SHEILA MCKECHNIE FOUNDATION

POWERING CAMPAIGN PEOPLE

Campaigner Survey Results 2018

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@SMKCampaigners

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About you.

Who responded?

148 respondents.

What words did respondents use to describe themselves?

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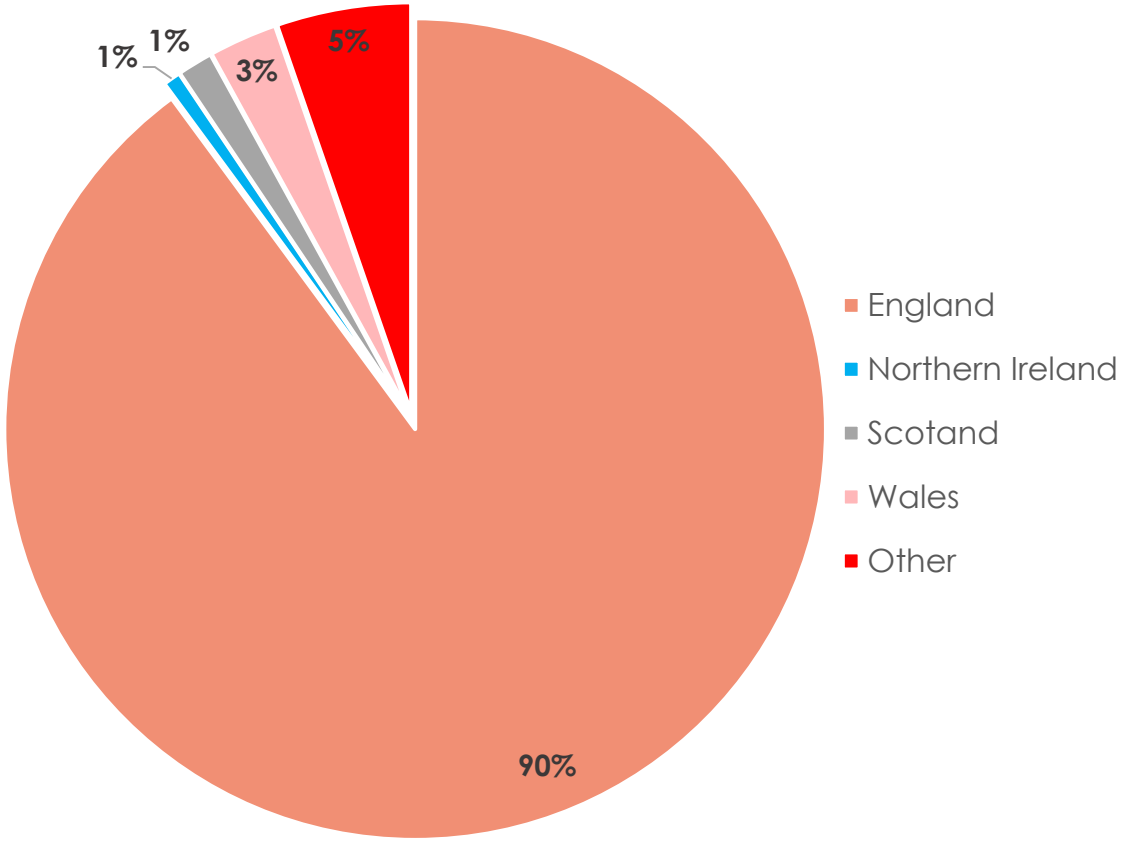
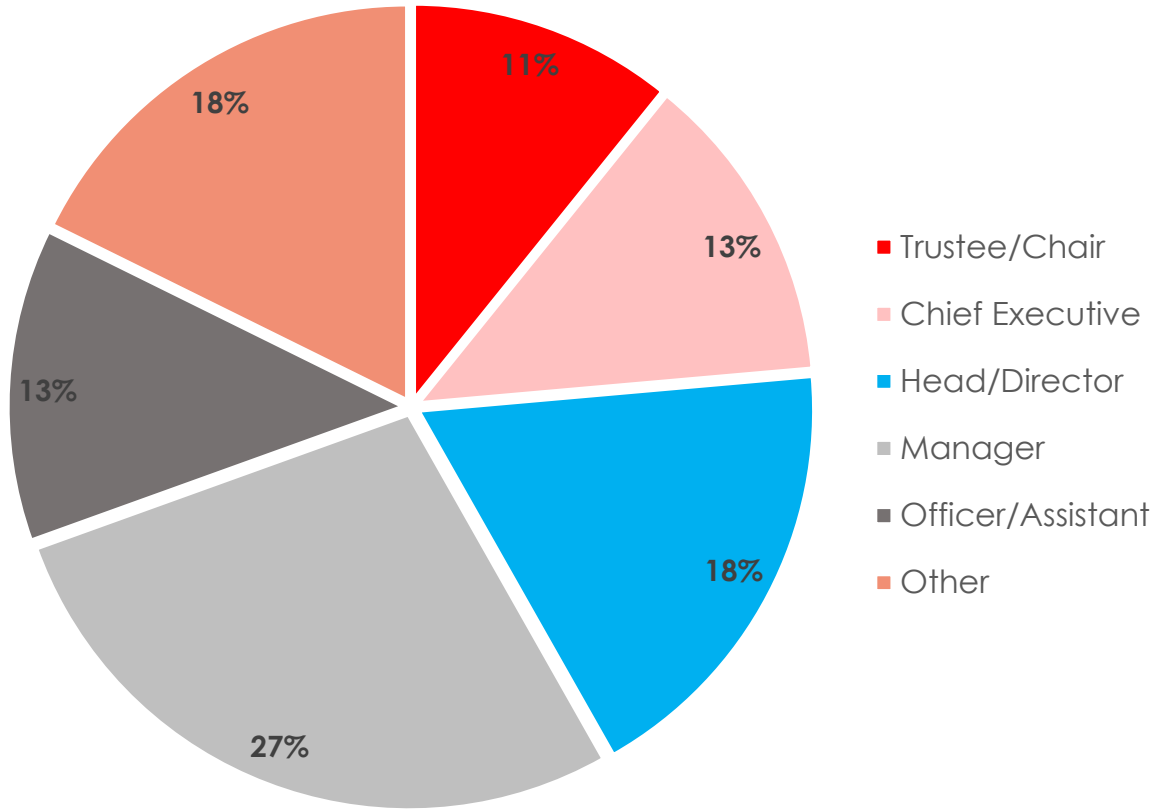
Location.

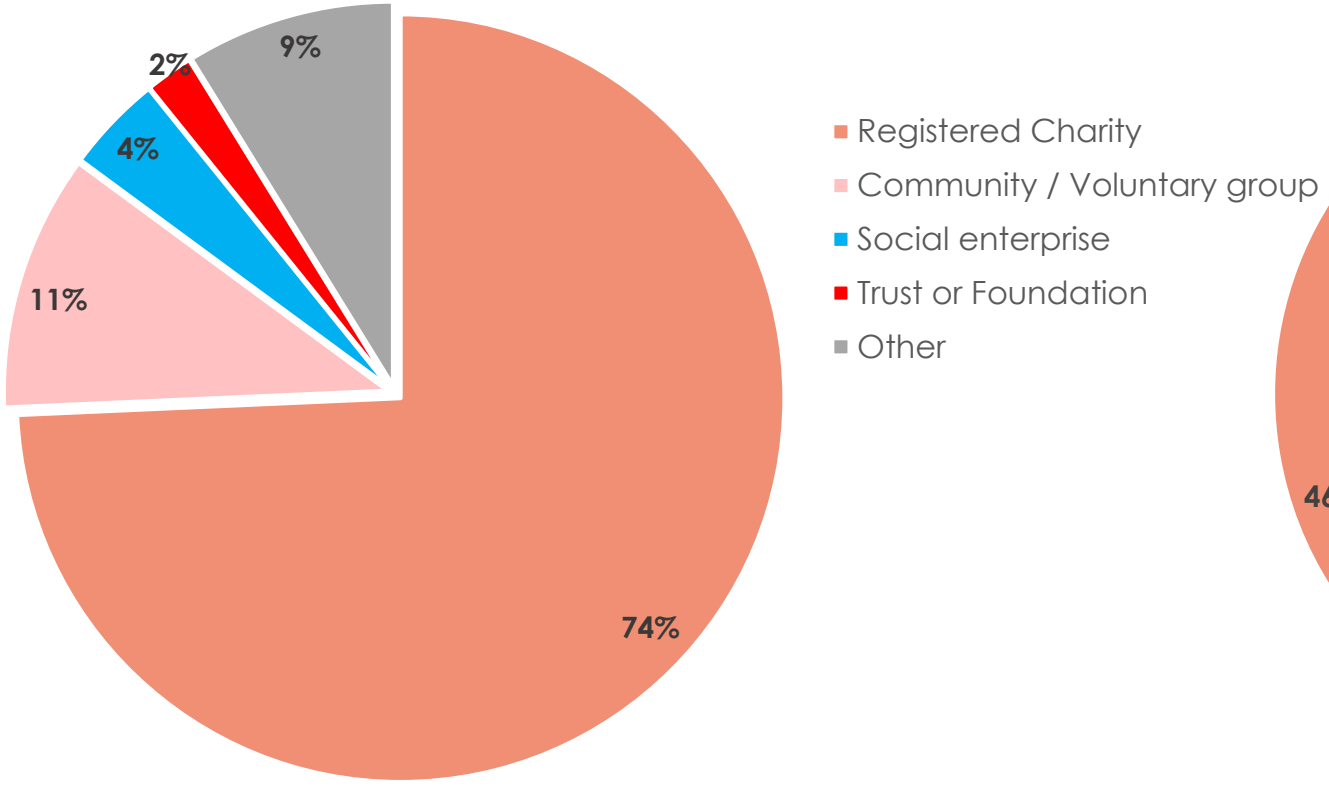


Job title.

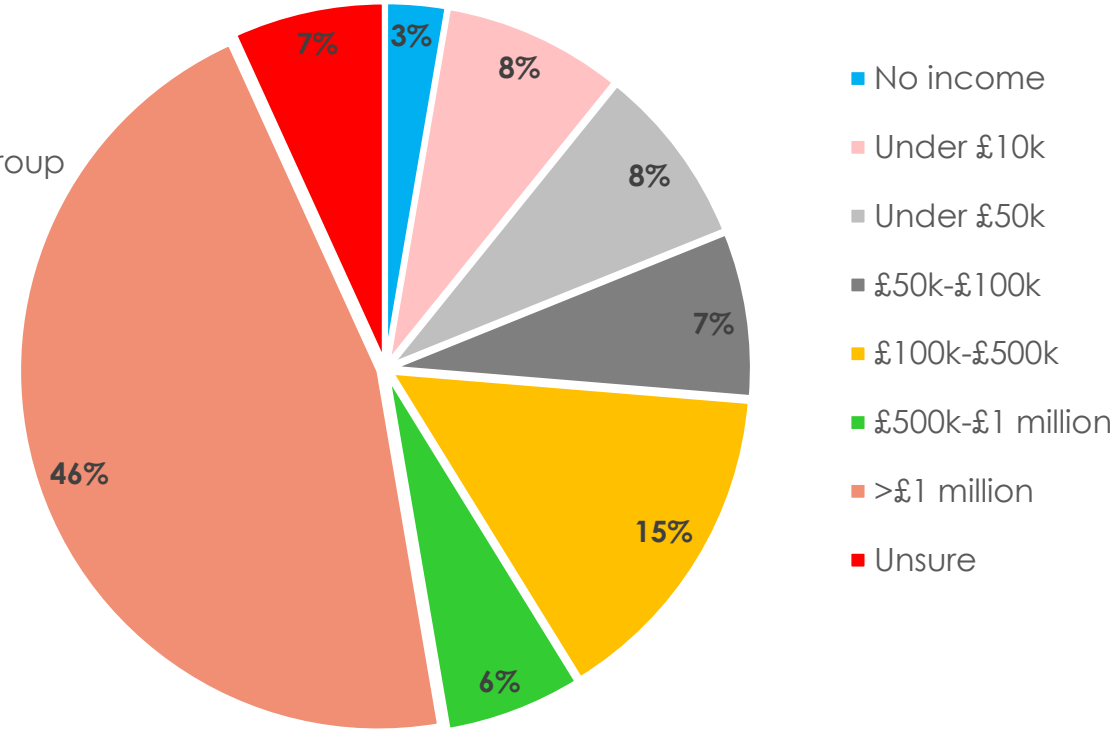


79% of respondents paid for their role.

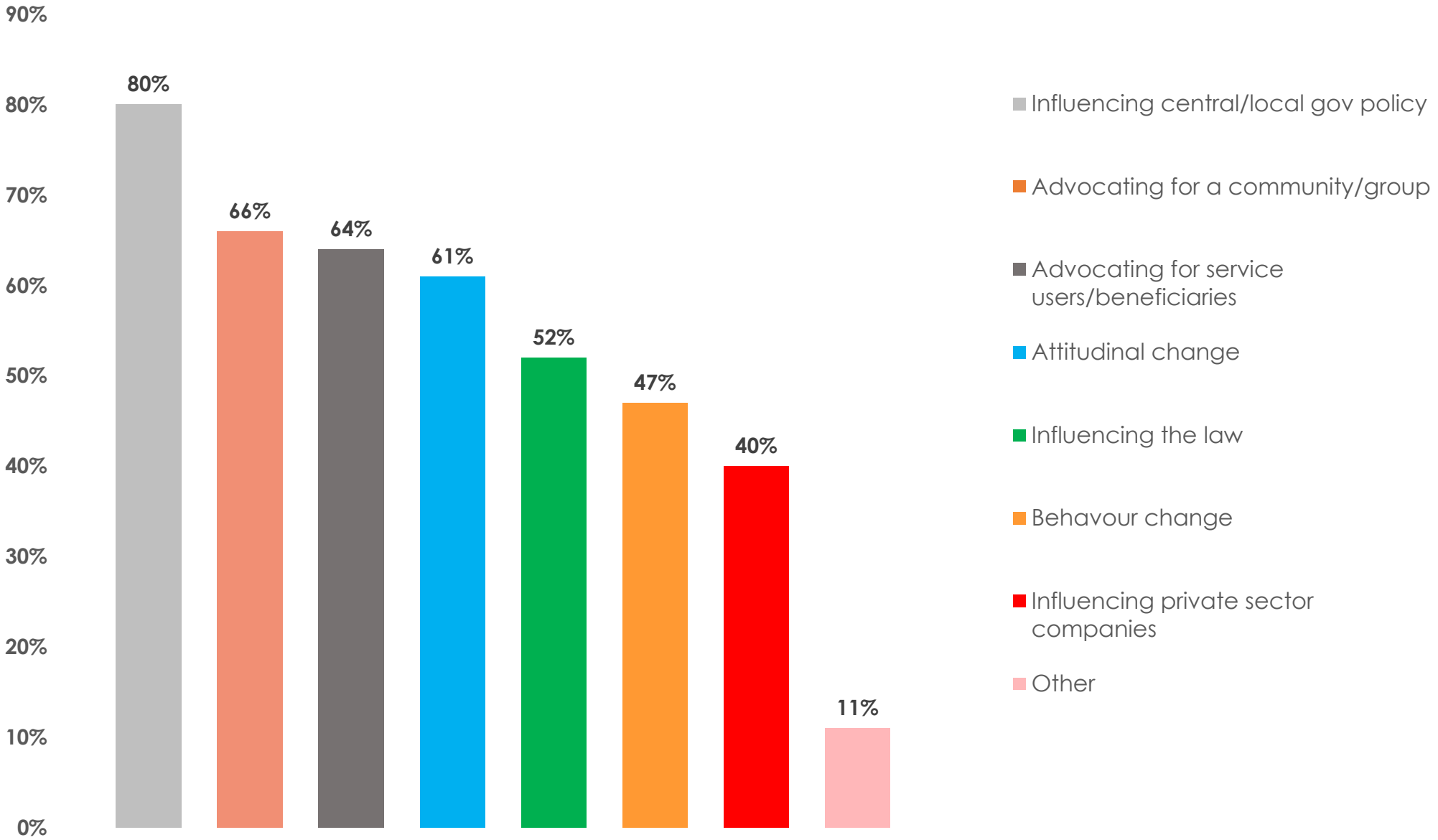
Types of organisation.



Turnover of organisation.



Organisations' campaigning activities.



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The campaigning environment.

What did they tell us?

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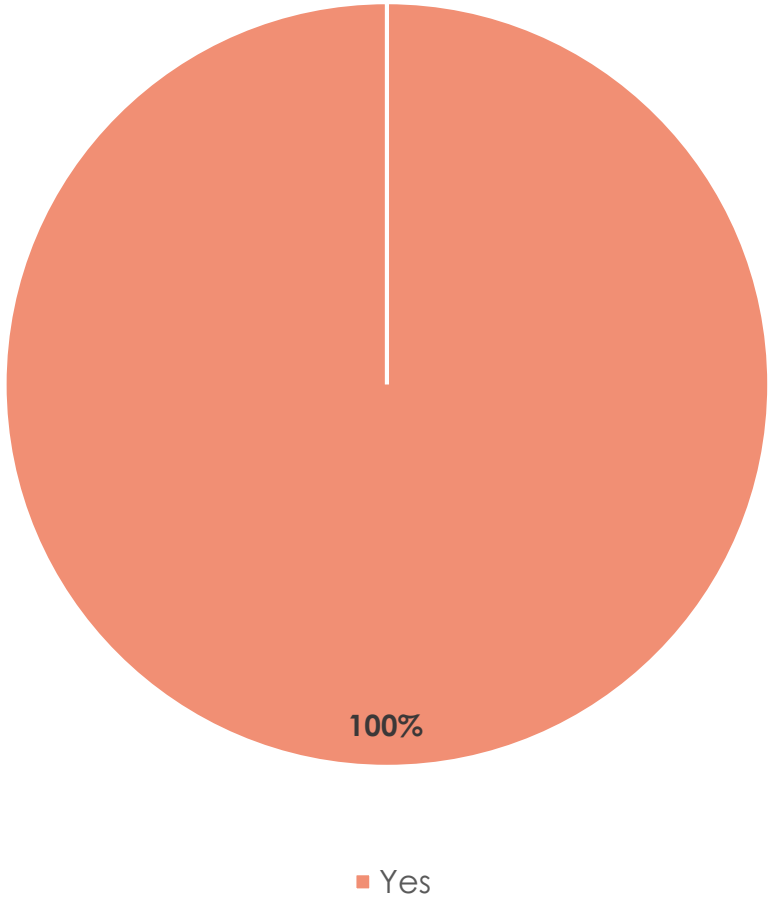
Do you believe that campaigning is a legitimate activity for civil society organisations?



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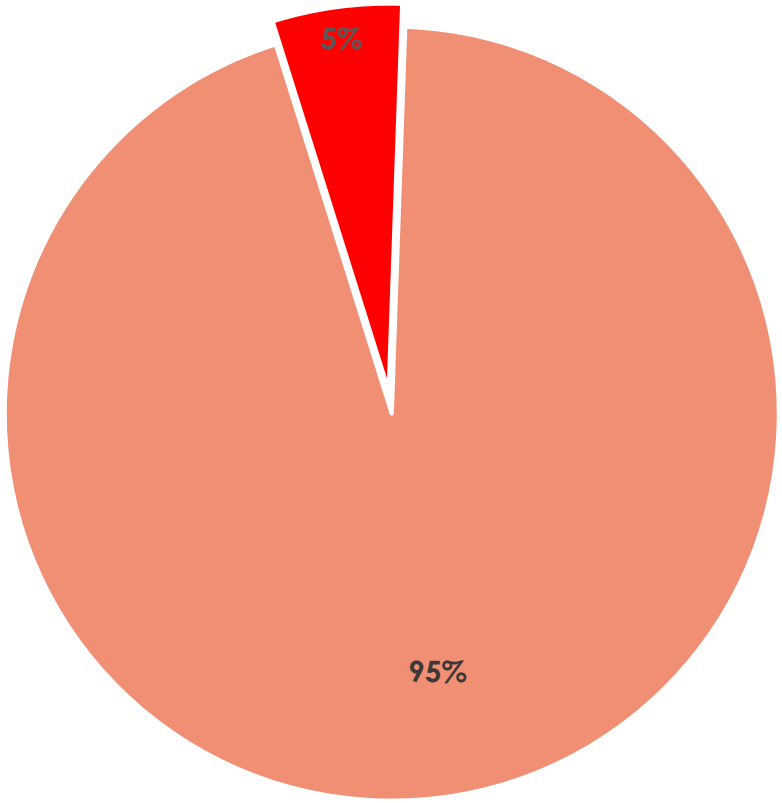
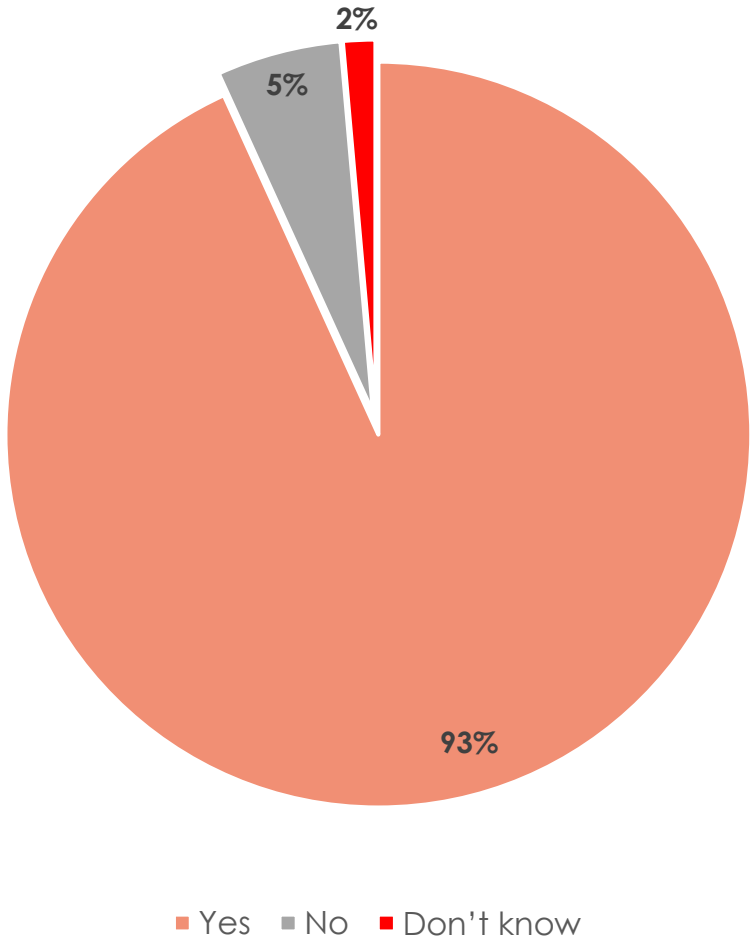
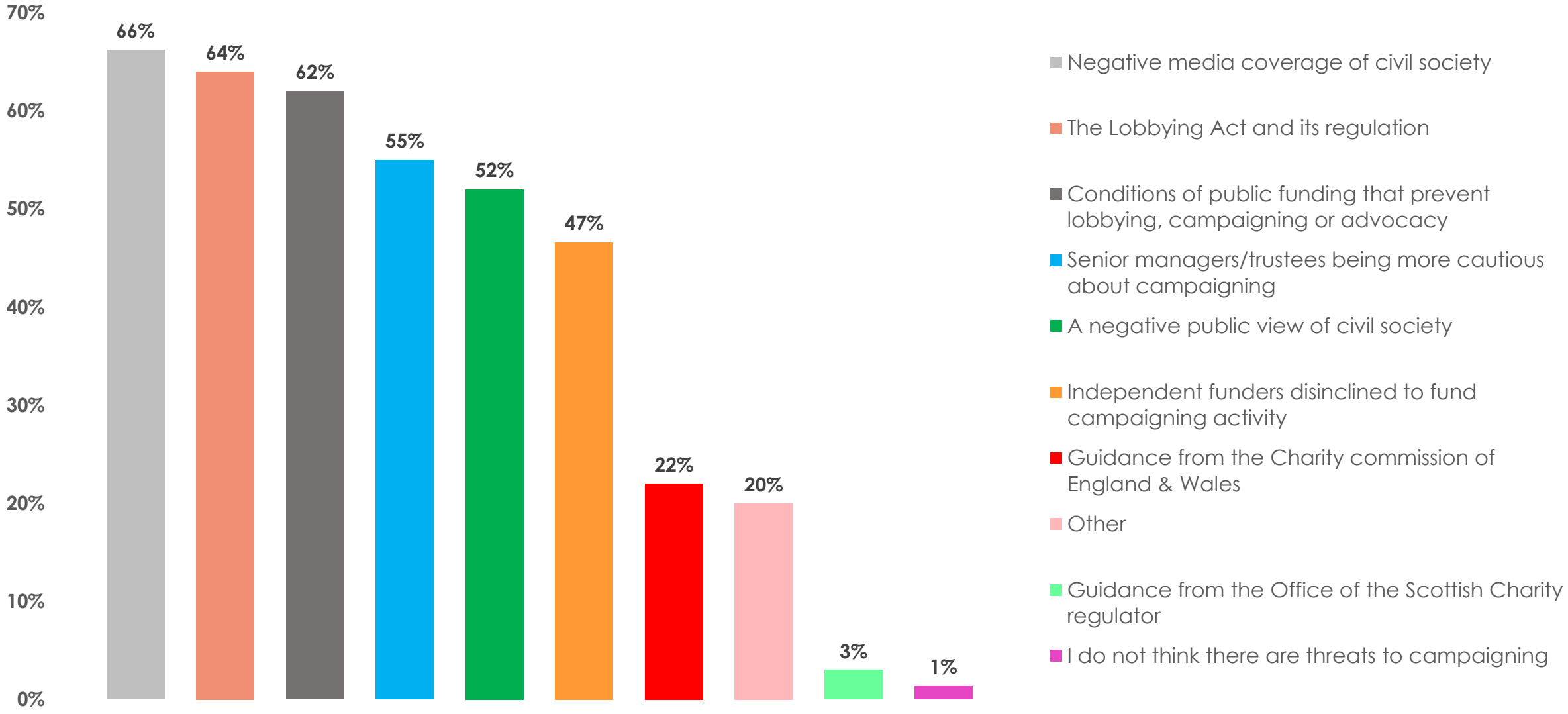
Do you believe that individuals and groups in civil society should be free to campaign on any issue they want (if a registered charity, then in order to meet their charitable purpose)?



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



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



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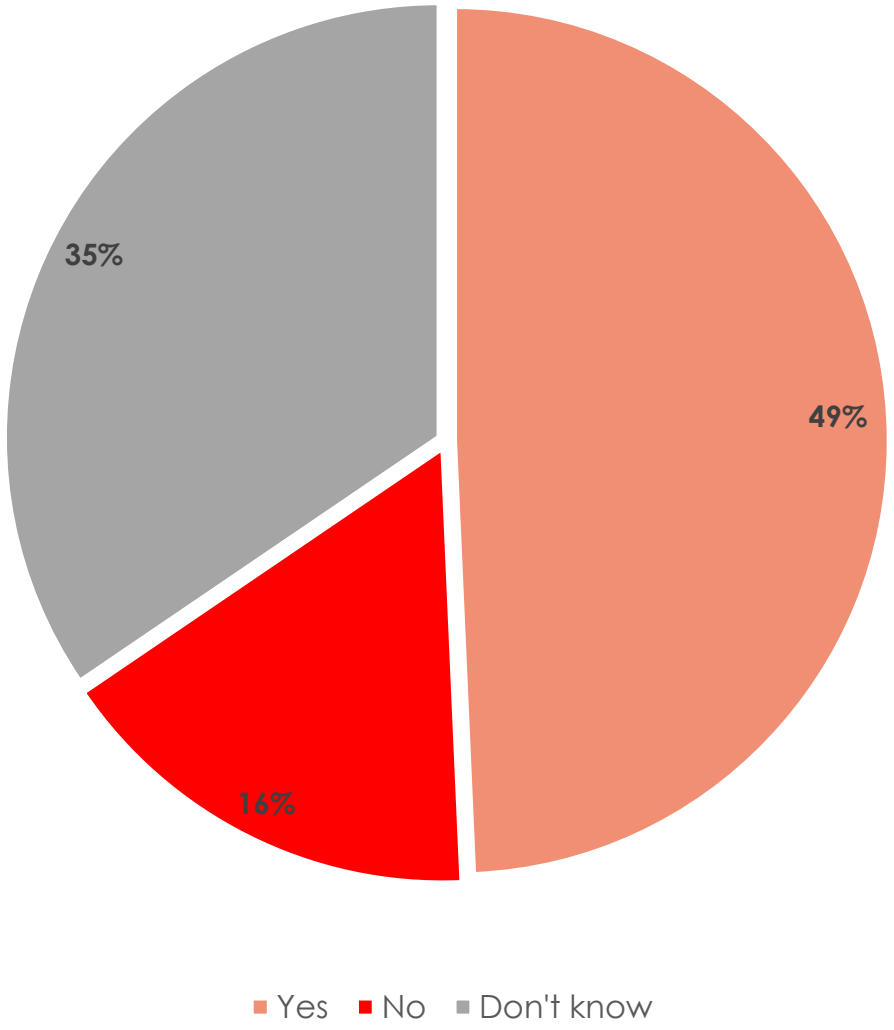
Have things got worse in the last year for campaigning?



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If you answered yes, why?

1. **The political environment**, **closing civic space** and a **lack of bold civil society response**

"The atmosphere of intolerance from Whitehall has grown"
"Some charities are increasingly less certain about when, how and how bold to campaign"

2. **Funding** is becoming **scarcer and more restricted**

"Funding is drying up for grassroots" **"Money is harder to come by and grants restricted"**

=3. **Negative public perceptions** of civil society, and **negative media coverage**

"I don't think there have been any particularly positive stories of charities having an impact to counter the negative press in recent years."

=3. **Brexit** dominating political and news agendas

"Everything overshadowed by Brexit negotiations, and public anxiety about the outcome."

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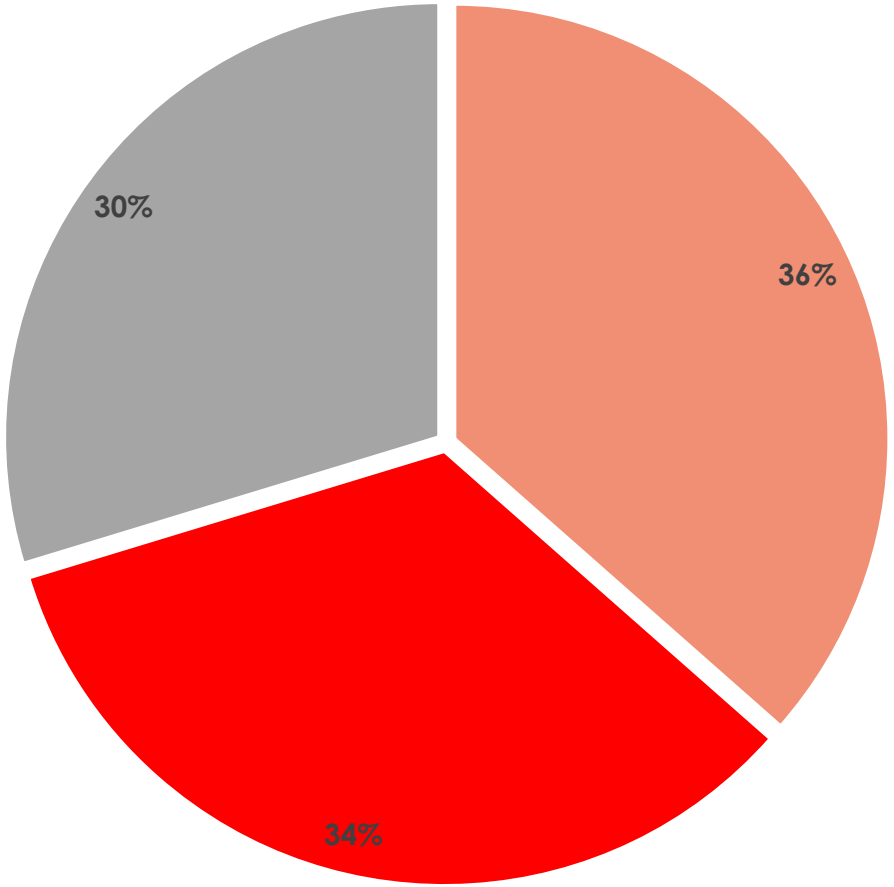
Has anything helped make the campaign environment more supportive?



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If you answered yes, why?

1. **More support** being offered by organisations like SMK and between campaigners

"More networking within civil society to share ideas and good practice and solve challenges"

2. **The polarised political environment** is creating opportunities as well as threats

"A greater public appetite for activism" **"Uncertainty creating scope for change"**
"Volunteers feeling fired up by current environment, more organisations realising campaigning is vital to their aims"

3. **Social media** and online tools making **campaigning more accessible**

"grassroots activists enabled to amplify their own voices directly without gatekeeping by those in control of funding"

"charities need to have more confidence in campaigning around a hashtag rather than brand"

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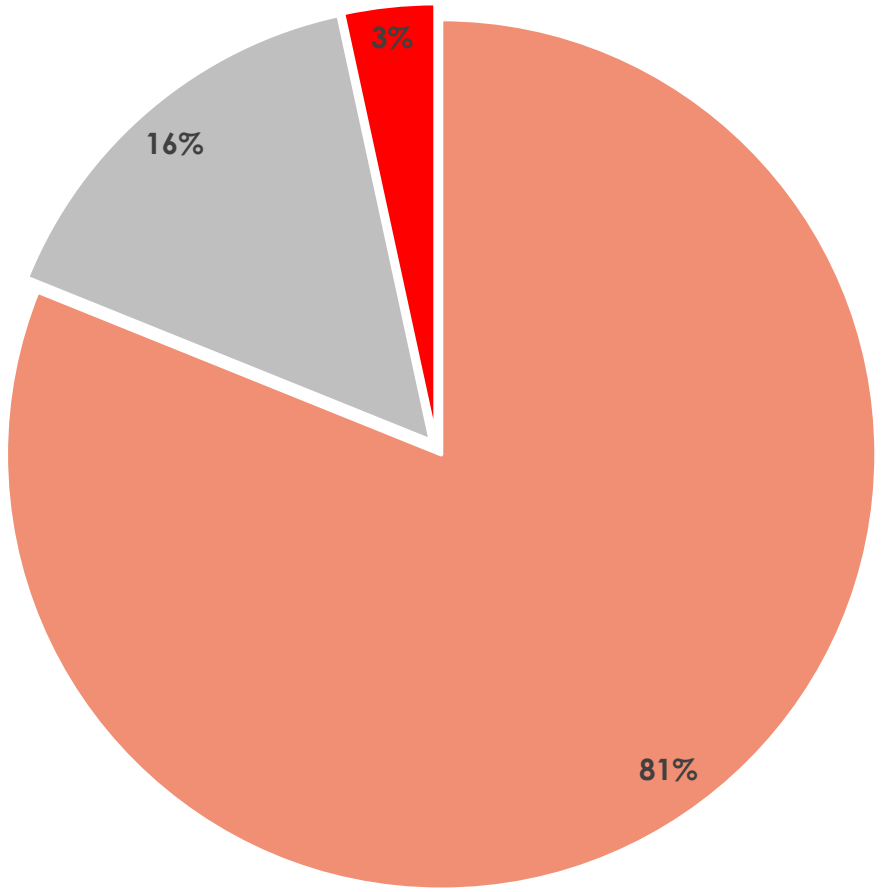
Does your organisation regard campaigning as a vital way to deliver its mission?



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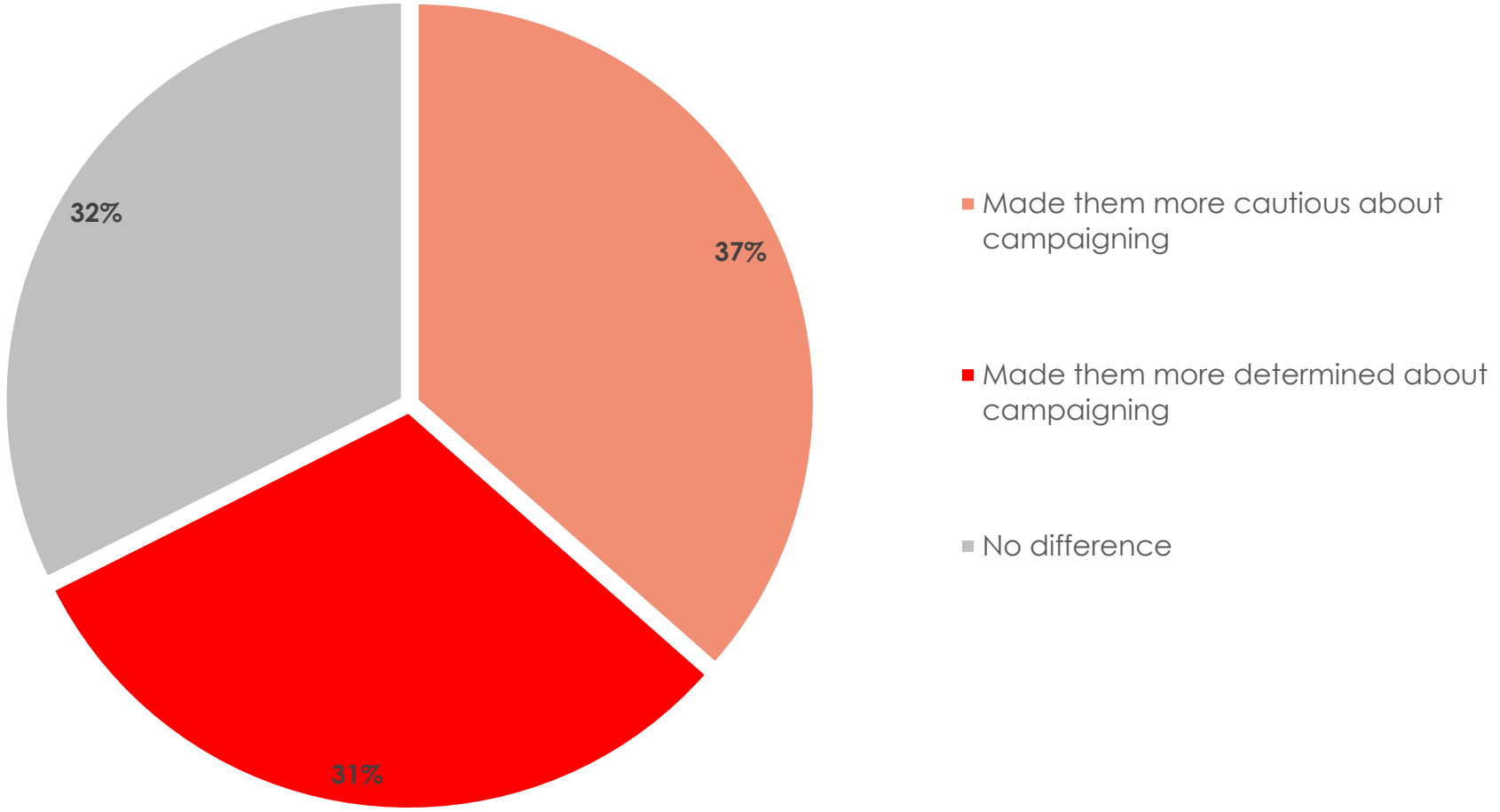
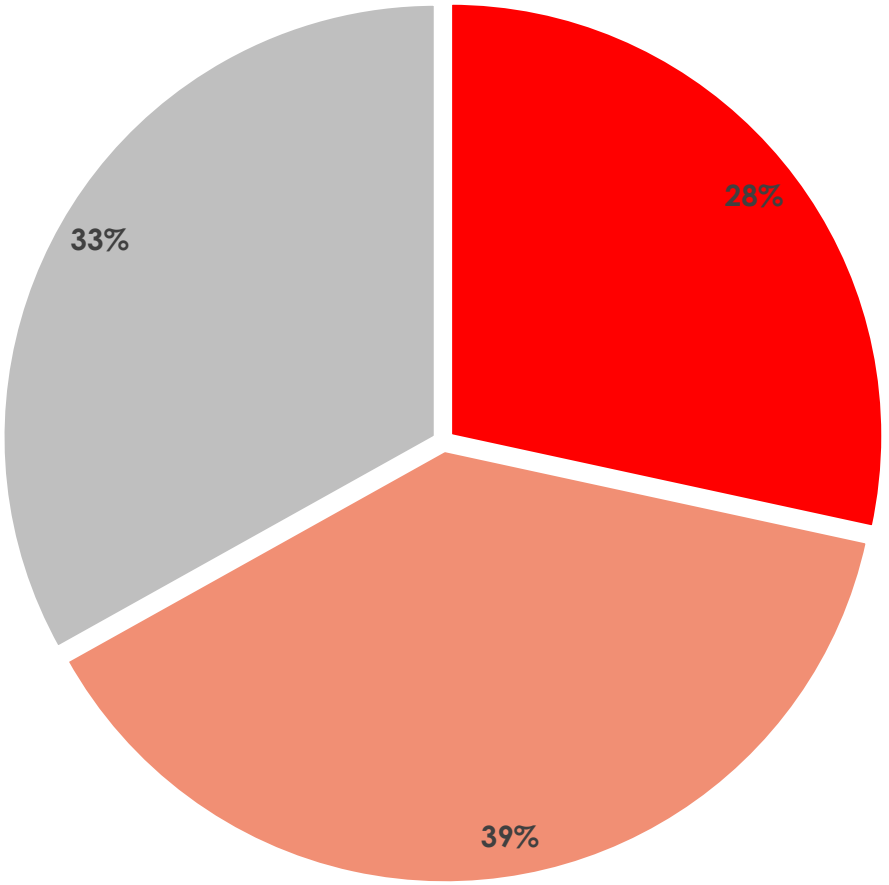
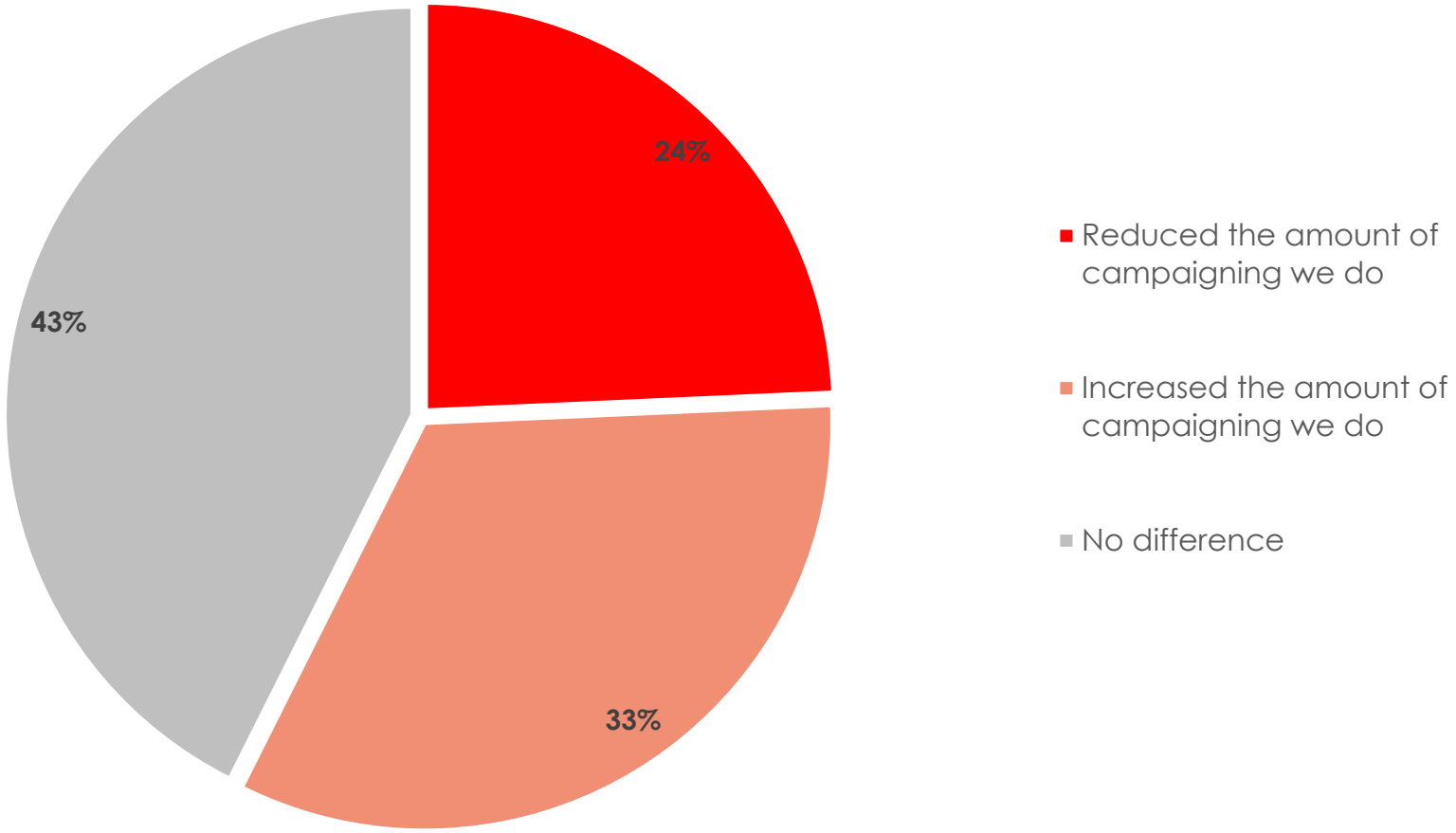
How has the environment around campaigning affected your board in the past three years?



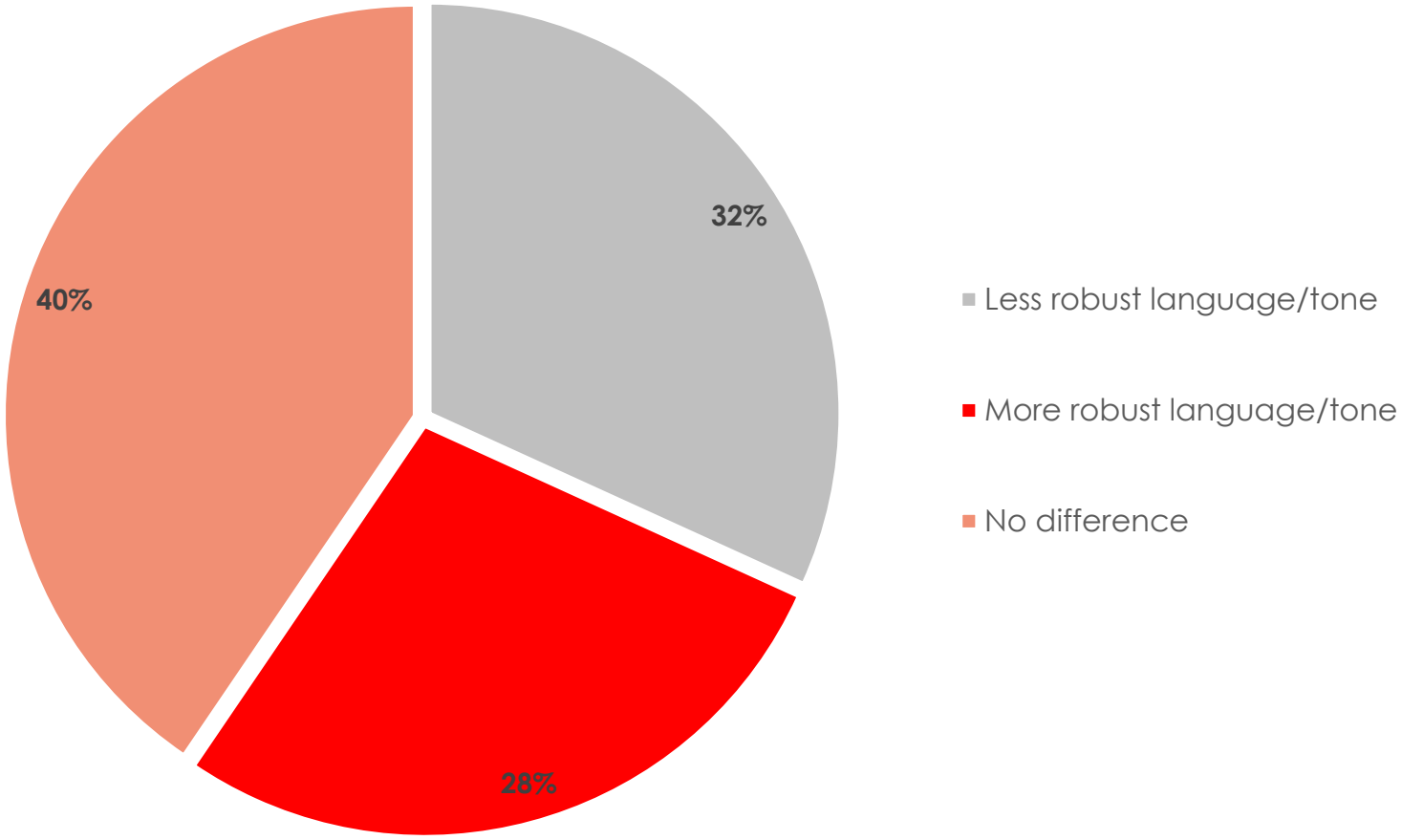
How has the environment around campaigning affected your Senior Management Team in the past three years?



How has the environment around campaigning affected the volume of your campaigning in the past three years?



How has the environment around campaigning affected the tone of your campaigns in the past three years?



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What do you think civil society should do to improve the environment for campaigning?

1. Unite around **a stronger shared story**

"Have a united robust response"
"Communicating the value of campaigning…is the responsibility of all civil society organisations."

2. Resist government pressure and **oppose restrictive measures**

"Regard participation in politics through campaigning as a key part of a social democracy"
"Bigger charities with more resources should take on the poorly written Lobbying Act."

=3. More **collaboration**

"More partner working to support each other's existing campaigns."

=3. Keep being **bold and fearless**

"We need to be stronger on campaigning at a time like this, not shying away from it."

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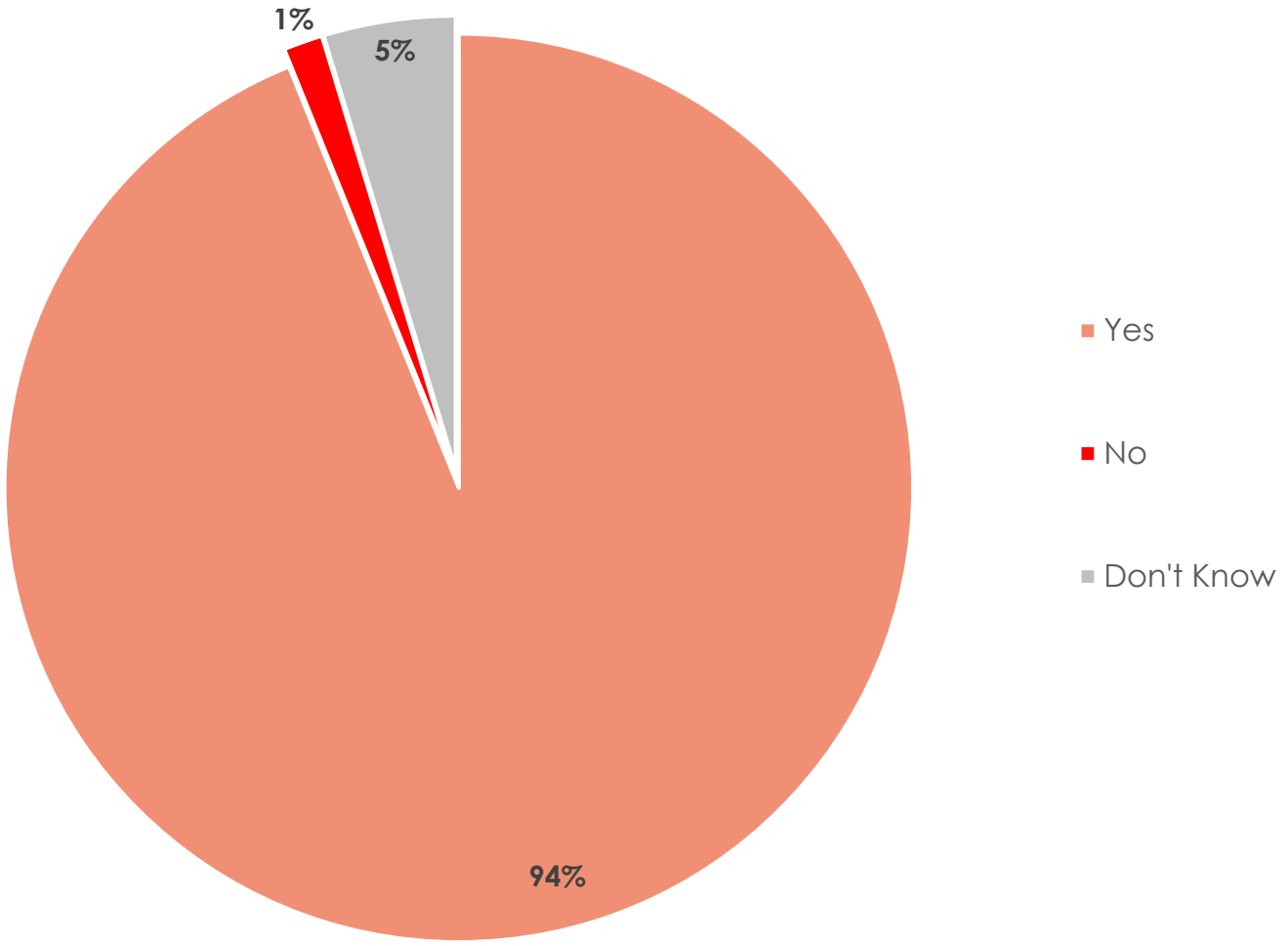
Do you think there will be a need for more campaigning by civil society in the next 12 months?



Our 'Social Power' report recommended eight ways that civil society organisations should support better change-making. How good is your organisation at:

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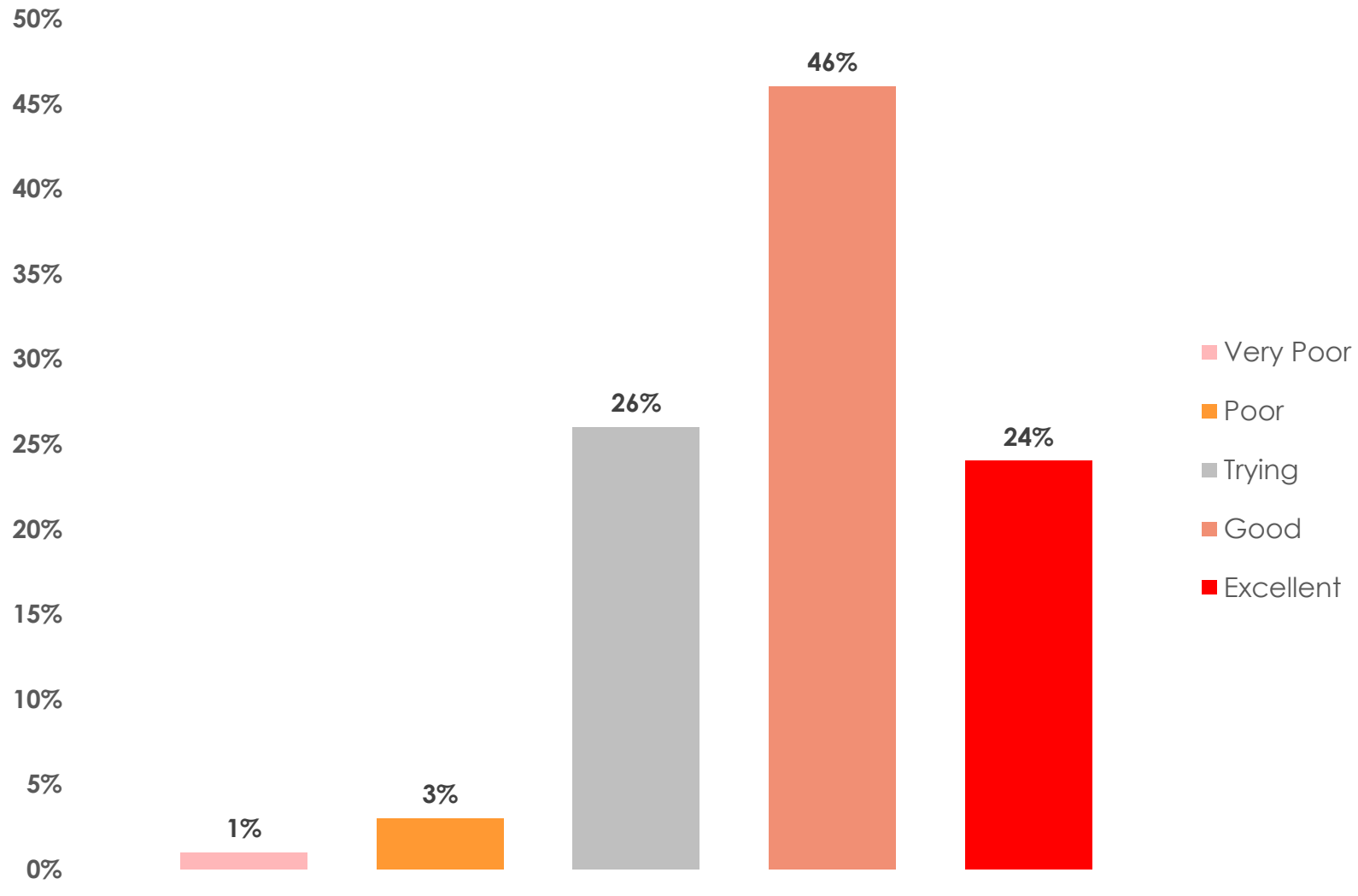
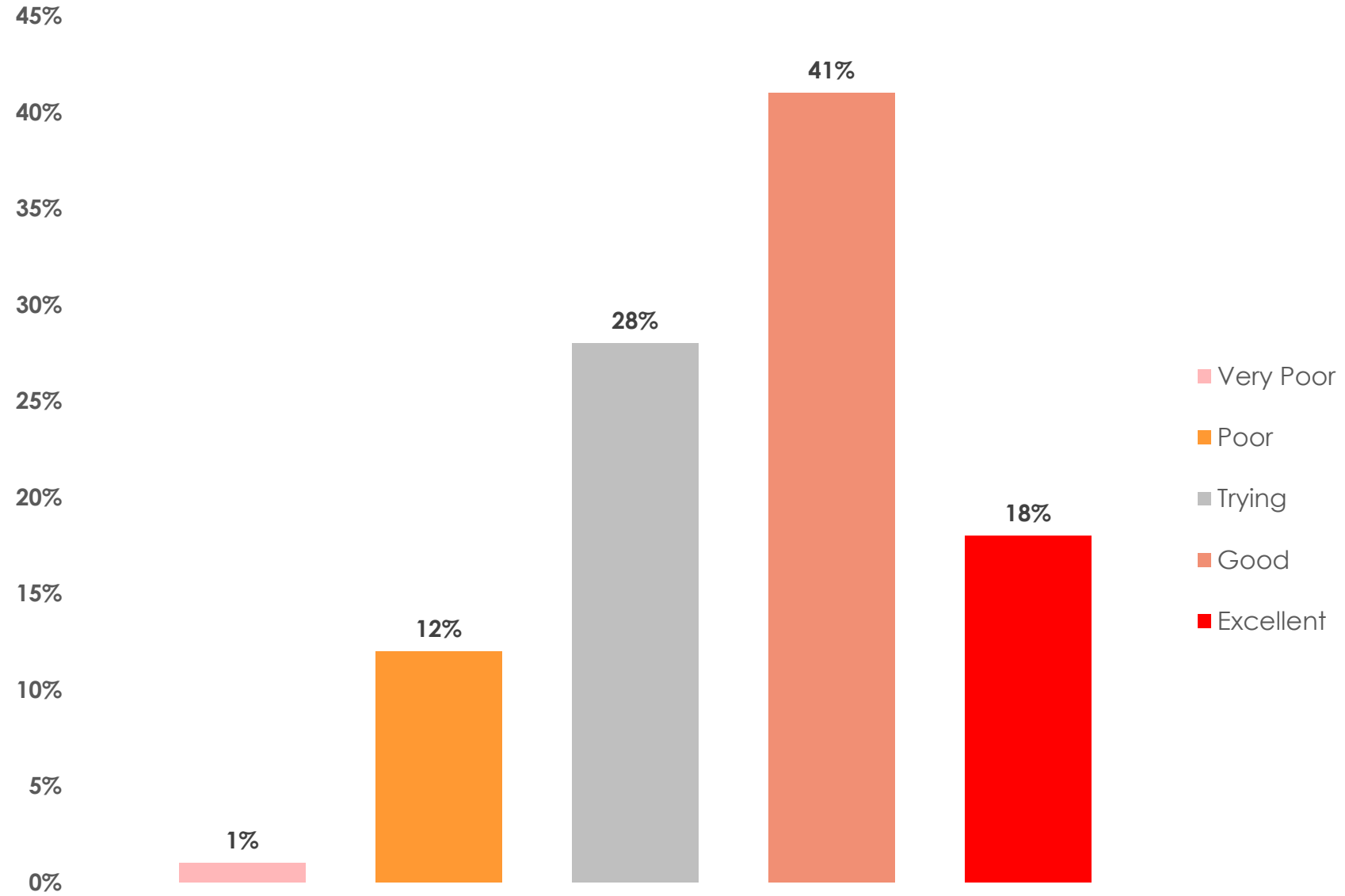
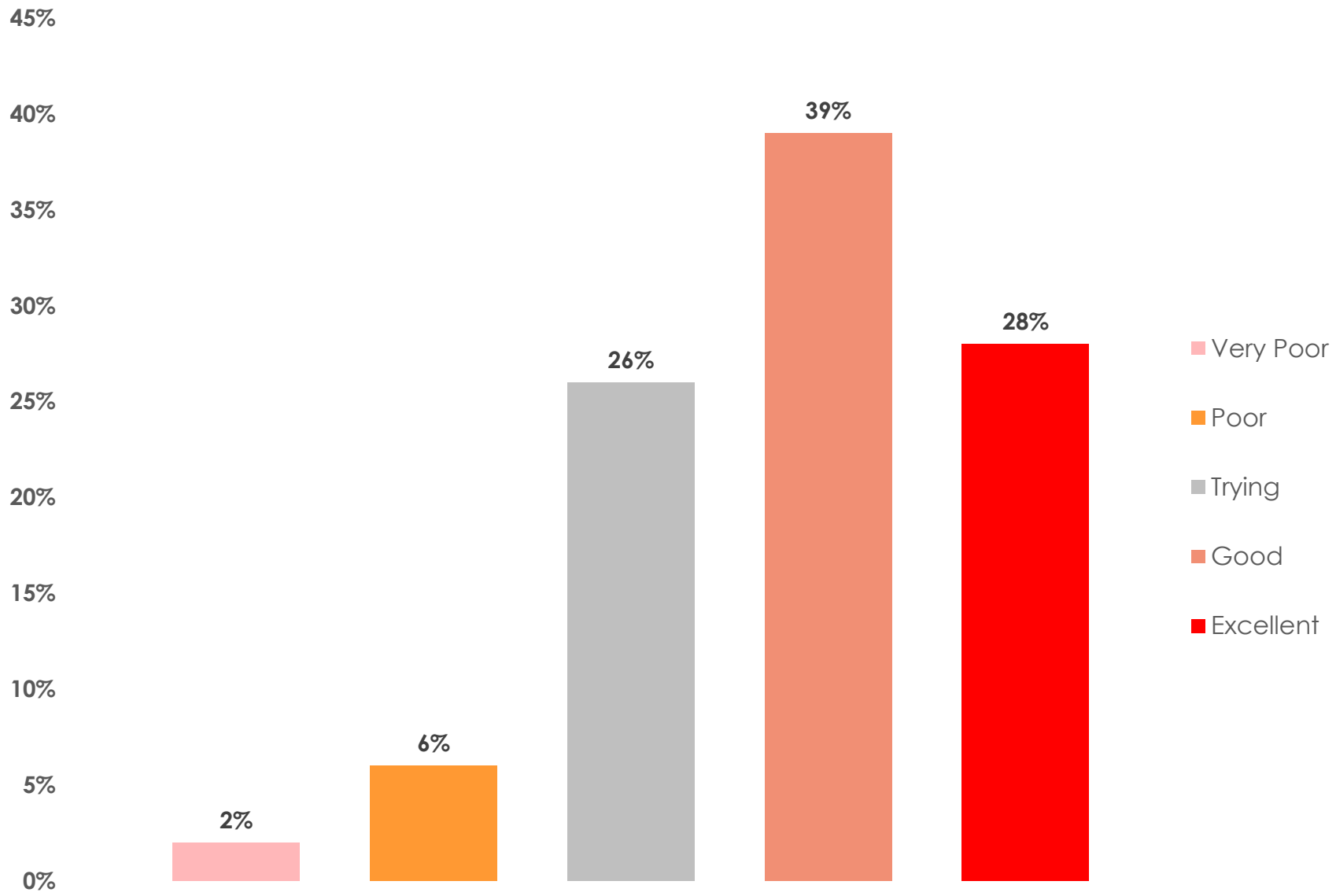
'Being good' (high ethical standards, transparent & accountable)?



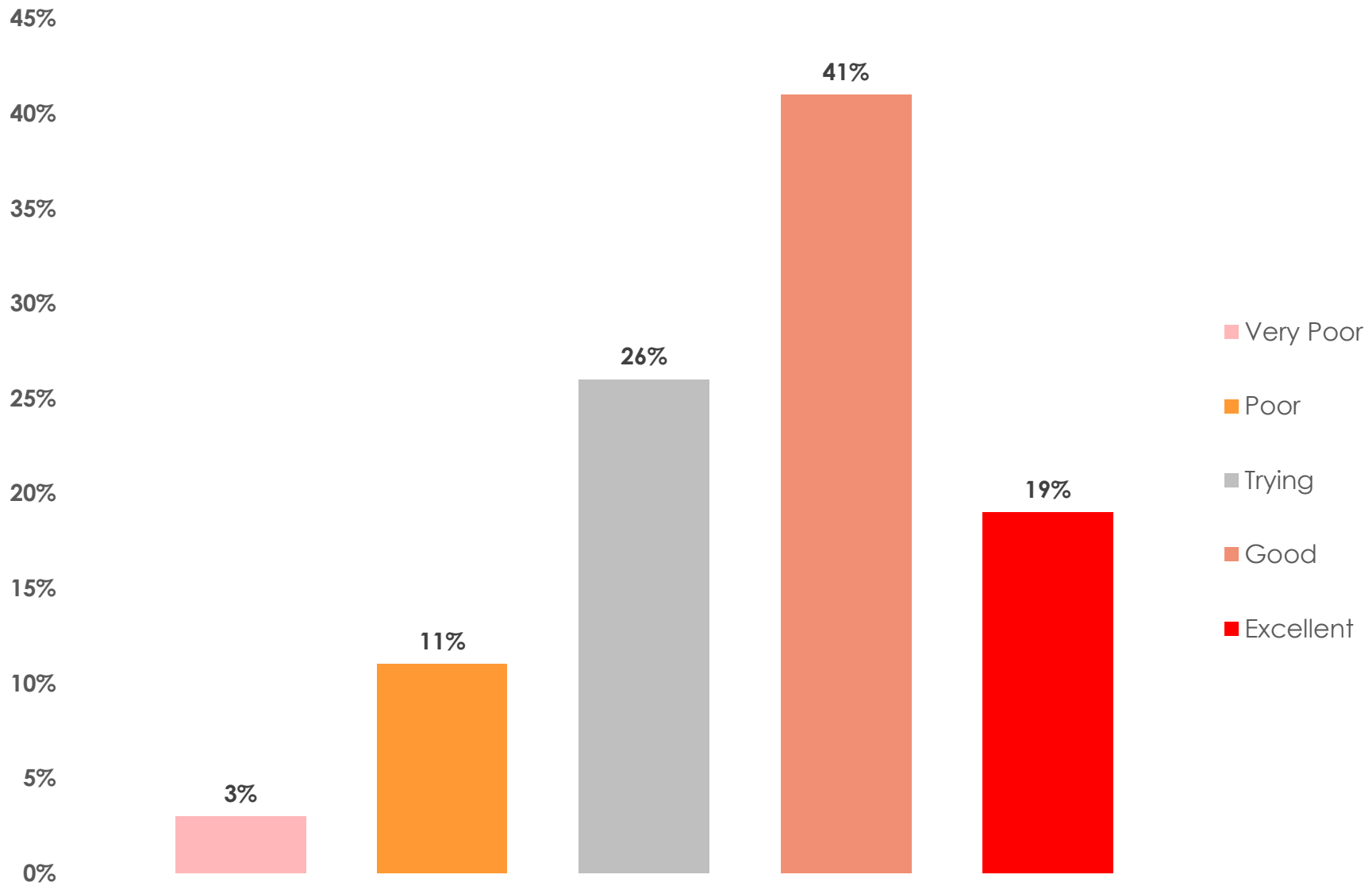
'Being clear' (talks about ALL it does, not just the popular stuff)?



'Being an ally' (connects and collaborates, shares knowledge freely)?



'Being bold' (proudly protects and promotes its right to speak out & campaign)?



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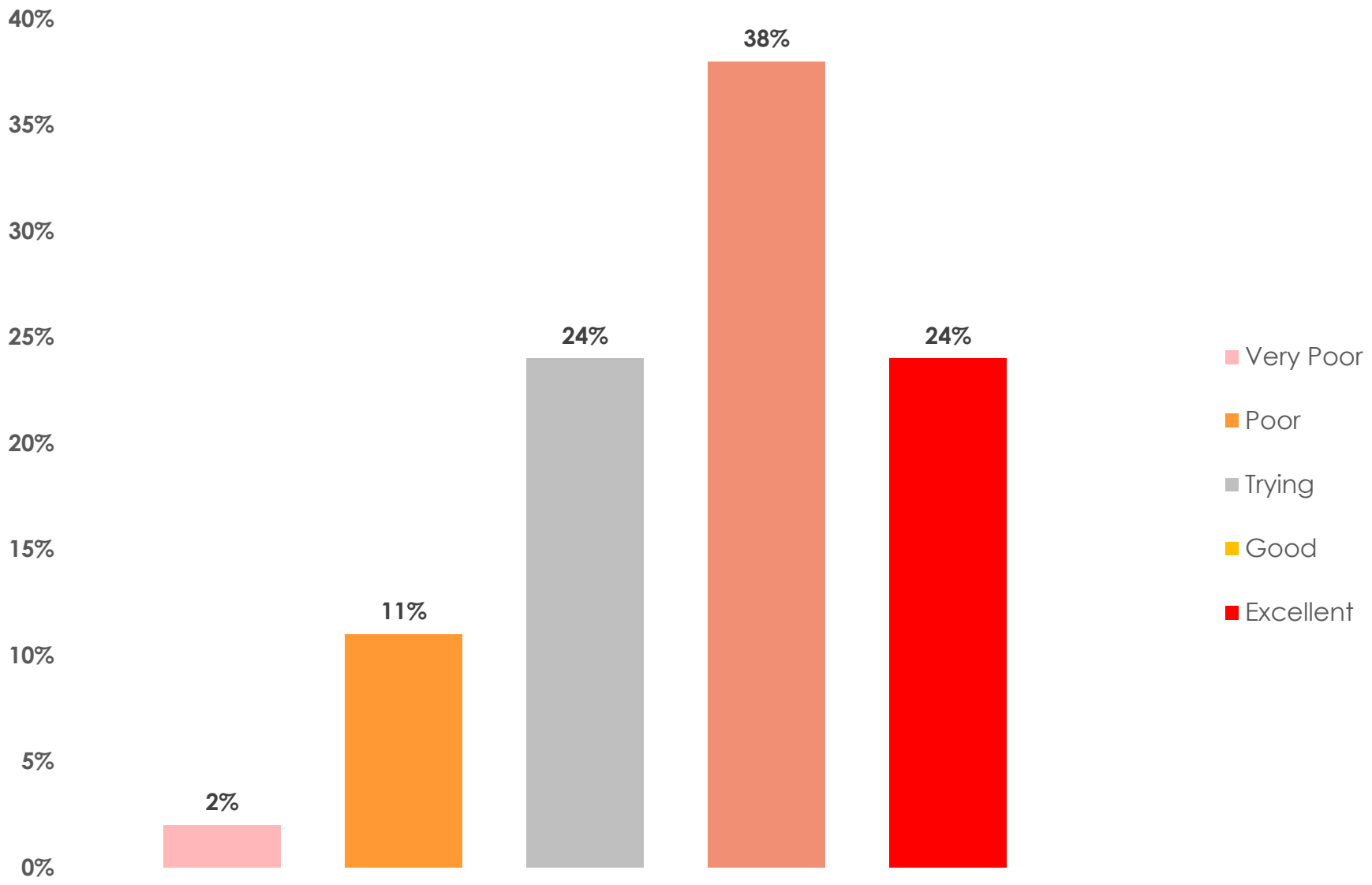
'Being mission-led' (leaders understand the role of campaigning & social change in its mission)?



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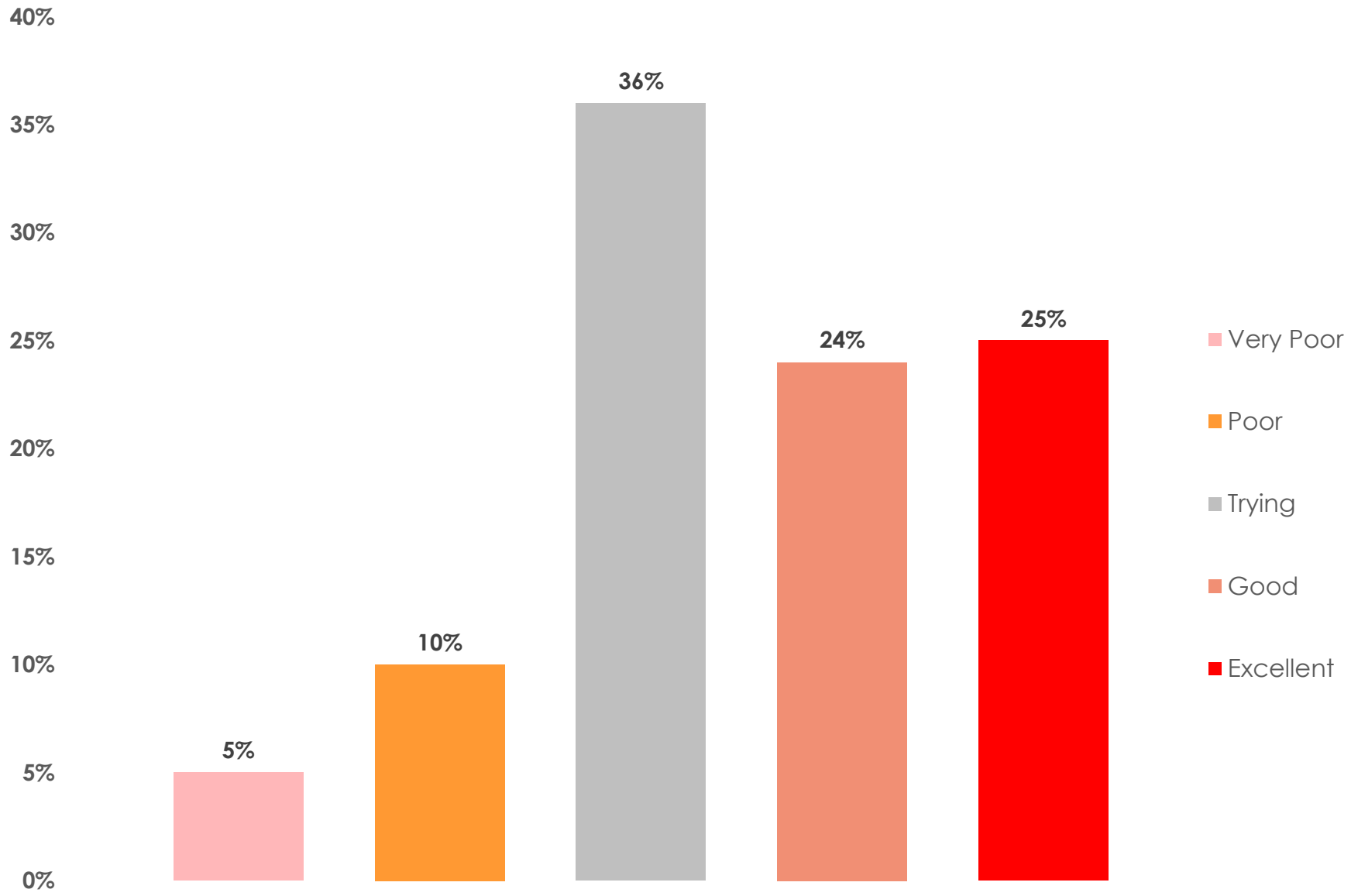
'Being inclusive' (works to create a diverse workforce, involves people with lived experience)?



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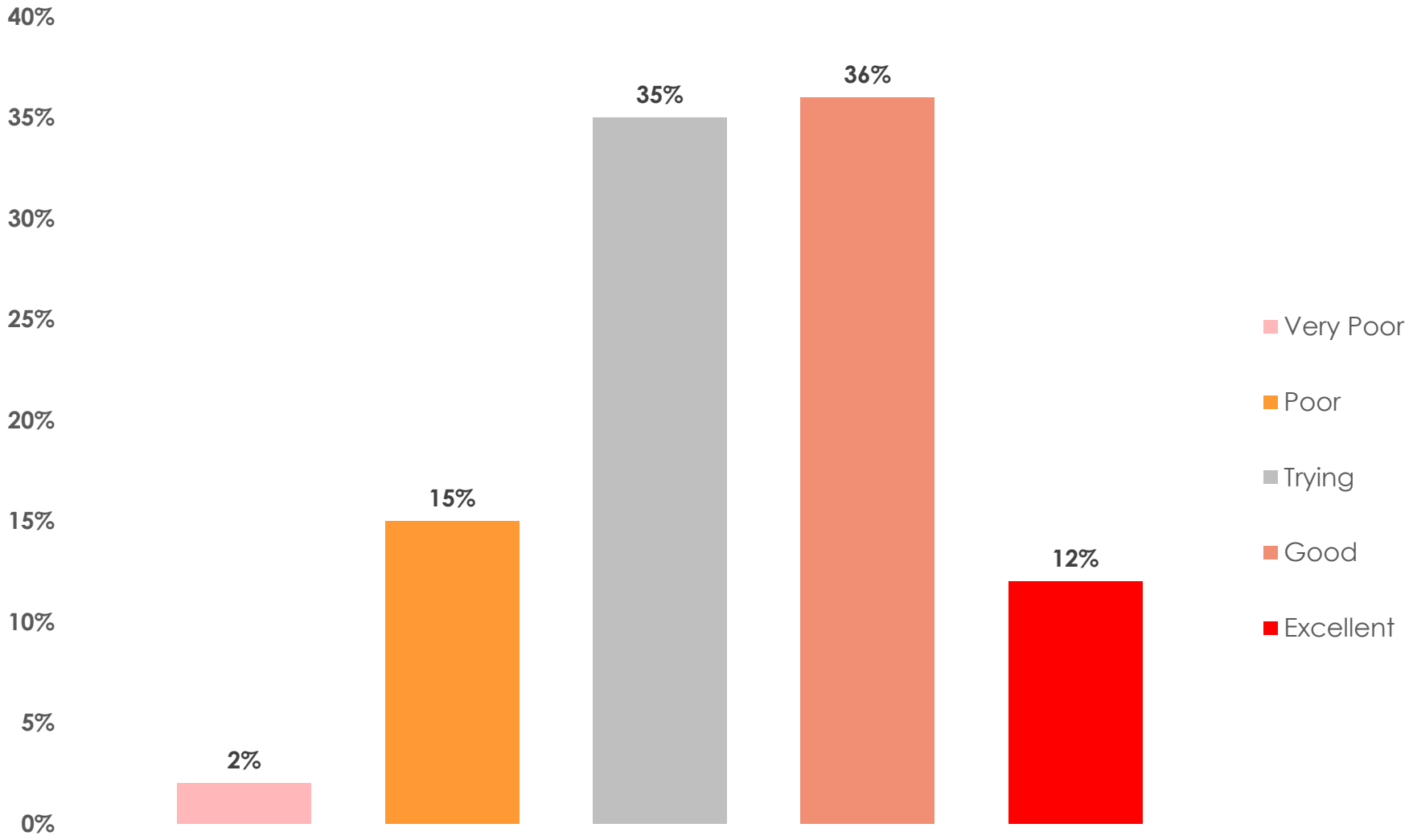
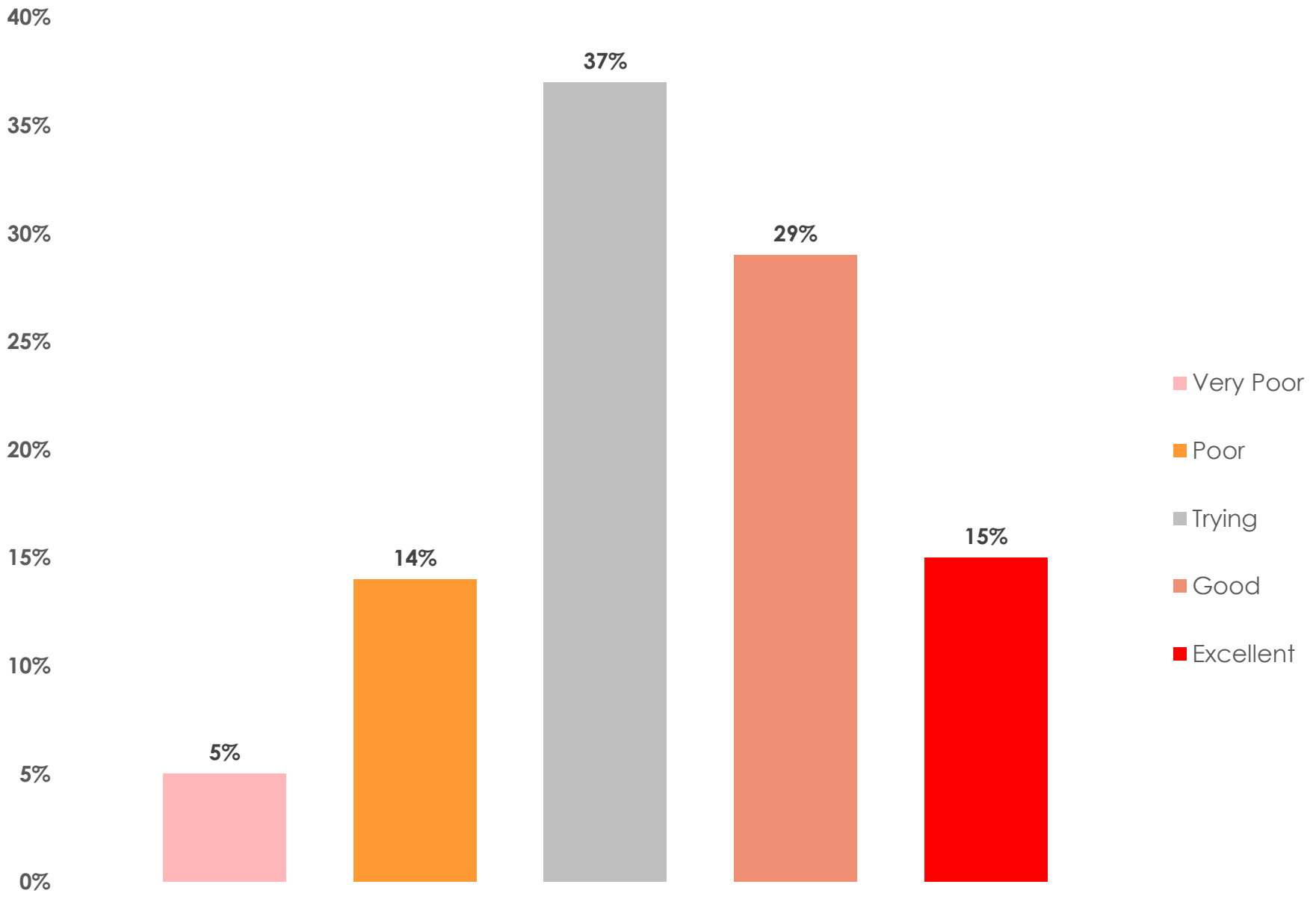
'Being transparent' (tries to measure impact authentically, not just what's easy to measure)?



'Being a student' (curious, invests in continuous learning & people's skills)?



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Thank you.

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