

**SHEILA
MCKECHNIE
FOUNDATION**
POWERING CAMPAIGN PEOPLE

Campaigner Survey Results

2019

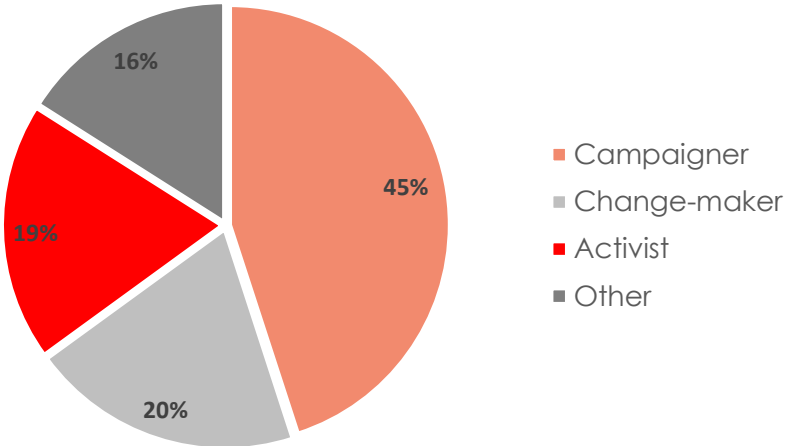
www.smk.org.uk
@SMKCampaigners

About you.

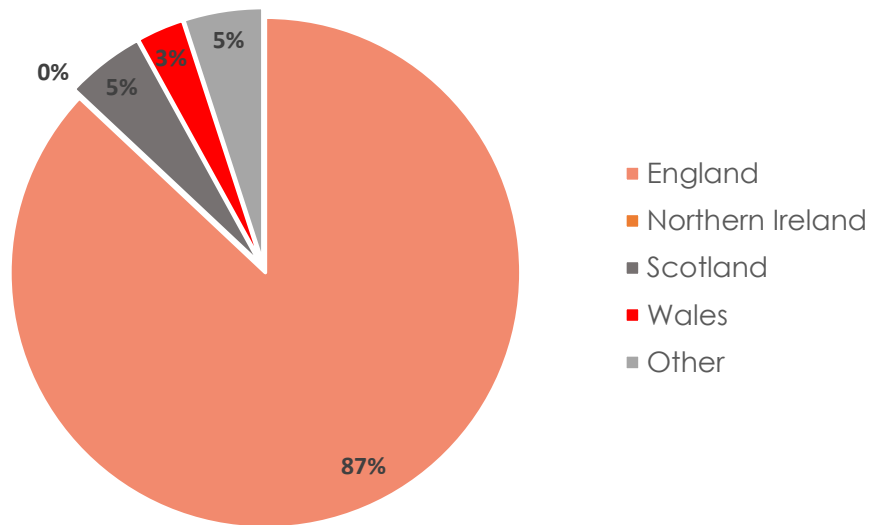
Who responded?

189 respondents

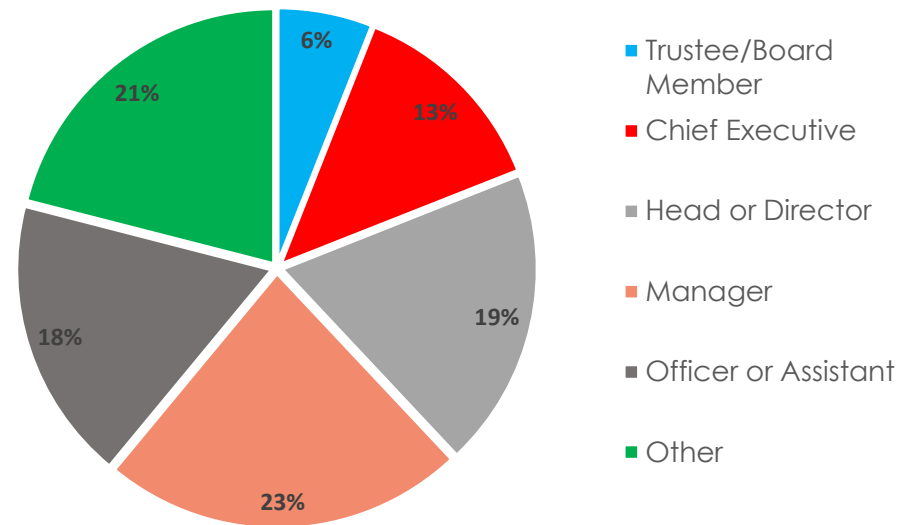
Do you think of yourself as a campaigner, a change-maker, an activist, or something else?



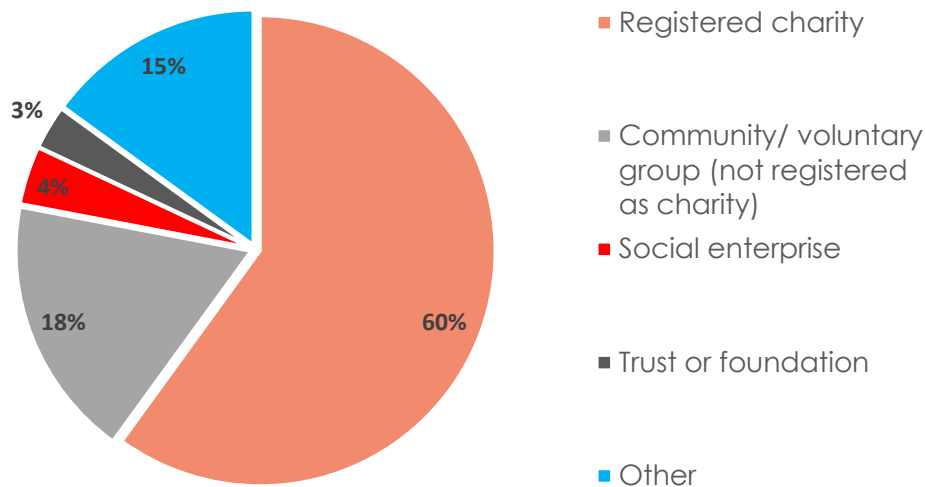
Where are you based?



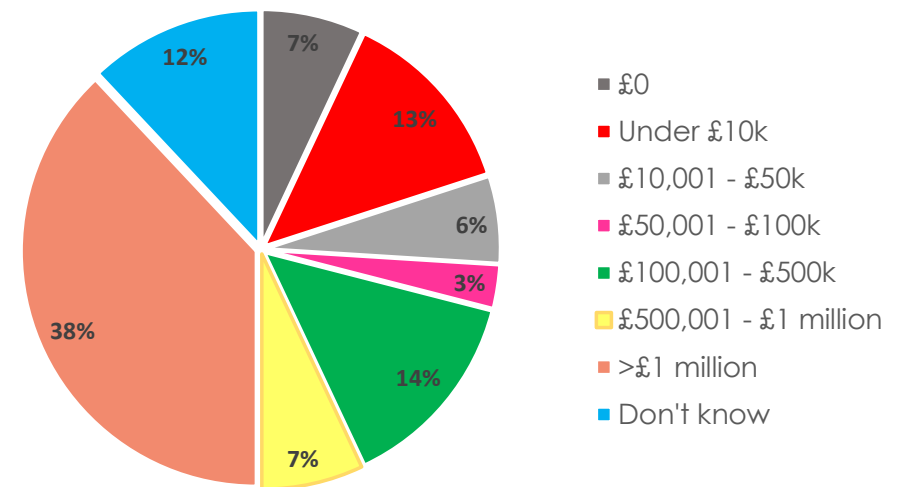
Job title



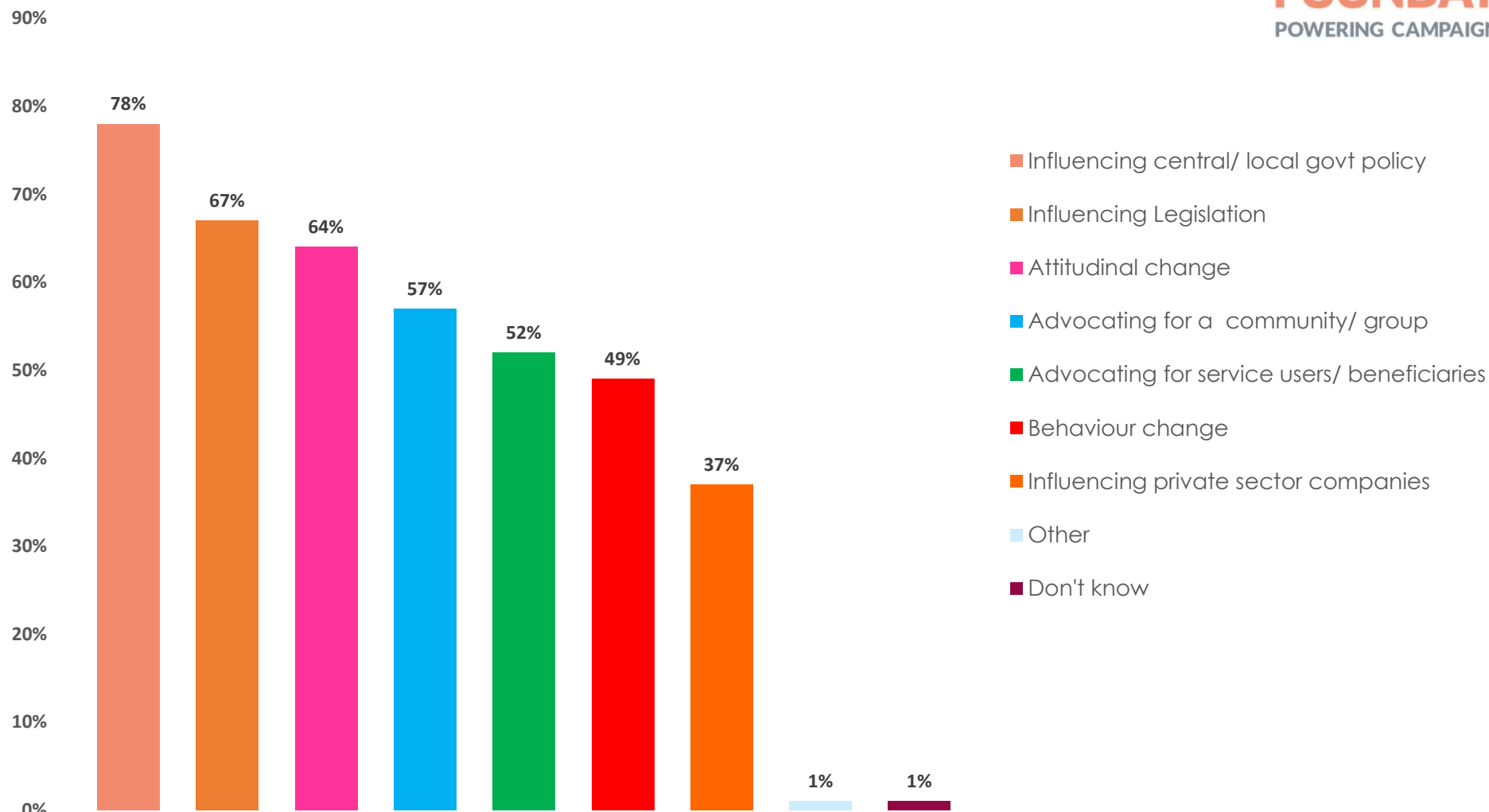
Type of organisation



Turnover of organisation

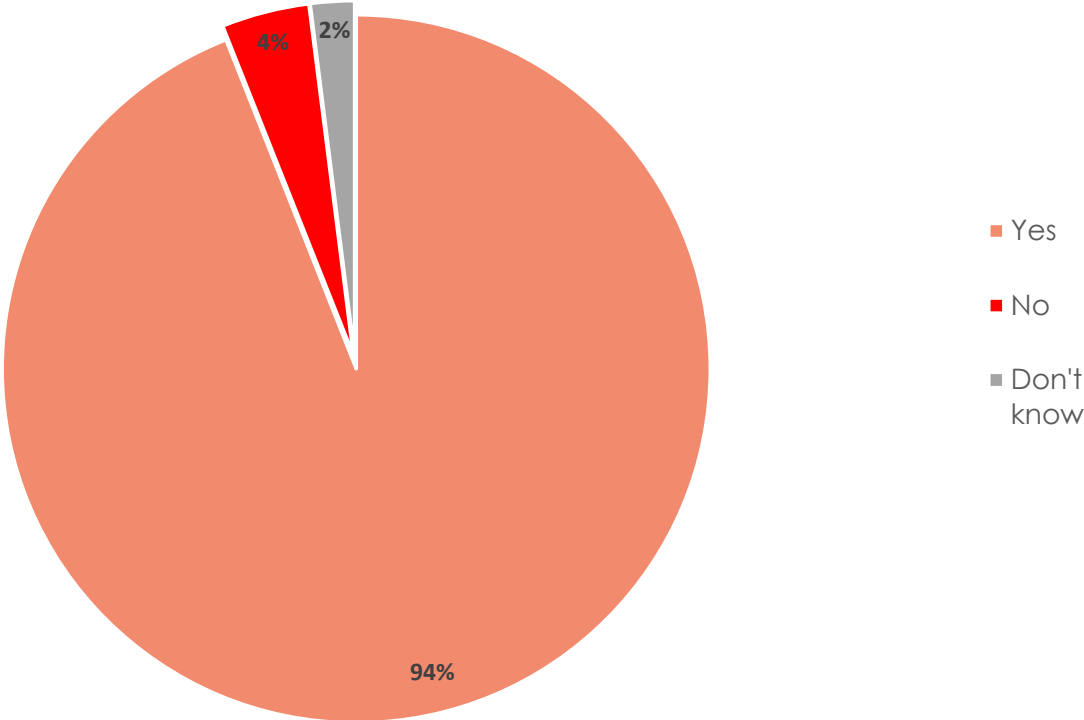


Organisation's campaigning activities

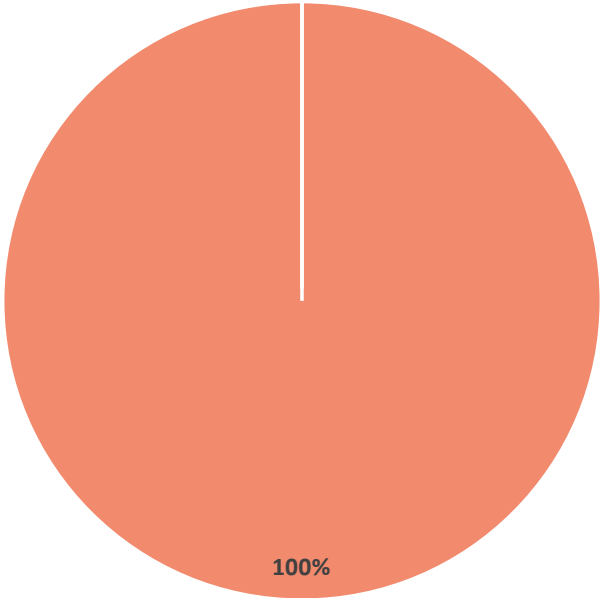


The Campaigning Environment

Does your organisation regard campaigning as a vital way to deliver its mission?

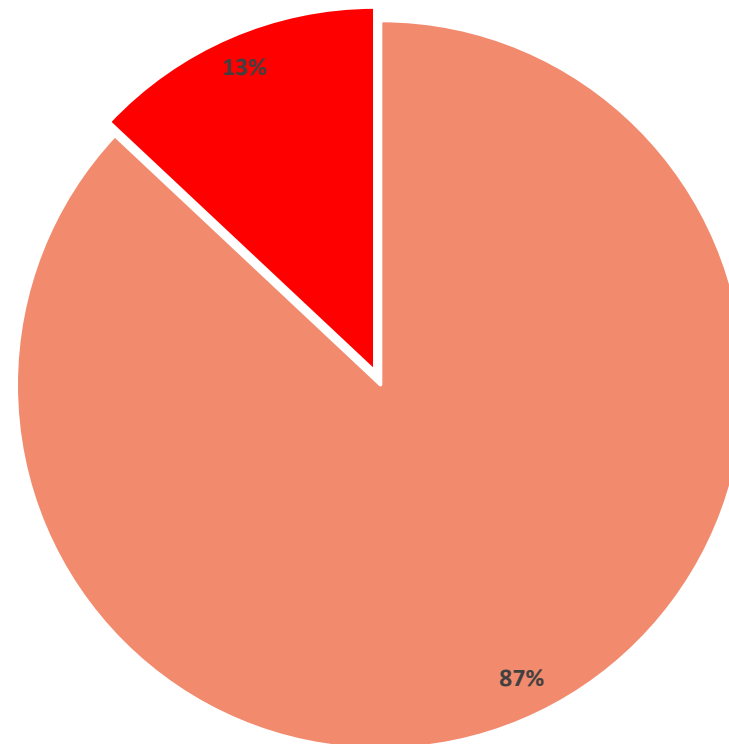


Do you believe that it's legitimate for civil society organisations to campaign for changes to policy, law, attitudes and behaviours?



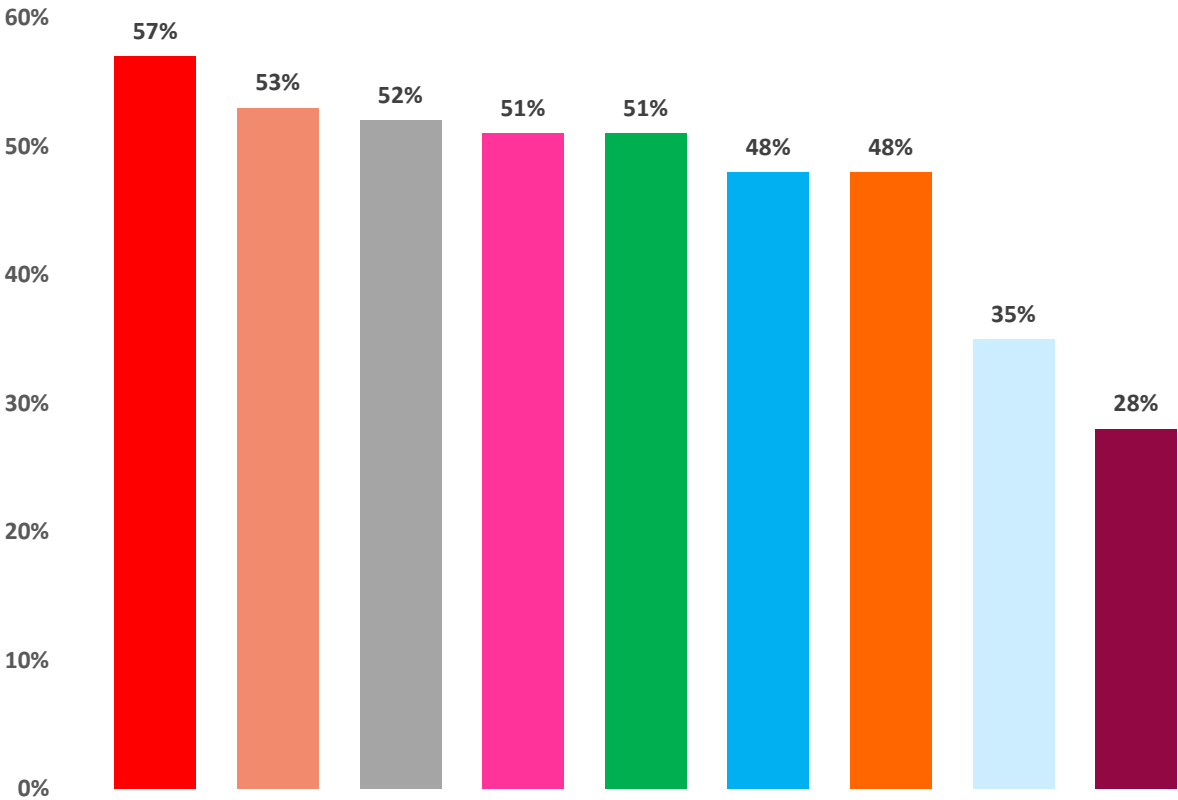
■ Yes

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



- Yes
- No

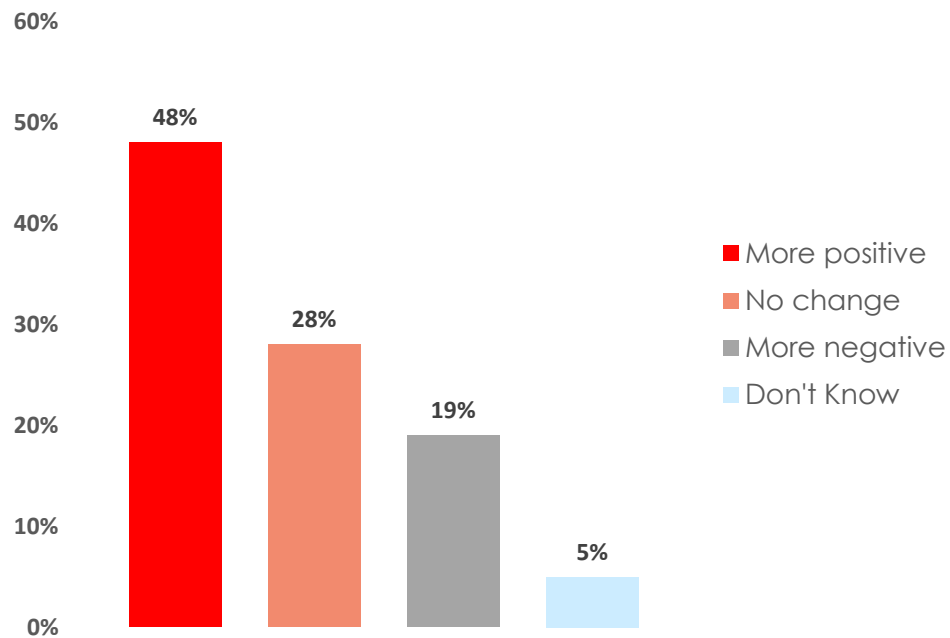
What factors do you think are threatening the legitimacy of campaigning?



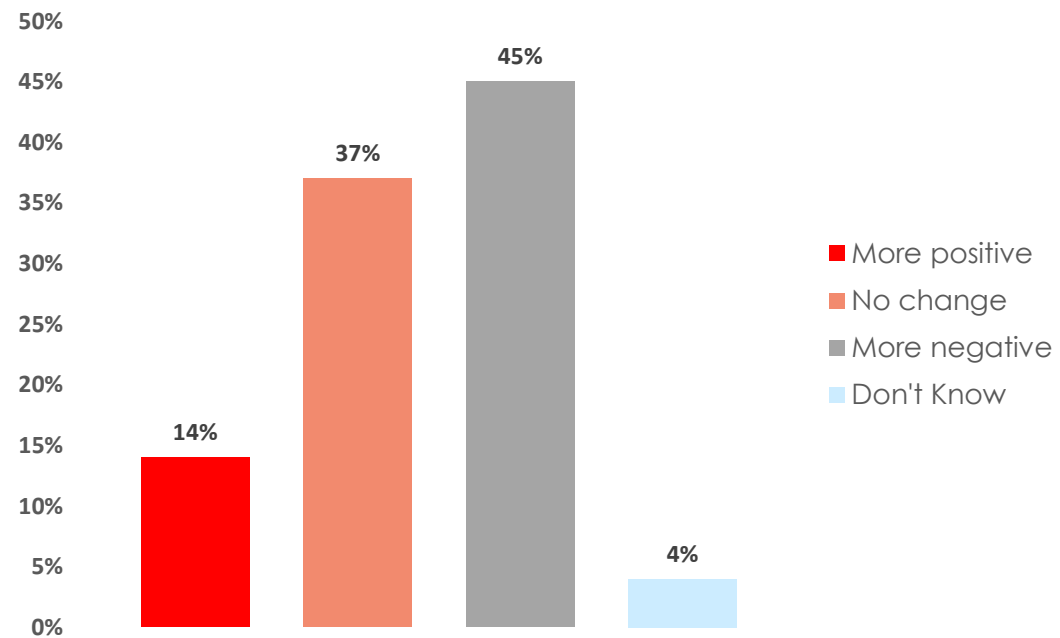
- Conditions on funding that prevent lobbying, campaigning or advocacy
- Civil society isn't as confident and proud about its right to campaign as it should be
- General lack of awareness about what civil society campaigning has achieved
- Funders disinclined to fund campaigning activity
- Negative views of politicians on civil society campaigning
- The Lobbying Act and its regulation
- Negative media coverage of civil society
- Negative public view of civil society campaigning
- Guidance or decisions from charity regulators (e.g. the Charity Commission or Office of the Scottish Charity Regulator)

Overall, in the past year, have you noticed any changes in attitudes to civil society campaigning amongst...?

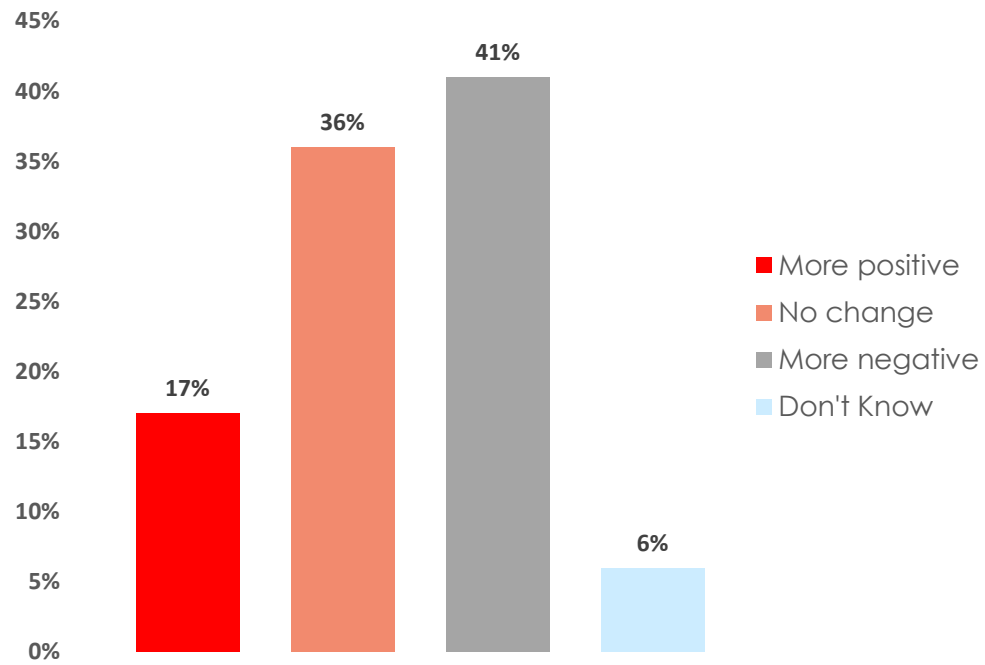
THE PUBLIC



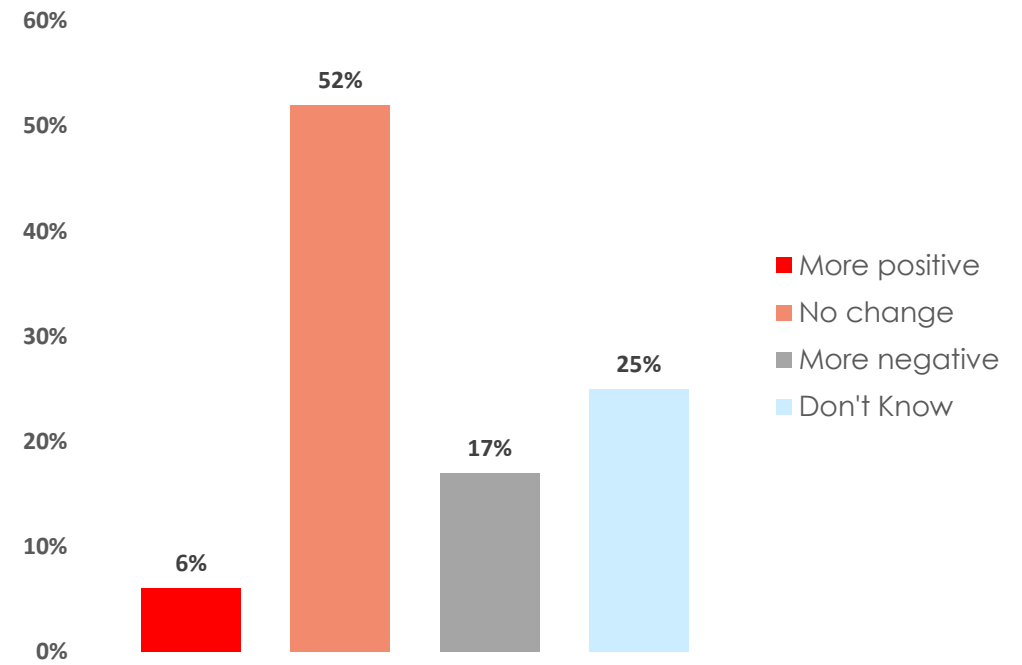
POLITICIANS



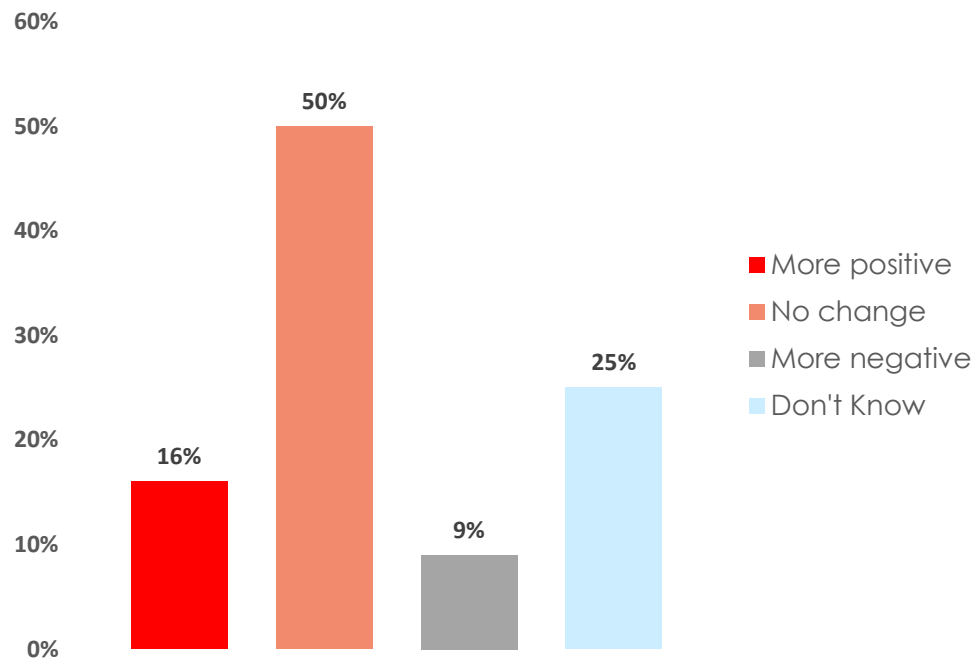
MEDIA



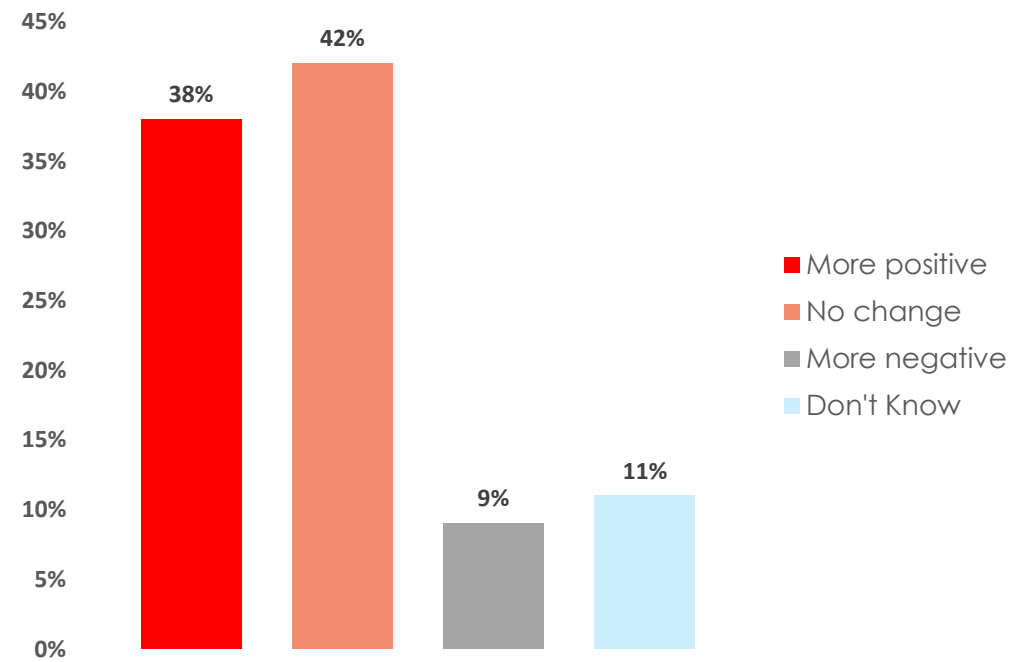
FUNDERS (PUBLIC)



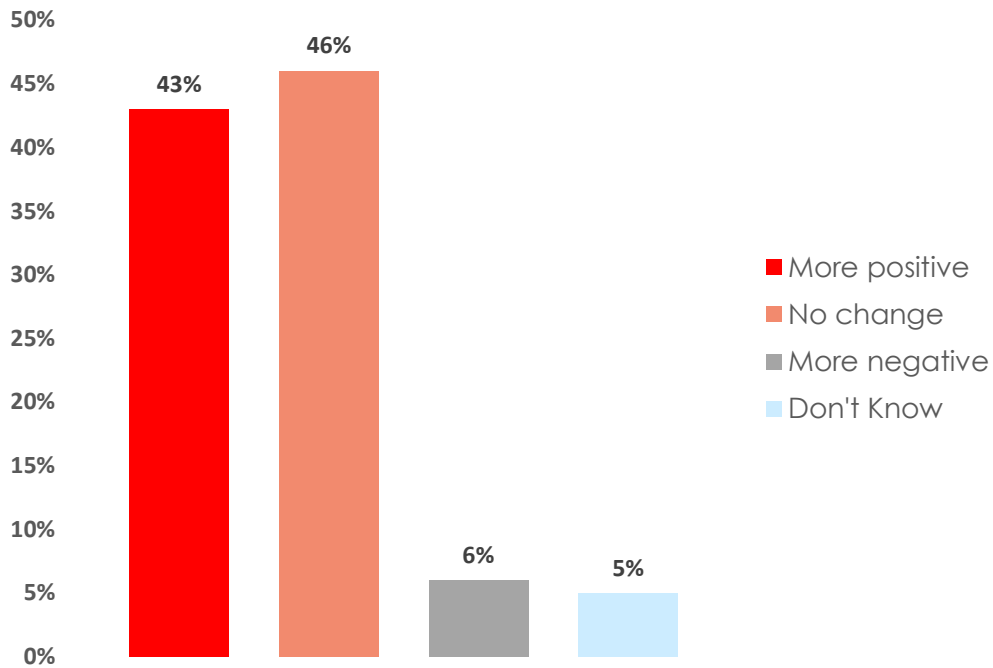
FUNDERS (INDEPENDENT)



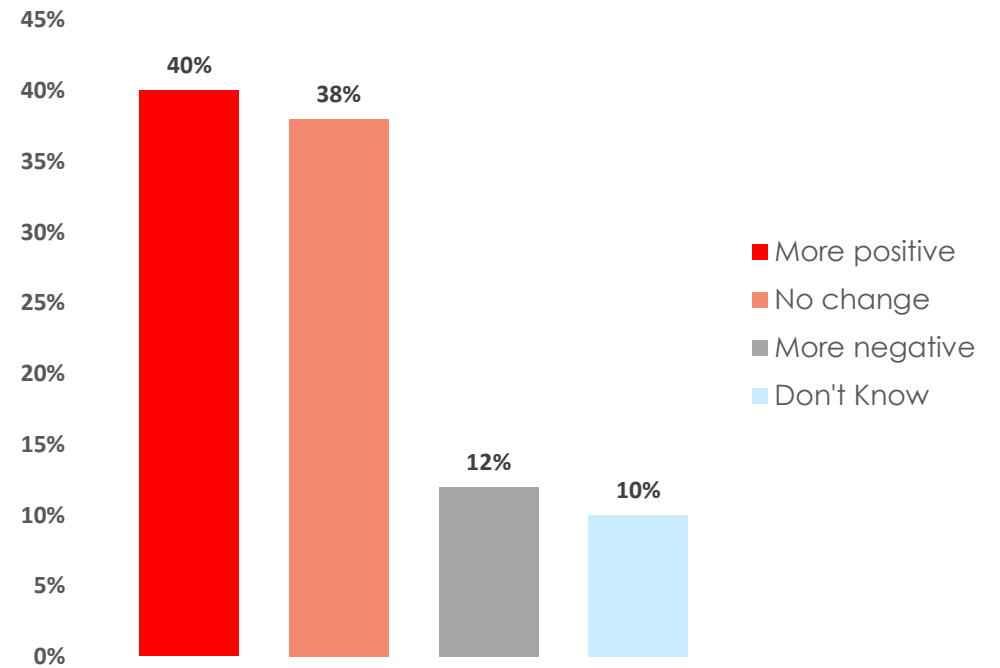
MY BOARD AND SENIOR LEADERS



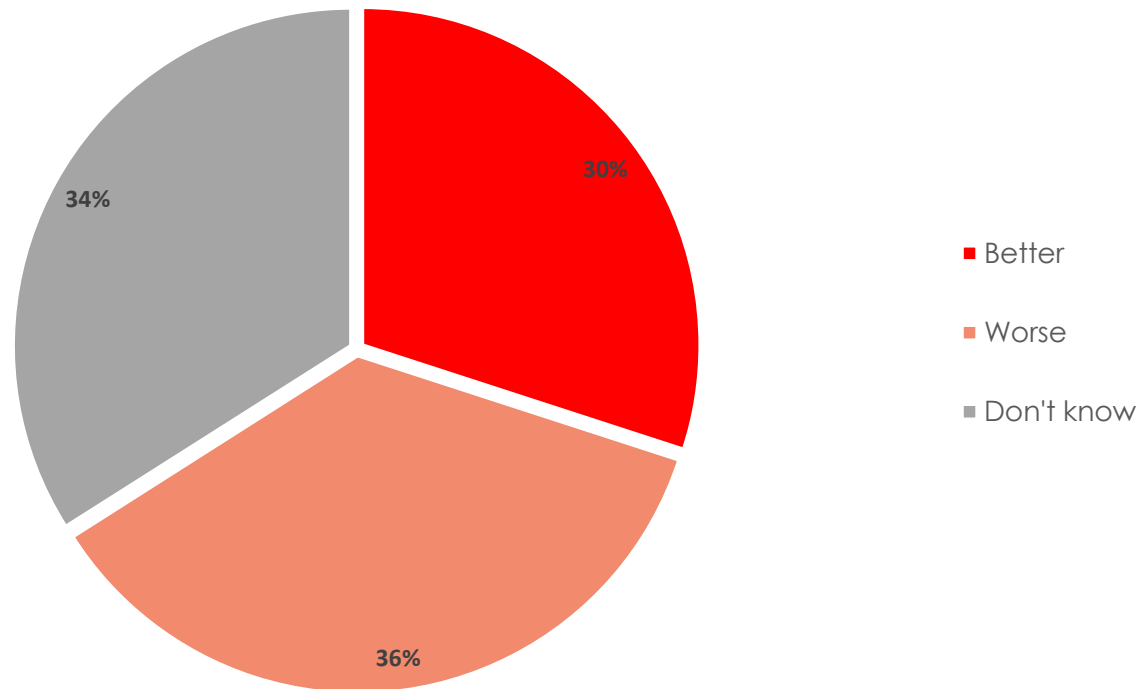
OTHER COLLEAGUES



CIVIL SOCIETY AND MORE BROADLY



Overall, have things got better or worse in the last year for campaigning?



“I think we are seeing a revival of campaigning and activism, particularly from small/ independent grassroots organisations - take Extinction Rebellion and the youth strikes as an example. This is positive and wonderful see.

“Where I see it getting worse is for large well-established organisations, where brand and fundraising are more important than change.”

If you answered 'worse' or 'better' to the above question, tell us why or how?

Worse

1. Lack of space for other issues while politicians and public are distracted by political upheaval and Brexit.

“Brexit has sucked the life out of policy makers for anything else”

2. Hostile environment for campaigning (e.g. attitudes of politicians and regulators).

“The ongoing polarisation of UK society and the dismissing of evidence-based policy-making is also affecting the ability to campaign effectively.”

=3. Lack of funding *“due to cuts many civil society groups keeping heads down”*

=3. Organisation attitudes *“I feel like many organisations have just given up and don't want to rock the boat”*

Better

1. Increased public action (e.g. XR, #MeToo, Brexit) and wins (e.g. period poverty, mental health).

“Campaigners like Greta Thunberg are motivating a new generation of campaigners.”

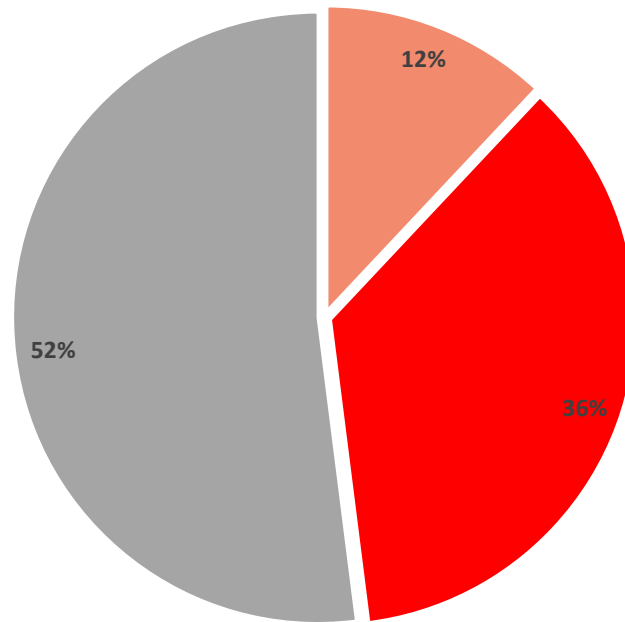
2. Increased collaboration.

“As a sector we have a louder stronger voice, we are working more collaboratively on the issues that matter the most.”

3. New Electoral Commission guidance.

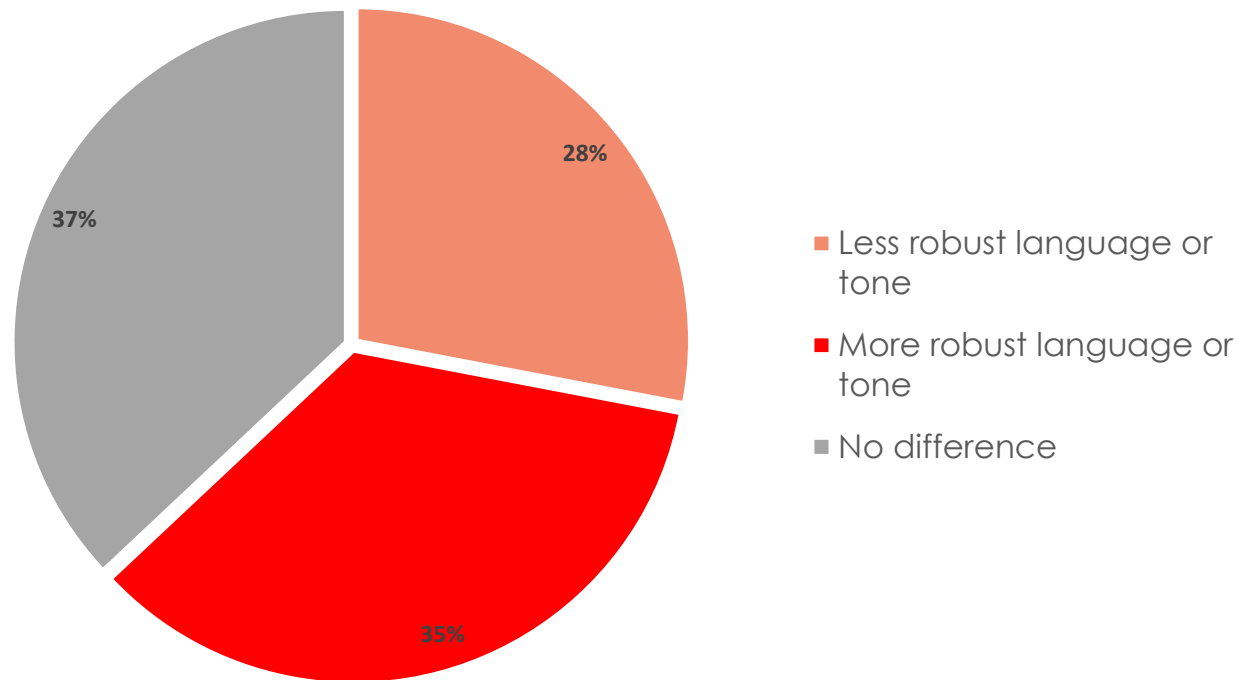
“...still not a great situation but the recent Electoral Commission guidance ... makes it clear that charity campaigning is welcome and legitimate”

How have attitudes to campaigning affected the VOLUME of your campaigning in the past three years?

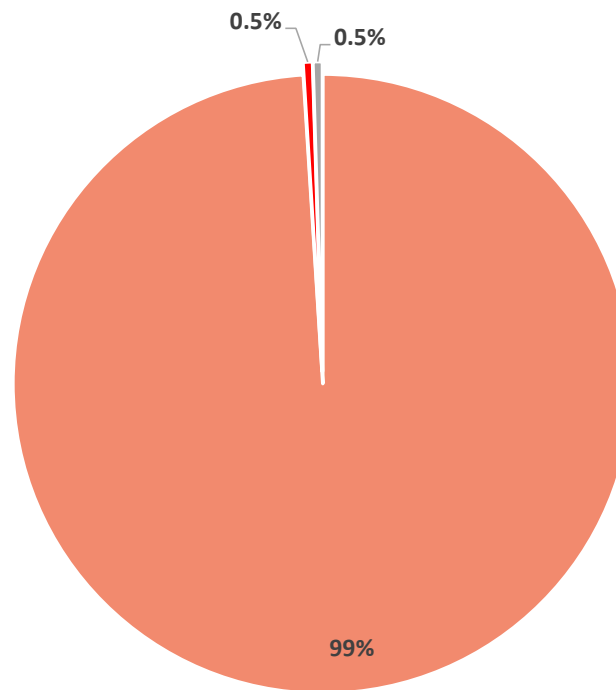


- Reduced the amount of campaigning we do
- Increased the amount of campaigning we do
- No difference

How have attitudes to campaigning affected the TONE of your campaigns in the past three years?

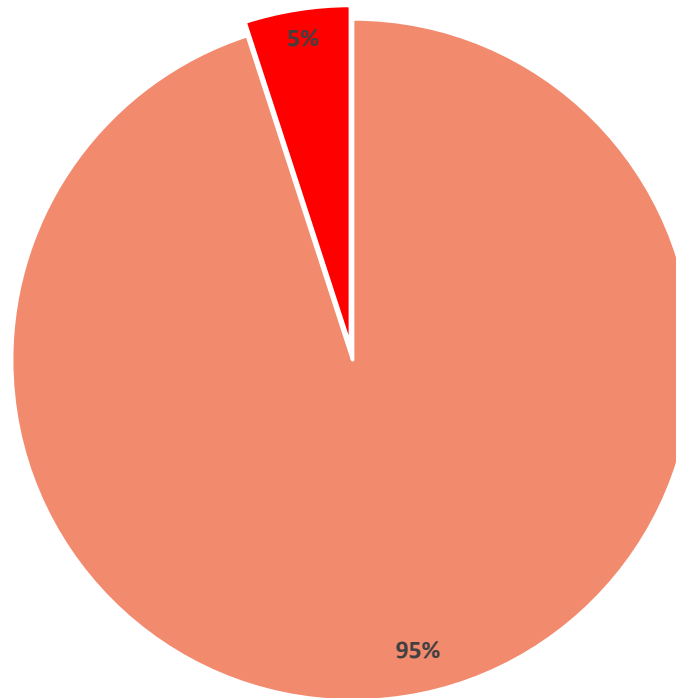


Do you think that there will be a need for more campaigning by civil society in the next 12 months?



- Yes
- No
- Don't know

Would you like to collaborate more on social change with other civil society organisations?



- Yes
- No

Further information

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