

**SHEILA
MCKECHNIE
FOUNDATION**
POWERING CAMPAIGN PEOPLE

CAMPAIGNER SURVEY RESULTS
2017

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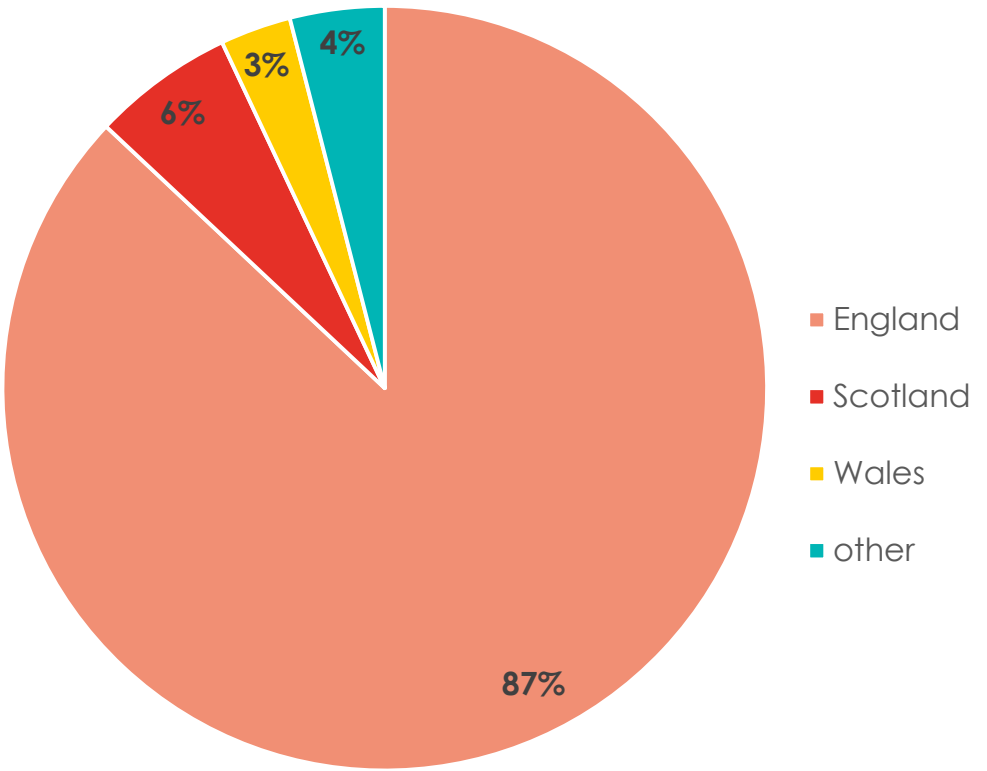
About you.

Who responded?

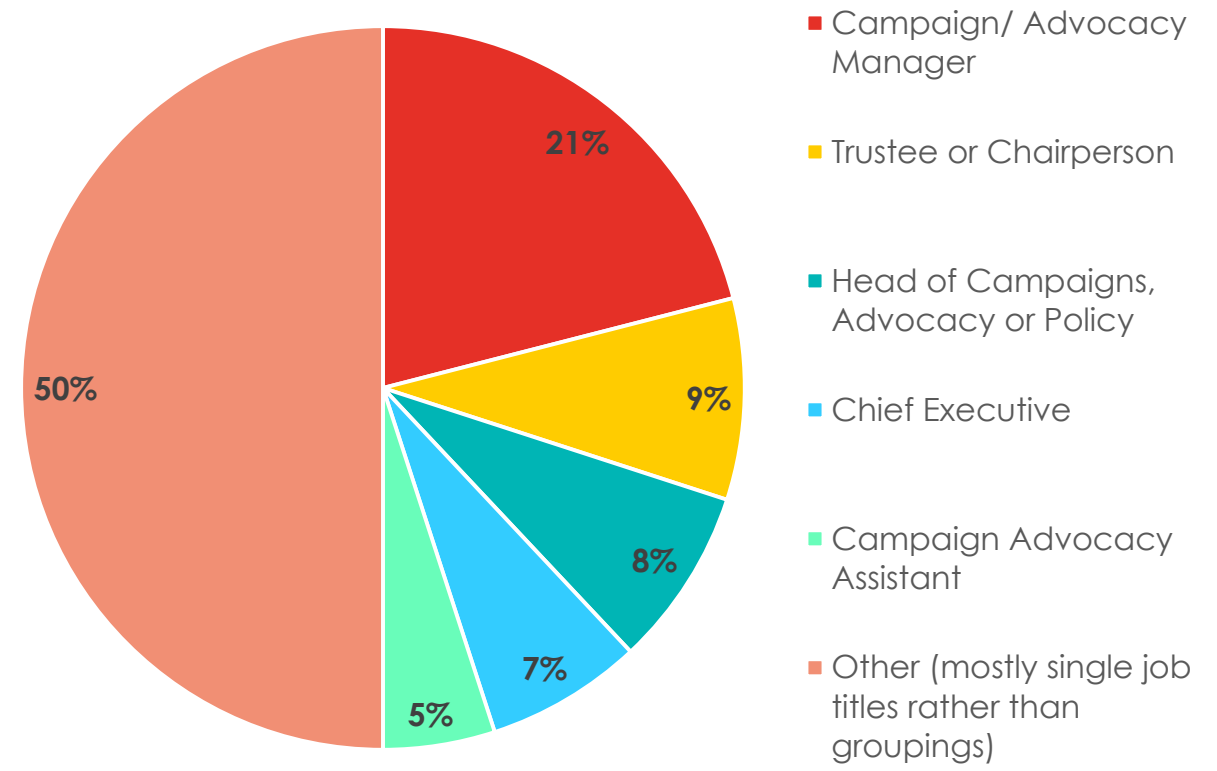
151 individuals

78% in paid job roles

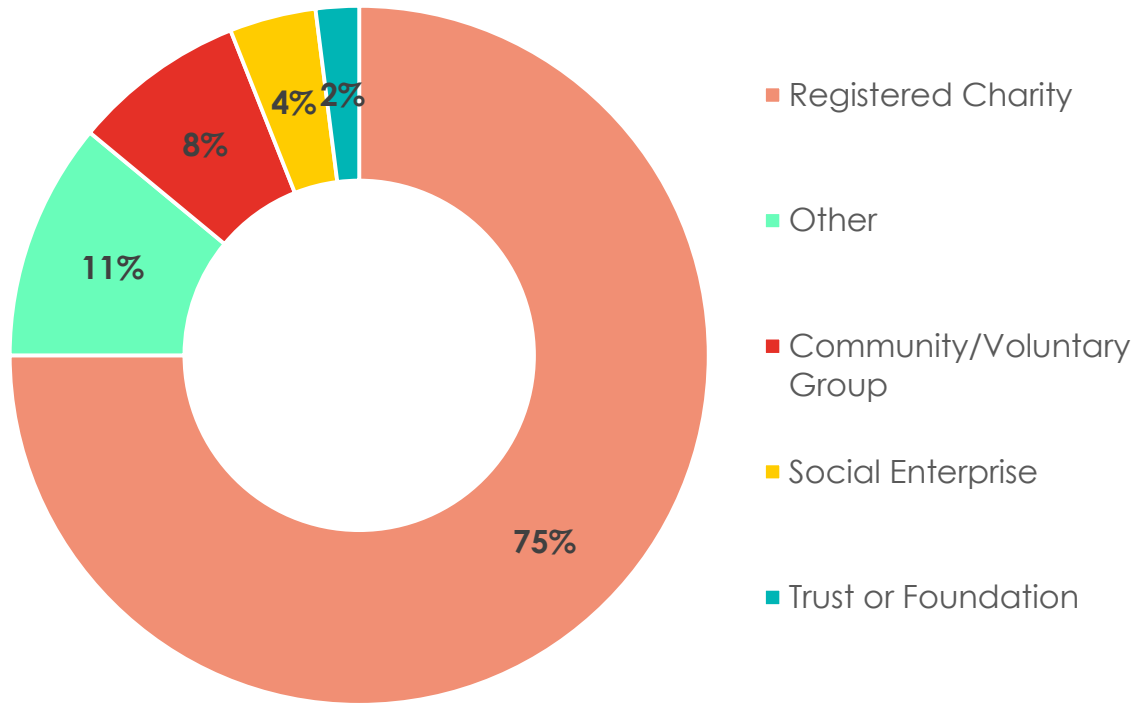
Location.



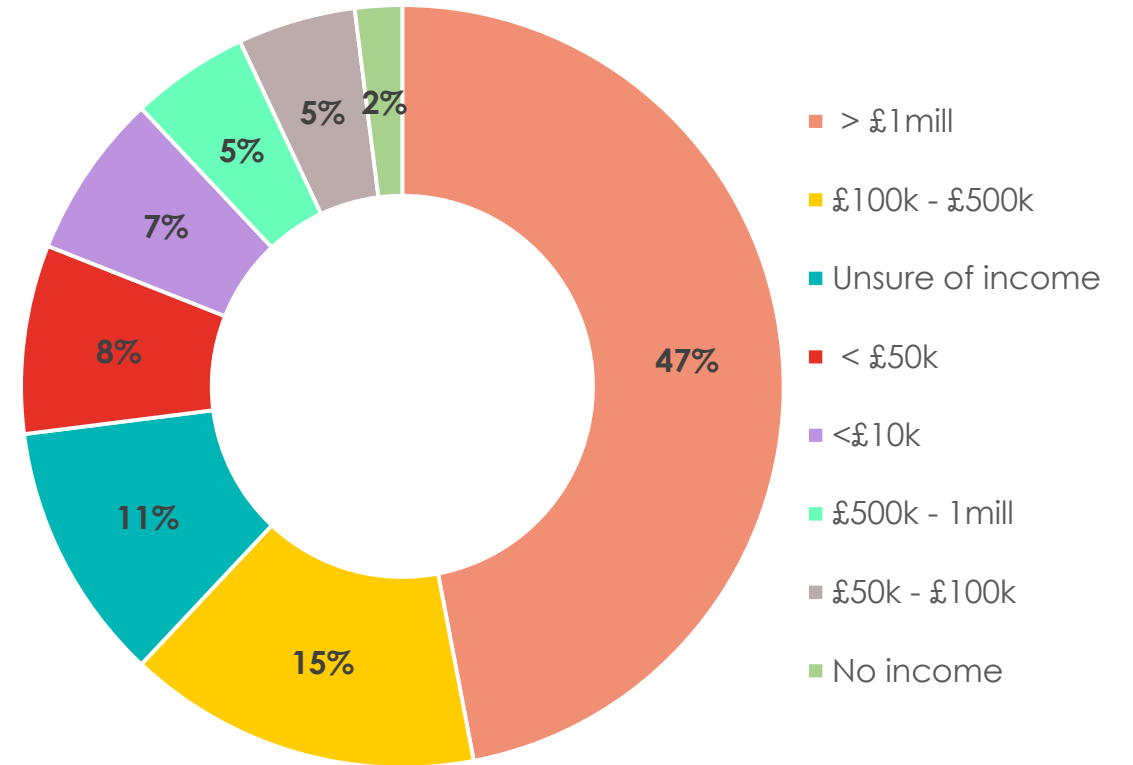
Job roles.



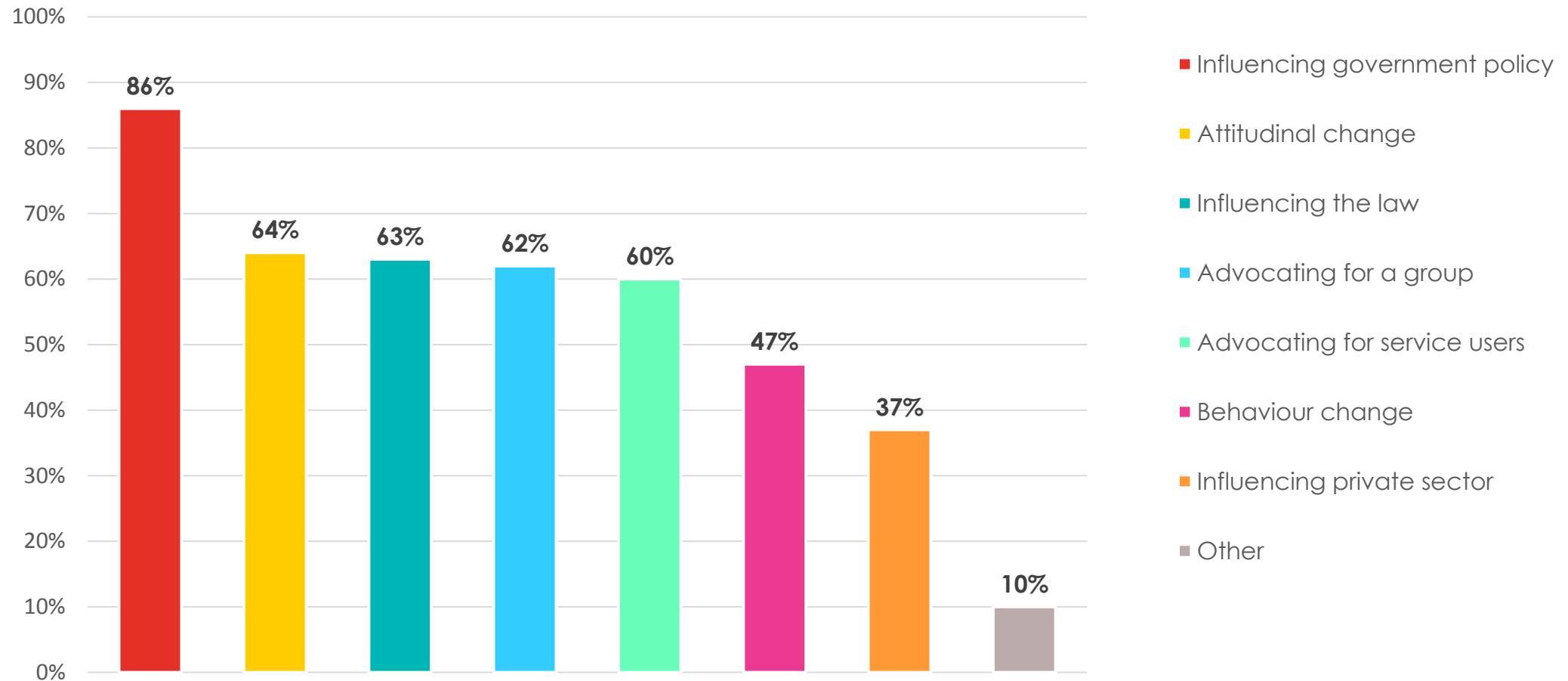
Types of organisation.



Income.



Campaigning activities



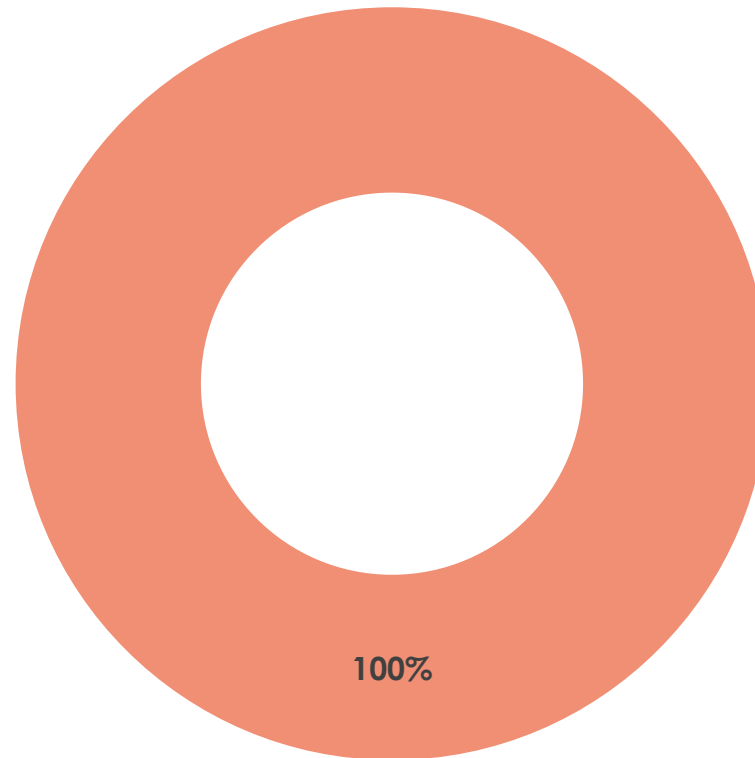
What words did they use to describe themselves?



The campaign environment.

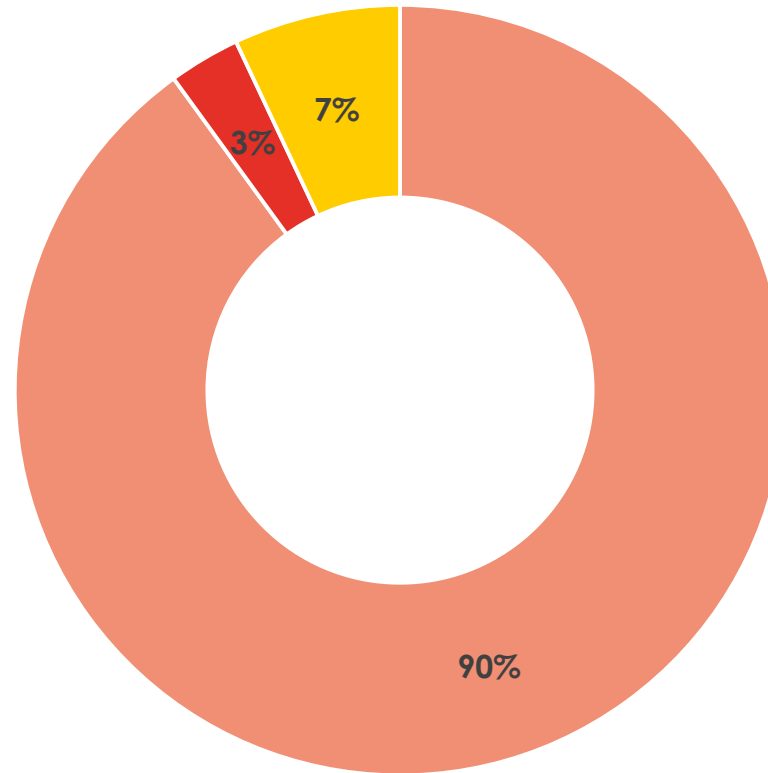
What did they tell us?

Do you believe that campaigning is a legitimate activity for in the voluntary, community and social enterprise sectors (VCSE) organisations?



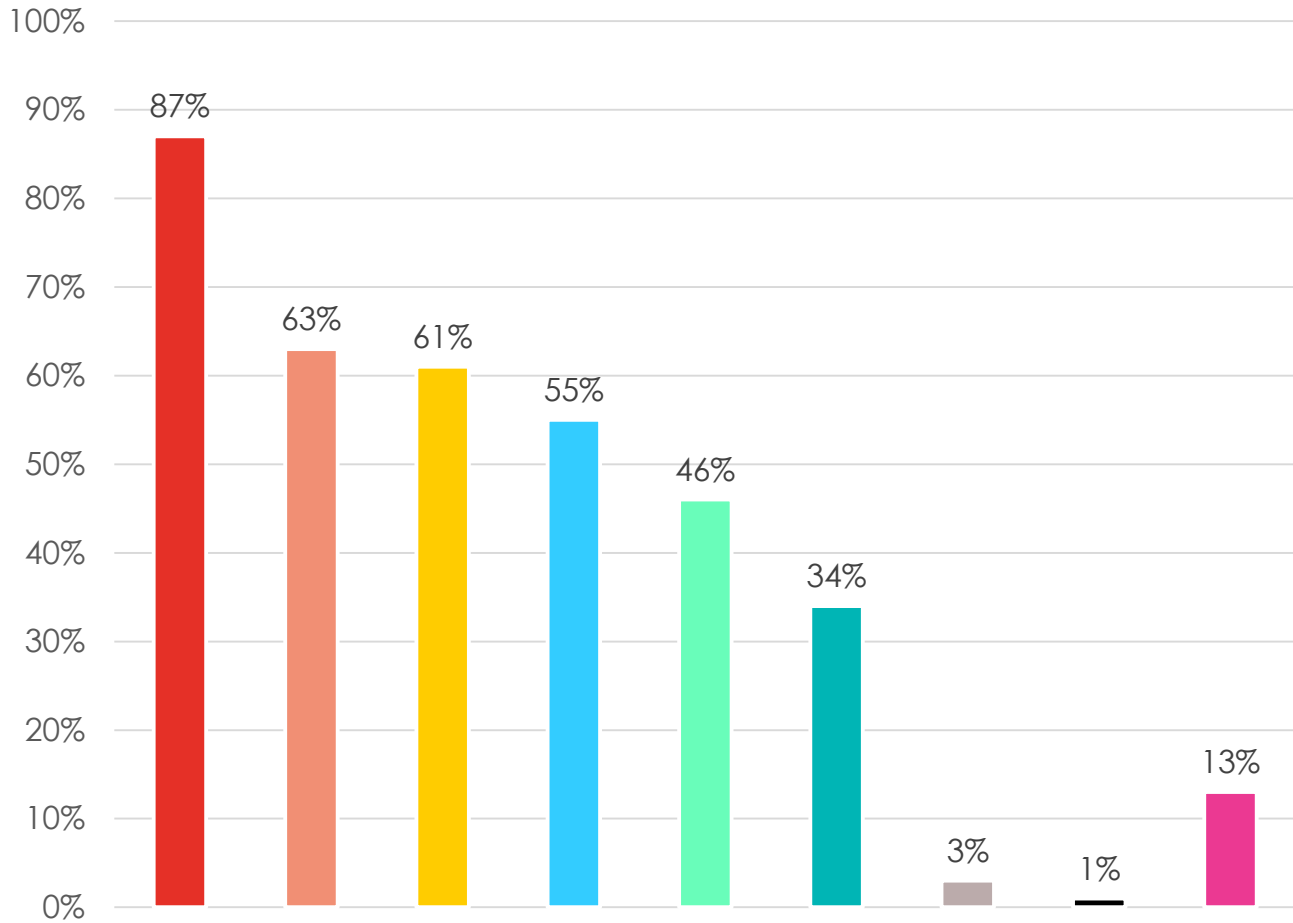
■ Yes

Do you think that there are threats to the legitimacy of campaigning?



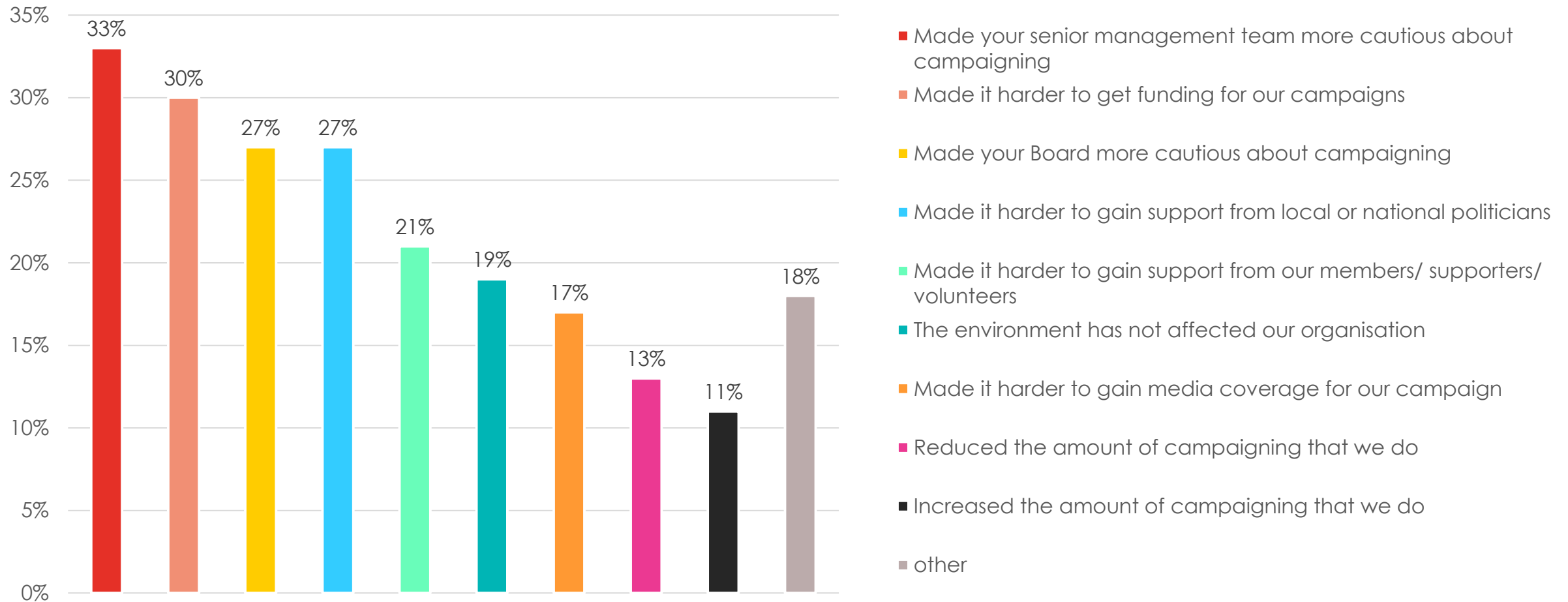
■ Yes ■ No ■ Unsure

What do you think are the current threats to the legitimacy of campaigning?

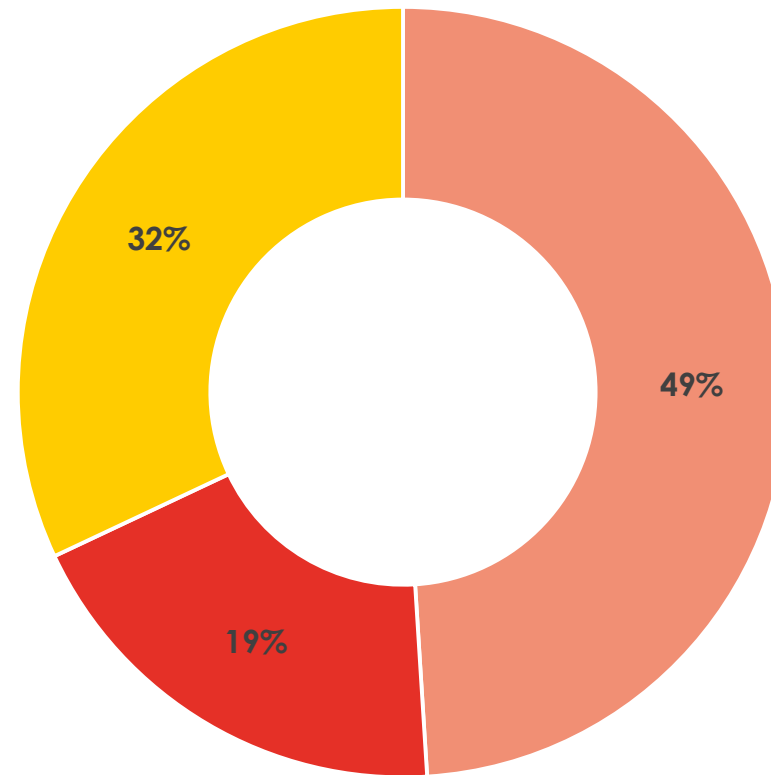


- Measures introduced by Government, such as The Lobbying Act
- Senior managers and trustees being more cautious about campaigning
- Conditions of funding discouraging campaigning
- Negative media coverage of the work of the VCSE sector
- A negative public view of the VCSE sector
- Guidance from the Charity Commission of England and Wales
- Guidance from the Office of the Scottish Charity Regulator guidance
- I do not think there are threats to campaigning
- Other

How has the recent environment around campaigning affected your own organisation or group in the last 3 years?



Have things got worse in the past year for campaigning?



■ Yes ■ No ■ Unsure

If you said yes, why?

Main themes:

Government measures, including Lobbying Act

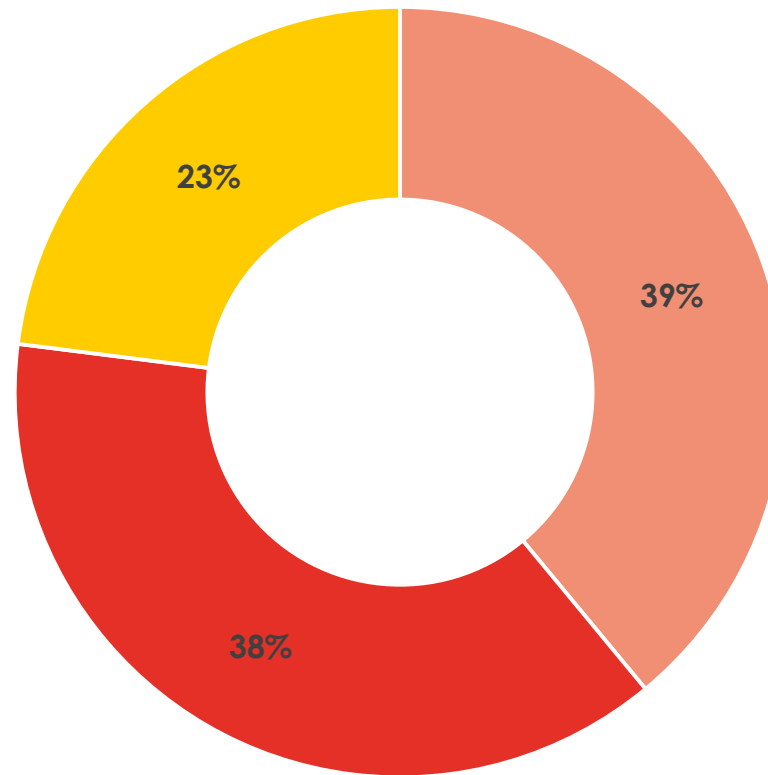
Risk aversion amongst organisational leaders, **fear of reprisal**

Continuous **negative discourse** from media and people in power

Political climate and agenda means **fewer opportunities** to campaign

Funders reluctant to support campaigning

Has anything helped make the campaign environment more supportive?



■ Yes ■ No ■ Unsure

If you said yes, why?

Main themes:

Increased public awareness and appetite for change, more people stepping forward to be activists.

Greater **collaboration**, more **coalitions**, more **mutual support**

Leaders within the sector who **carry on campaigning**, **speaking up** and **making the case** for it – both individuals and organisations

Better technology, including **social networks**

What do you think that VCSE organisations should be doing to improve the environment for campaigning?

Main themes:

Tell a **clearer, more compelling story** about why we campaign & why it's important

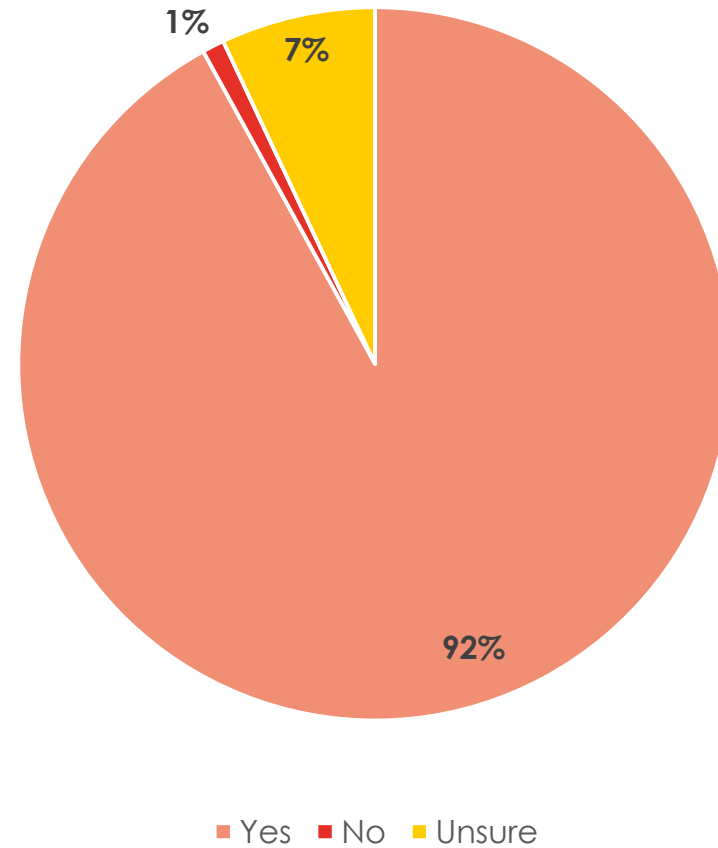
More collaboration, coalition-working and information sharing

Lift unreasonable restrictions on campaign activity, including Lobbying Act

Be braver, speak out and campaign against injustice, be led by your mission and your beneficiaries, be comfortable with making people uncomfortable

Be better, build skills and knowledge, improve techniques, increase transparency, maintain standards (eg impartiality or data protection)

Do you think that there will be a need for more campaigning by VCSE organisations in the next 12 months?



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