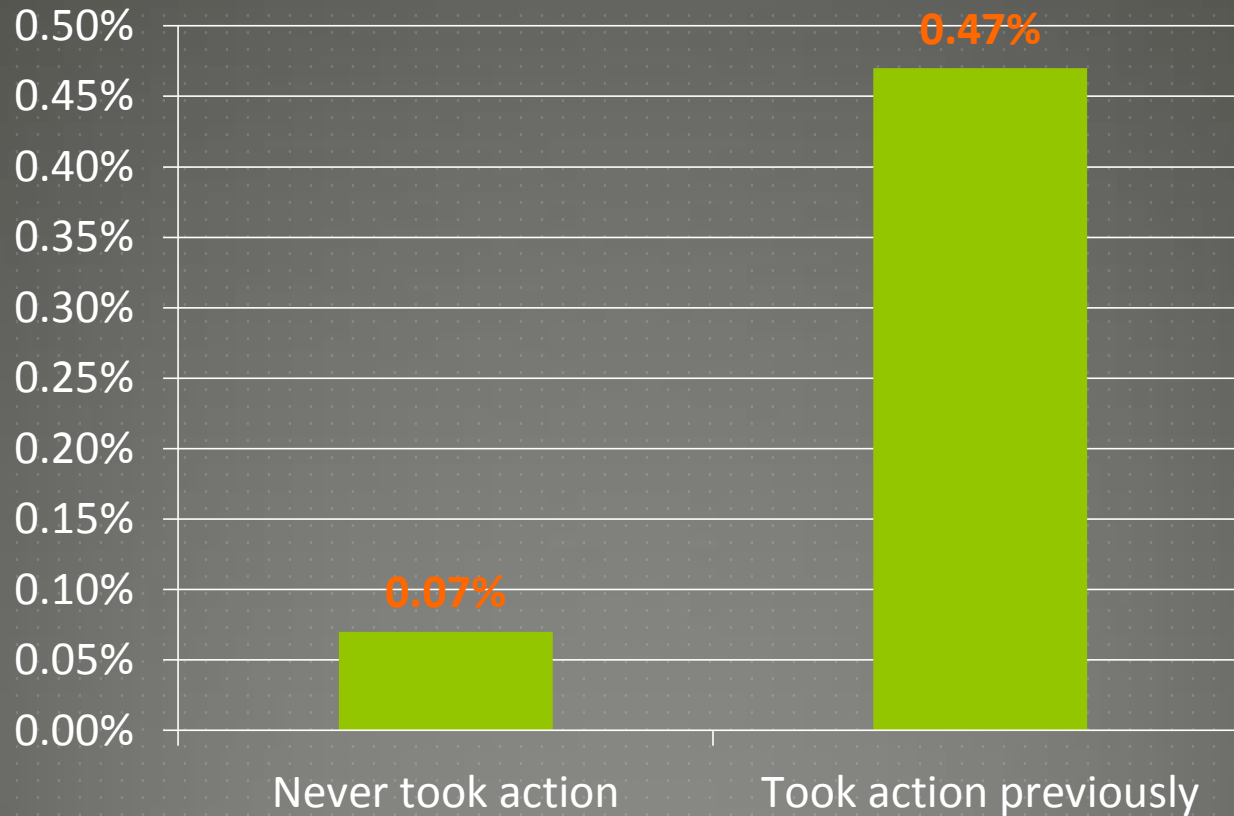
2011



# IS ADVOCACY IMPORTANT TO FUNDRAISERS?

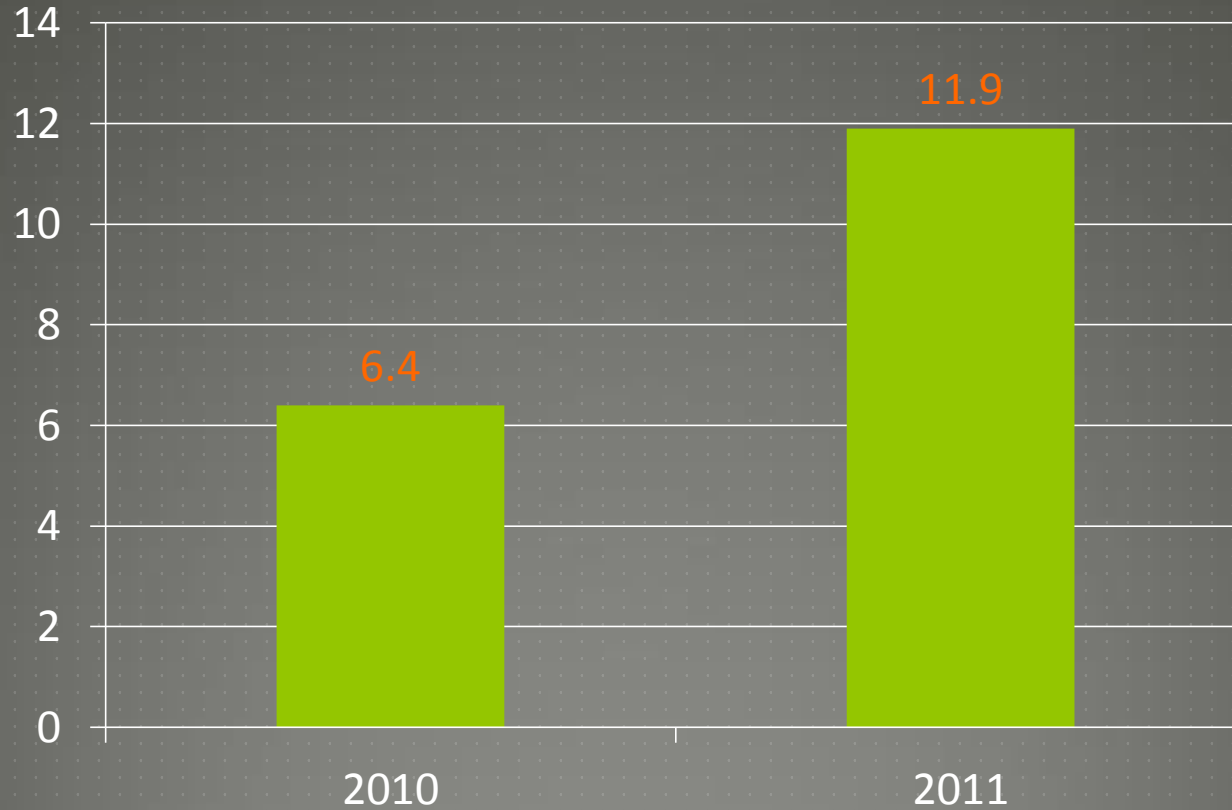
- Identifying and engaging new supporters
  - Keeping supporters involved
  - Online advocacy is a spring board to fundraising
- Combined Advocacy & Fundraising = 200%+ online income (eNonprofit Benchmark Study)

# BUT ACTIVISTS DON'T DONATE?



Source: National Bureau of Economic Research, 2009

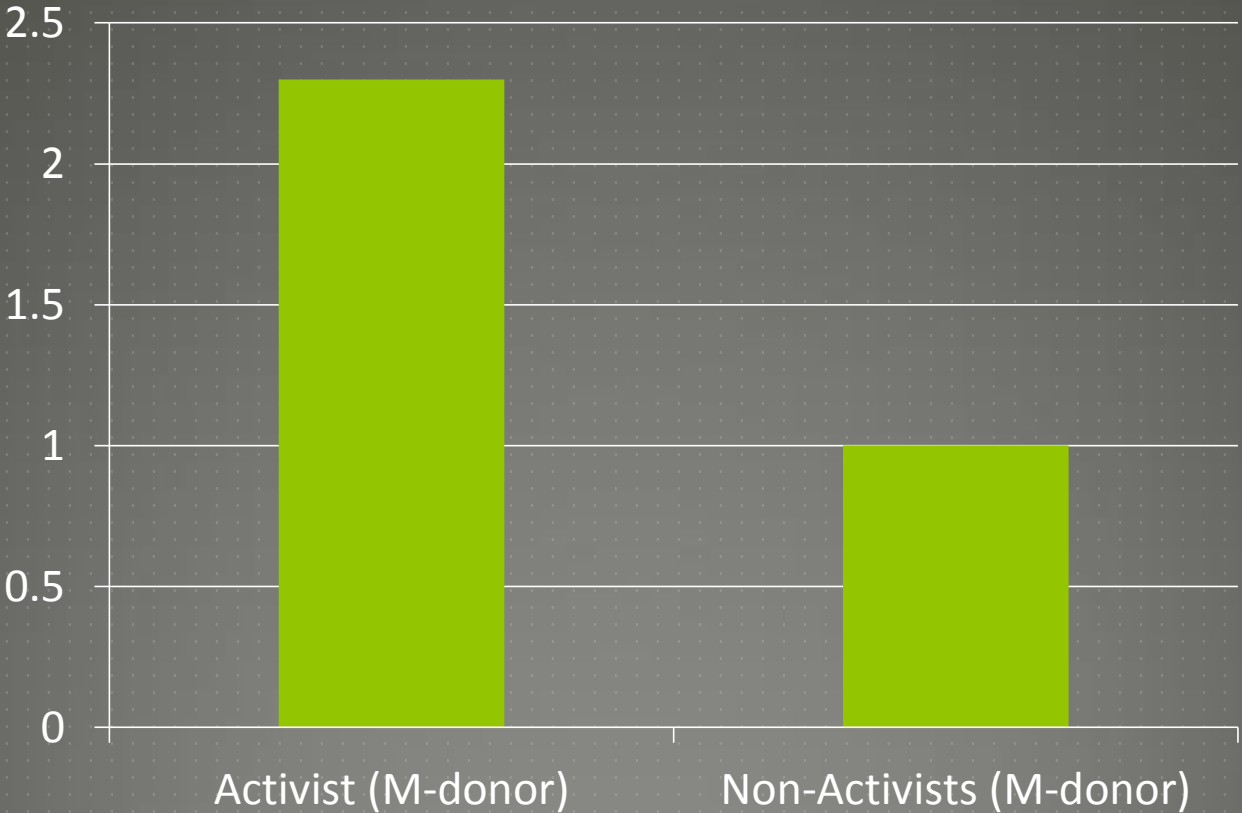
# GROWTH IN ACTIVISTS DONATING



Source: Convio 2012



# ACTIVISM PUTS DONORS OFF?



Source: National Bureau of Economic Research, 2009

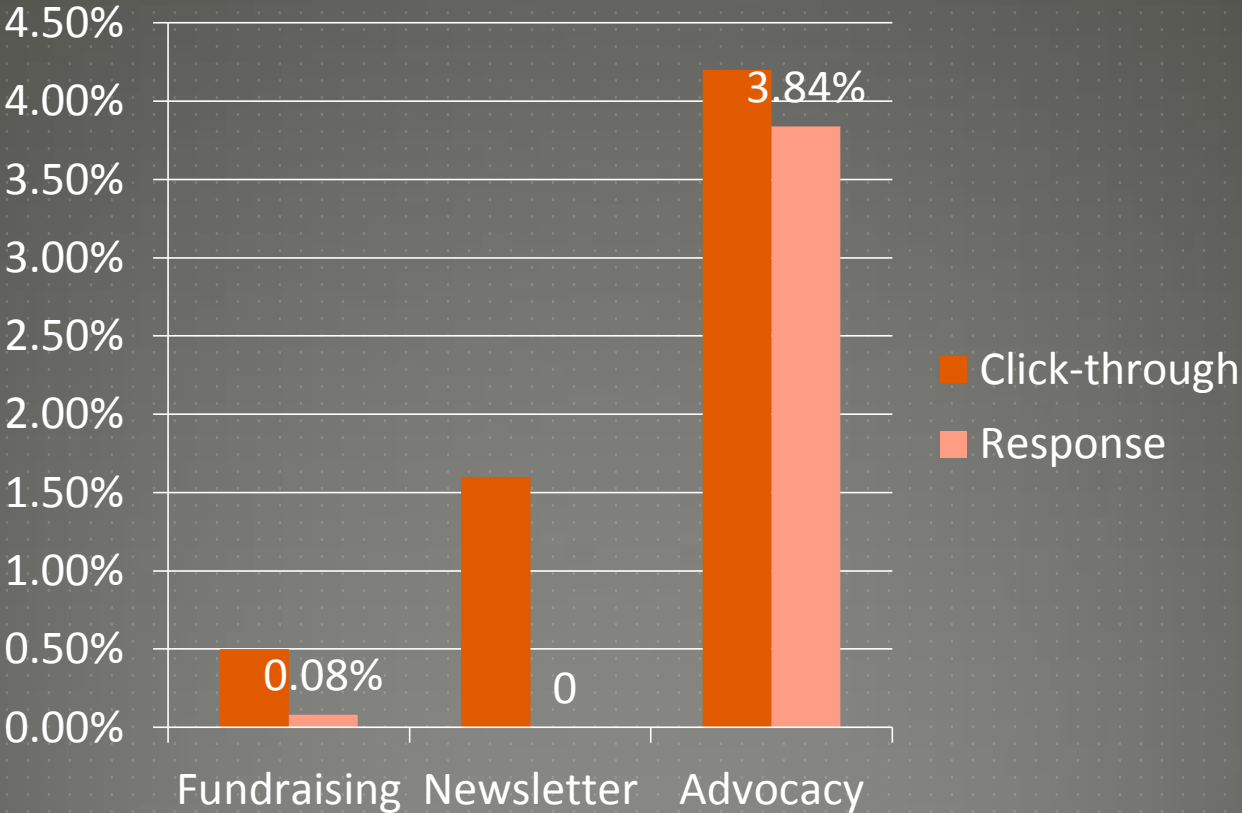
# EMAIL IS STILL KING

No. of emails	Amount raised
<10,000	\$47k
10,001-25,000	\$116k
25,001-50,000	\$145k
50,001-100,000	\$417k
100,001-250,000	\$681k
250,001+	\$733k

Source: Care2

- 35% of online revenue from direct email appeals  
(Source: M&R Strategies)
- Value of an email address = \$12.92 (€10)  
(Source: Convio)

# ADVOCACY GETS A BETTER RESPONSE



Source: M&R 2012

# AN INTERGATED CHRISTMAS CAMPAIGN

# Shelter

**Sign our Christmas card**

*This Christmas, 75,000 of Britain's children are homeless. Sign our card asking David Cameron to address this emergency.*

**Dear Prime Minister**

This Christmas, 75,000 children in Britain will be homeless. They will be living in hotels, B&Bs or other temporary accommodation - places that can have a devastating impact on their health, happiness and chance in life.

The number of families living in B&Bs has increased by more than 50% this year. The overall number of homeless families is rising, too. Families struggling to keep up with the rent or mortgage may end up without a home.

It's calling on you this Christmas to make more affordable homes available to families, so that every child has a decent home and a decent start in life.

**Sign the card**

\* Donates required. View

## Data capture

- 12,000 signed petition
- Mostly new contacts

## Fundraising

- New petition contacts 12 times more likely to give than existing list
- Donors who acted 3 times more likely to give than those who didn't

# REACH OUT TO NEW CAMPAIGNERS AND ACQUIRE NEW DONORS

**care2**  
petitionsite | Care2 | petitionsite | browse petitions | start a petition | my petitionsite | help

**COMPASSION**  
in world farming

## Defend the EU Ban on Barren Battery Cages!

Like 237 | Send | Tweet | +1 | StumbleUpon | Dribbble | DeviantArt

overview | **letter**

**Target:** Caroline Spelman, UK Secretary of State for the Department of Environment, Food and Rural Affairs  
**Sponsored by:** Compassion in World Farming

The egg industry has been given a generous 12 years to prepare for the barren battery cage ban that was passed by the EU in 1999. **Now, with less than one year to go until the ban comes into force, some countries are claiming that they still cannot be ready in time, and are requesting delays and exemptions.** They are even suggesting that the sale of illegally produced battery eggs should be permitted in their country of production.

Any delay or weakening of the ban would mean egg-laying hens continuing to suffer in cramped, barren battery cages where they are denied recognition of their most basic behavioural needs -- scratching for food, laying eggs in a nest, roosting, dustbathing, and even stretching their wings.

Help us to defeat this attempt to derail vital EU legislation by taking action now. **Write to Caroline Spelman, UK Secretary of State for the Department of Environment, Food and Rural Affairs to tell her that there can be no excuses, no exemptions and no delays.**

signatures: 15,711  
deadline: January 11, 2012  
signature goal: 20,000

share this & help it succeed  
post to facebook | tweet this | email your friends | get the widget

Prefix: --  
First Name:   
Last Name:   
 don't display my name  
Email:   
Country: United States  
Street Address:  City:   
State: --select-- Zip:   
Phone (optional):   
(optional)  
Why do you support the 20 mph movement? (These comments will be added to your letter.)

**sign now**  
 Share my signature as Facebook

By signing, you accept Care2's terms of service.  
Your email and postal address will remain private.

Having problems signing this? Let us know.

## Data capture

- 15,700 signatures
- 9,000 new campaigners

## Fundraising

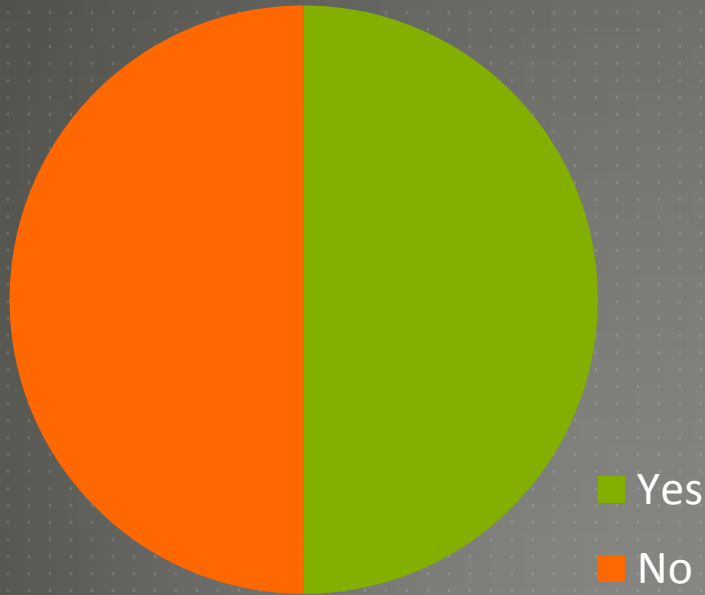
- 5.8% conversion to donors over 18 months
- 16% via telephone
- 80% of phone conversions were to monthly giving

Who is making the link?

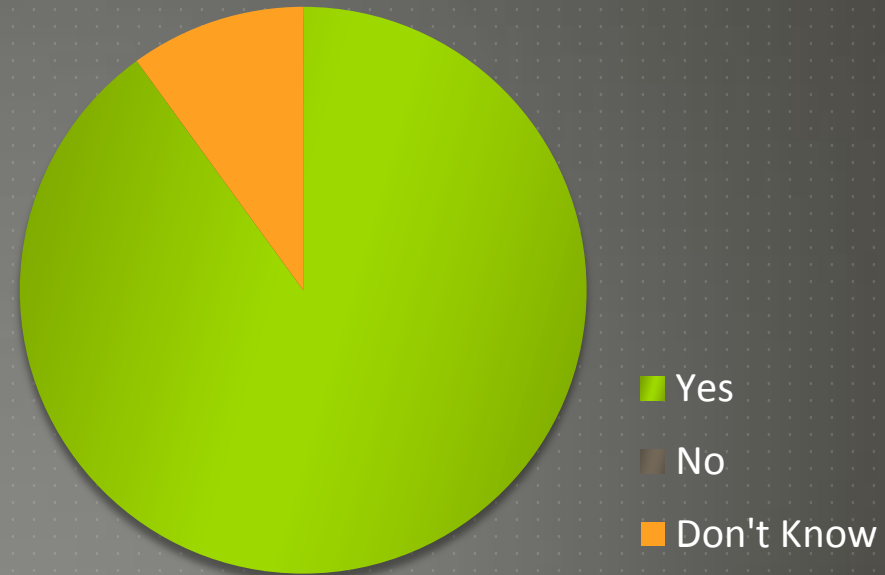
# THE IRISH CONTEXT

# MINI SURVEY

Does your organisation link its fundraising and advocacy work



Is your organisation thinking about strengthening the link between advocacy and fundraising in the future?



# WHAT'S THE CURRENT STATE OF PLAY?

“Some donors fund you for advocacy –  
others hate you for it!”

“There is a tendency ... to frame an issue differently”

“advocacy will always want to keep a distance with a  
corporate donor, ...tendency for fundraising is to snuggle up”

“fundraising messages can be hampered”



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Help Us Fundraising

You are here: Help Us Fundraising Organise an event School books campaign

### School books campaign



**Help cut the cost of school books**

Education is a right, and it's supposed to be free. But Ireland is one of only 4 European countries to make even the poorest pay for books. It's a shocking burden on hard-pressed families.

**By the time they leave school, a family with four children will have spent as much as €300 on school books that, most of the time, can't even be reused.**

The constant flow of unnecessary new editions means that families are forced to keep forking out for new texts, while tonnes of books end up dumped, it's crazy - and unnecessary.

**A book rental scheme – free for all**

In most European countries schools run school book rental schemes, where schools buy the books, and rent or loan them out to students in return for a small fee or deposit.

**Add Your Voice**

The cost of school books is an unnecessary burden on families. We call on the Minister for Education to cut the cost of education by ensuring that compulsory, properly-funded book rental schemes are set up in all schools in Ireland.

\* All fields are required

First Name: \*

Last Name: \*

Email Address: \*

Sign Petition

Newsletter Sign Up

Enter your email address

Subscribe

## Rationale

- Initiated by fundraising to increase visibility

## Email captures

- 9,148 petition signatures
- 6,683 opted in
- 90% email list growth
- 20% campaign click through

## Fundraising

- Significant increase in both donors and donation amount
- Positive response from existing donors

# FOUNDATIONS

- A good advocacy campaign – a single message
- Leadership buy-in
- Campaigns and fundraising working together
- Tools - single CRM
- Capacity building and know how

# KEY LEARNINGS

International evidence shows that

- Activists are 7 times more likely to give
- Donors who have taken action are more likely to give than those who have not
- Advocacy can be resource generating

There are fears about connecting fundraising and advocacy, but:

- There is a positive public perception of advocacy – but should have more impact.
- Donors not necessarily put off by activism – but make it easy

There is a need for increased knowledge and capacity

- Campaigners and fundraising can work together better
- Integrated campaigns strengthen supporter relationships

# CONTINUING THE CONVERSATION...

Now....

Later...

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