

SMK Annual Campaigners Survey



Who responded?

100

individuals

89%

based in
England

78%

in paid roles
and in a
mixture of job
roles:

Chief Executive 13%

Campaign/ advocacy manager 18%

Trustee or chairperson 8%

Head of campaigns/ advocacy or policy 7%

Campaign/ advocacy assistant 1%

Other 53% (mostly single job titles rather than groupings)



Who responded?

Types of organisation

- **67%** in a registered charity.
- **15%** in a Community/ voluntary group.
- **14%** in Other.

- **42%** in organisations with an income > £1 mill
- **14%** in organisations with an income £100k - £500k
- **12%** in organisations with an income £50 - £100k
- The rest in smaller organisations.

Involved in a wide range of campaigning activities:

- Influencing central or local government policy - **81%**
- Advocating on behalf of or with a certain community or group of people - **57%**
- Influencing the law - **57%**
- Advocating on behalf of or with service users or beneficiaries - **54%**
- Attitudinal change - **54%**
- Behaviour change - **44%**
- Influencing private sector companies - **36%**
- Other - **6%**

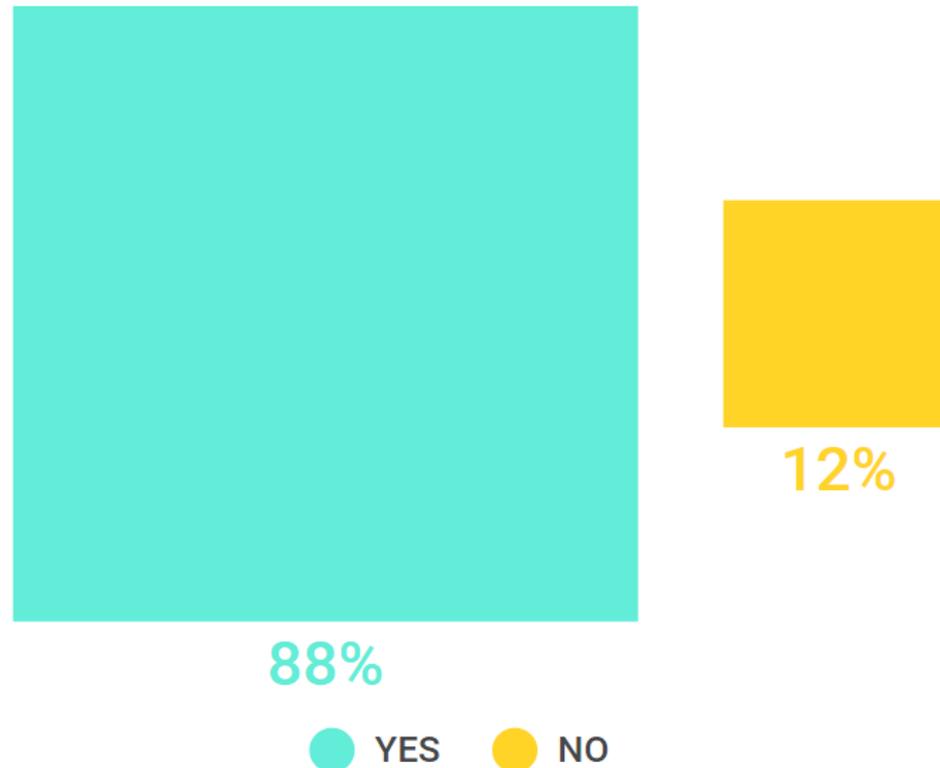
What did they tell
us?

What words did they use to define campaigning?



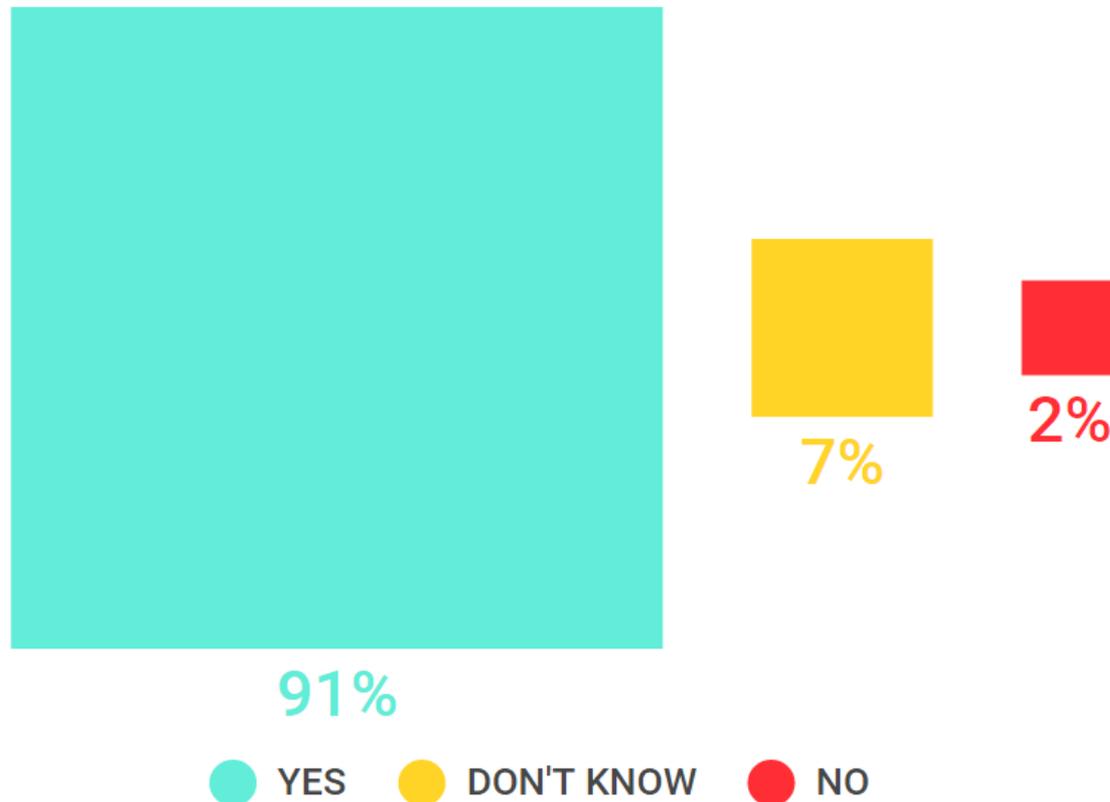
Some people believe that there should be limits on campaigning...

Do you believe that individuals and groups in the VCSE sector should be free to campaign on any issue they want?



But the vast majority believe that there are threats to campaigning...

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



And those threats come from a number of different sources, both external and internal

What do you think are the current threats to the legitimacy of campaigning?
Pick as many as you wish

Negative media coverage of the work of the VCSE sector	65%
Conditions of funding discouraging campaigning	63%
Senior managers and trustees being more cautious about campaigning	53%
Guidance from the Charity Commission of England and Wales	52%
Campaigning has become seen as too risky or something that VCSE organisations should not be involved in.	52%
A negative public view of the VCSE sector	48%
Other	33%
Guidance from the Office of the Scottish Charity Regulator guidance	9%
I do not think there are threats to campaigning.	1%

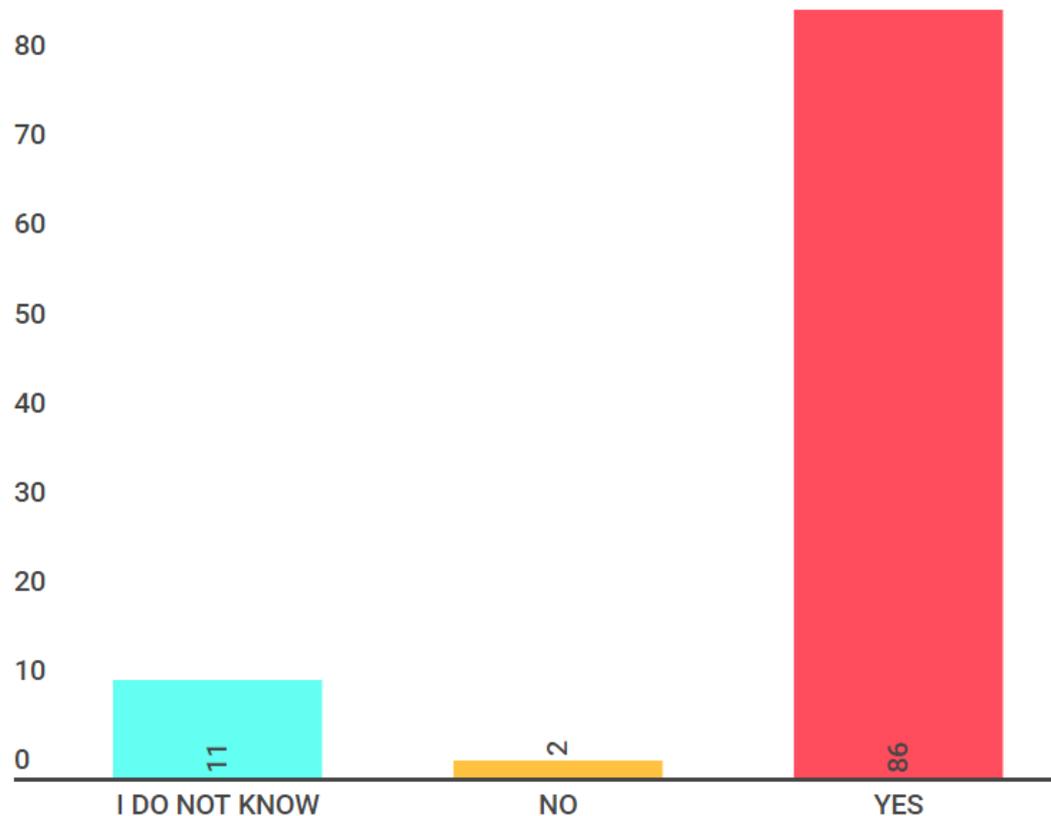
The main impacts have been on funding, influence and internal appetite for campaigning

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

Made it harder to get funding for our campaigns	36%
Made your Board more cautious about campaigning	35%
Made your senior management team more cautious about campaigning	31%
Made it harder to gain support from local or national politicians	30%
Made it harder to gain support for campaigns from our members/ supporters/ volunteers	23%
Other	23%
Reduced the amount of campaigning that we do	21%
Made it harder to gain media coverage for our campaign	20%
The environment has not affected our organisation	15%
Increased the amount of campaigning that we do	11%

Vast majority believe they will be a need for more campaigning in the near future:

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



What should SMK be doing? Big support for proactive comm's

SMK is considering the following activities to improve the environment for campaigning, which ones should we prioritise? Pick as many as you want.

