

ECR - eCampaigning practices survey 2010

1. Your information

* 1. Name

* 2. Job title:

* 3. Organisation

* 4. Email address

2. About your organisation

* 5. What is your organisation's annual income?

* 6. How many people can your organisation email with campaign action requests (to the nearest 1000) ie overall campaign list size?

* 7. How many campaign supporters are you able to contact in total (on and offline, to the nearest 1000)?

* 8. How many CAMPAIGN staff does your organisation have in total? (Please answer in 'full-time equivalents', so if you have three staff members who spend about a third of their time on campaigning, that would be 1)

* 9. How many NEW MEDIA staff does your organisation have in total? (Please answer in 'full-time equivalents', so if you have 3 staff members who spend about a third of their time on new media projects, that would be 1.)

* 10. In which country or territory are the majority of your campaign supporters?

3. Email - what do you send?

*** 11. What emails do you send to supporters? (please tick all that apply)**

- A general email newsletter to the whole organisational list
- Single action alerts or updates based on user preferences
- A campaigns enewsletter to all campaigners
- Single action alerts or updates based on user's previous actions
- Single action alerts to the whole organisational list
- Other (please specify)

*** 12. Do you ever ask people who have donated to your organisation to take campaign actions?**

- No
- Yes, all our supporters get the same emails.
- Yes, as part of an e-newsletter.
- Yes, occasionally, but it isn't strategic.
- Yes, as part of a mailing strategy based on their interests.
- Other (please specify)

*** 13. Do you ask people who have taken campaigning action to donate to your organisation?**

- No.
- Yes, all our supporters get the same emails.
- Yes, as part of an e-newsletter.
- Yes, occasionally, but it isn't strategic.
- Yes, as part of a mailing strategy based on their interests.
- Other (please specify)

*** 14. Do you test emails before sending?**

- No.
- Yes, to a few internal addresses for a visual check.
- Yes, we split-test different layouts and/or subject lines before mailing the whole list.

4. Emails - how do you manage your list?

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* 15. How do you collect email addresses for campaigning?

	A top source	A good source	A poor source	We have never used this source
Sign up form on the website	jn	jn	jn	jn
Opt in attached to online actions (eg email your MP)	jn	jn	jn	jn
Opt in attached to donations web page	jn	jn	jn	jn
Opt in attached to online store	jn	jn	jn	jn
Invitation to sign up in paper mailings to existing supporters	jn	jn	jn	jn
Invitation to sign up on paper donation forms	jn	jn	jn	jn
Paper sign up cards used at events or on stalls.	jn	jn	jn	jn
Bought-in lists	jn	jn	jn	jn
Partnerships (eg exchanging mailings with other organisations)	jn	jn	jn	jn
Other (please specify below)	jn	jn	jn	jn

Comments

* 16. What action do you take to maintain your email database (ie removing or reactivating addresses which don't respond)?

We cleanse our list according to a regular formula (eg names always removed after x number of hard bounces.)

We periodically remove names which appear dormant.

We have never cleaned up our list.

Other (please specify)

* 17. How can people opt out of email communications? (please tick all that apply)

Click unsubscribe link in any email

Come to your website and edit user preferences

Ring customer services

Other (please specify)

* 18. Do you have a clear strategy for 'welcoming' new campaigners to your mailing list?

Yes

No

Comments

* 19. Do you have a 'reactivation' strategy for dormant campaigners?

Yes

No

Comments

5. Online actions

* 20. In the last 12 months, how many online actions have you asked your supporters to do, and which kinds? (if none for any category, leave blank)

Simple petition/join campaign	<input type="text"/>
'Enhanced' petition (eg photo, upload a message)	<input type="text"/>
Email an elected representative	<input type="text"/>
Email government (minister, government department etc)	<input type="text"/>
Email corporate target	<input type="text"/>
Forward to a friend	<input type="text"/>
Download and use buttons, badges etc for blogs or websites	<input type="text"/>
Add widget to their social network profile	<input type="text"/>
Organise an event using online support/resources	<input type="text"/>
Print out and distribute posters or leaflets	<input type="text"/>
Send an SMS message	<input type="text"/>
Contribute content or information eg to a mashup or campaign map	<input type="text"/>
Join a group or fan page on a social network website	<input type="text"/>
Tweet something, or post something to their status on a social media site	<input type="text"/>
Take action on another site, eg a campaign coalition site	<input type="text"/>
Other	<input type="text"/>

21. How do you set up and run campaign actions? (please tick all that apply)

- We provide information and resources for campaigners, eg downloadable template letters.
- We direct supporters to free services such as 'Write to them'.
- We develop interactive tools in house and host them on our own servers.
- We use agencies or freelancers to design and build interactive tools, and host actions on our own servers.
- We use a hosted service eg e-activist, iParl.
- We link to action tools developed as part of coalition campaign(s).

Comments

22. What information do you collect about your online action?

- Page views
- Downloads
- Completed actions
- Actions started but not completed
- Opt ins
- Personalisation (eg how many people added a personal message, or edited the standard text.)

Other (please specify)

* 23. How do you use data about your campaign actions?

- To improve an action during its life
- To help improve the next action
- To feedback to supporters during the campaign
- In internal reports to management
- In end-of-campaign evaluations
- In publications eg annual report, website
- Other (please specify)

* 24. What do you think has been your most successful e-action of the last 12 months?

5

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6. Blogs and social networks

* 25. In the last 12 months have you used campaign blogs?

- No.
- Yes, for a specific short-term event (eg staff trip, reportback from conference).
- Yes, we have a campaign blog (or blogs) updated less than monthly.
- Yes, we have a campaign blog (or blogs) updated at least monthly.
- No, but we promote campaigns through another organisational blog (eg policy blog, director's blog).

Comments

*** 26. In the last 12 months have you used social networking sites to promote your campaigns?**

Not specifically.

Yes, we have a page/profile on one or more social networks.

Yes, we have a page/profile which is updated with new content on a regular basis.

Yes, we have a page/profile which is updated frequently, and where we engage directly with supporters, responding to comments and queries.

Comments

27. If you use social networks, which sites does your organisation currently use for campaigning?

Facebook

Orkut

MySpace

Friendster

Hyves

Twitter

Bebo

Second Life

Ning

Flickr

Habbo

YouTube

Other (please specify)

7. Budgets

*** 28. In the last 12 months...**

My organisation's budget for e-campaigning has gone up.

My organisation's budget for e-campaigning has stayed the same.

My organisation's budget for e-campaigning has been cut slightly.

My organisation's budget for e-campaigning has been cut a lot.

Comments

*** 29. In the last 12 months my organisation has...**

- recruited more new media staff
- recruited more campaigning staff
- cut new media staff
- cut campaigning staff
- retained the same number of campaigning and new media staff

Comments

30. What is your approximate total budget for e-campaigning (including staff costs and IT infrastructure)?

31. In the last 12 months, have you undertaken any of the following projects, and if so, what was your budget for external services? (in your own currency)

New website	<input type="text"/>
Relaunch of existing website	<input type="text"/>
Design changes to existing website	<input type="text"/>
New interactive tool	<input type="text"/>
Campaign video or animation	<input type="text"/>

32. If you've undertaken any new media developments this year, could you give us a quick description, covering what you did, how it was managed, timescale and cost.

8. Any comments or questions

33. Anything else you'd like to add?