



# MAKEPOVERTYHISTORY

## New Media Review

Written by

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### **Disclaimer**

This review is an independent evaluation commissioned by the Make Poverty History Coordination Team. The views expressed in this review should not be taken as being those of the Make Poverty History Coordination Team or Assembly members.

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## 1 Reflecting on Make Poverty History and new media

*Glen Tarman, Trade Justice Movement coordinator (and Make Poverty History coordination team lead on new media), February 2006*

We will not make poverty history, secure human rights internationally or protect the global environment without the effective and creative use of new media in our campaigning towards these ends. This review is part of the story of ensuring campaigning successes in a digital age.

To many in the development sector, including campaigners, new media is essentially about technology. Yet the technology is simply the set of digital tools we now have available to bring to (and adapt for) campaigning.

Campaigning using the Internet and other information and communication technologies (ICTs) is fundamentally all about people: the practitioners who build and/or know how best to use the digital tools for the cause and the citizens that find them useful for learning more about the issues and for taking action online and in other ways (now, excitingly, to create their own content and tools through blogs and other new channels).

There are other groups, one being the sector's decision-makers. This group includes individuals that nurture e-campaigning talent and ensure, if they can, that the appropriate resources, support and overall strategies are in place. It also ranges to many who need to make more effort to understand the reality of campaign communications in our digital world (and be encouraged and supported to do so).

This review is for practitioners, campaigners of all kinds, sector decision-makers and others who will find it useful.

The story of Make Poverty History and new media in 2005 has two trajectories; what happened and what could have happened in the digital part of the biggest anti-poverty campaign the UK has ever seen. Both these narratives begin in spring 2004. Nick Buxton, who led on the use of the Internet for debt campaigning at Jubilee 2000, contacted me to explore how we could make sure the forthcoming mobilisation used new media effectively to achieve its aims. To build on coalition uses of new media, especially in debt and trade campaigning, we convened the Make Poverty History New Media working group, a group of practitioners that used the mobilisation to revisit the art of the digitally possible in campaigning.

The space for what could have happened, what we wanted to see happen, narrowed through the summer and autumn of 2004 as much of the shape of the 2005 mobilisation remained a matter of negotiation, plans and other strategies yet to be agreed. A mostly 'traditional' new media approach

appeared to be the only option available to us that we could run with, at least when we first went public.

Fortunately, Richard Curtis, impressed with the US MoveOn model, was a champion of new media. He was instrumental in Comic Relief, the sector's leading organisation in terms of mass new media, being able to provide a new media service for the coalition. Thanks go to him for this as well as Kevin Cahill, Chief Executive of Comic Relief and Amanda Horton-Mastin, Comic Relief's Director of New Media, for committing that organisation's step into the unknown with the rest of us. Appreciation should also be recorded to Comic Relief's Online Manager Martin Gill and his team who delivered the coalition website and list.

Thanks too go to all in the Make Poverty History New Media group, especially Nathaniel Ashford (ActionAid), Karina Brisby (Oxfam), Sara Chamberlain (Christian Aid), Bornali Halder (WDM), Emma Harbour (Comic Relief) and Branislava Milosevic (CAFOD) who all contributed their impressive expertise along the way. And thanks to Duane Raymond (Fairsay) for this review.

Alistair Campbell, Tony Blair's former Director of Communications, recently called Make Poverty History "a brilliant example" of using new media for political engagement in campaigning. He said: "Regardless of whether it was or it wasn't, people felt this was a two-way dialogue. Political parties are still driven by 'one to many' communications, rather than trying to imagine - and bring about - 'one to one'."

The Make Poverty History New Media working group's vision for 2005 was to use the connection new media can bring for a mobilisation based as much as possible on the 'one to one' communications principle. We did not fulfil that vision. Yet, at least, we did enough to bring about that feeling. Next time, this vision must be fully realised.

This review is about learning and sharing this and the other lessons of our successes and failures with Make Poverty History and new media for future campaigning.

## 2 Executive Summary

New media (i.e. email, web mobile phones) is rapidly maturing into a vital tool for campaigning – especially popular campaigning. This is demonstrated by the fact that three of the top four ways people reported participating in the Make Poverty History campaign were directly via new media while all of the eight ways to participate were facilitated by new media.<sup>1</sup>

### 2.1 Key Findings

**Make Poverty History new media activity made a significant contribution to the popular campaign.** The key findings of this e-campaigning review are that Make Poverty History new media activities were:

**Effective** since new media was:

1. A powerful outreach tool that enabled millions of people to learn more about the campaign issues, take actions and stay updated
2. A means for people to support the campaign objectives by communicating with the campaign key targets via the actions (over three-quarters of a million people did this).
3. An easily accessible web site through which people could stay updated and be mobilised quickly and *repeatedly* by signing-up for email updates
4. A way for people to promote the campaign with friends, family, colleagues and others in their personal network
5. Make Poverty History's new media objectives were achieved and made a significant contribution to the wider campaign in 2005
6. The New Media working group maintained an effective working atmosphere throughout the campaign and was a source of inter-agency coordination and knowledge sharing throughout 2005. Participants plan to continue meeting beyond the formal end of Make Poverty History.

Without new media, these contributions would have been difficult and expensive to achieve and thus new media made it possible to do more with the available budget.

**Influential** due to:

1. The success in mobilising hundreds of thousands of people via new media
2. This success helped apply and sustain pressure on key campaigning targets that created the space for breakthroughs
3. While this cannot be solely attributable to the new media activity, new media was a central channel of the campaign, a key popular tool for mobilising people and a resource for journalists.
4. This activity supported the advocacy work by making it possible to mobilise large numbers of people quickly as necessary with the objective of convincing campaign targets to change their position.

**Indispensable** since new media was a primary means for:

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<sup>1</sup> "Make Poverty History 2005 Campaign Evaluation" by Firetail, Second 3.3 (The Campaigns Impact as a public mobilisation)

1. The coalition to communicate and coordinate internally both within the UK and with the global campaign
2. Coordinating with other national campaigns
3. Sharing Make Poverty History's content, including files for printed material and video.

**Integrated** with the rest of the campaign which meant that:

1. New media recruitment and participation directly followed the level of media coverage on the issues.
2. Prominent media coverage has an enormous knock-on effect to the achievements of new media.

**Popular communications are essential** to:

1. Recruit new supporters from previously non-engaged segments of the population
2. Mobilise recent and existing supporters to take actions online and offline
3. Retain an active supporter base that can be regularly re-mobilised as necessary

## **2.2 Key Recommendations**

A number of lessons need to be learnt to use new media more effectively for campaigning. These lessons need to be learnt at least as much by senior managers as by new media campaigning practitioners. These include:

**Proper funding is needed** from the central budget since:

1. In 2005 member organisations filled the funding gap with an estimated £80,000 worth of direct resources to ensure the Make Poverty History web site and emailing existed.
2. A campaign of this size and aspiration needed at least £200,000 in central funding with which the new media activity could have achieved even more for the campaign.

**Ensure the best possible contribution** to the campaign by:

1. Going beyond the one-to-many 'broadcast' model of communications
2. Planning for popular communications throughout the campaign
3. Coordinating media coverage with new media activity
4. Agreeing initial broad data protection policy so that tactical decisions that can advance campaigning objectives are not prevented
5. Implementing supporter migration plans from early in the campaign
6. Maintaining communications with un-migrated supporters for 12 months after the campaign ends to ensure most supporters stay active in the movement

**Ensure new media campaigning expertise** is:

1. Involved from the earliest planning stages at the most senior level
2. Understood by most senior managers as to what new media can contribute

## 2.3 Next Steps

Individual organisations should apply the learning from the year to make their individual efforts more effective to help ensure new media continues to contribute towards the achievement of the campaigning objectives.

Furthermore, White Band Day 4 takes place on 17 October 2006. This is an opportunity for the UK Make Poverty History member organisations to work together again as part of the ongoing momentum started in 2005. For new media to be effectively used for this day, there needs to be planning 3-6 months well in advance and close coordination with the planned media coverage. This could thus be the next opportunity to see if some of the key lessons of this review can be applied.

Introduction  
Make Poverty History's new media activity (MPH new media) was a significant contribution to the wider Make Poverty History campaign. This review outlines what contribution new media made to the campaign and what we can learn from this.

The review will cover a few key areas of Make Poverty History's new media activities:

1. **General:** what the general factors impacting MPH new media were
2. **makepovertyhistory.org Actions and Emails:** what happened, when and why
3. **Make Poverty History Member New Media Activity:** what their new media activity was
4. **Third party web coverage of Make Poverty History:** what coverage Make Poverty History received on the web (sites, forums, blogs, etc.)
5. **International movement:** how the Make Poverty History web site traffic compared to the GCAP and One campaign web site traffic.

### 3 Introduction

#### 3.1 Review Objectives

1. To evaluate in-depth Make Poverty History's new media results as part of a larger "Ways of Working" overall campaign evaluation of the mobilisation [with a particular emphasis on the Make Poverty History website (makepovertyhistory.org 2005) and associated services]
2. To provide insight into new media campaigning for the sector to learn from based on activity delivered in 2005
3. To identify and recommend how to improve the impact of new media results for future campaigns and coalitions
4. To identify any key learning relevant for the Make Poverty History 'legacy' website (makepovertyhistory.org 2006)

This review has two distinctly different primary audiences: Make Poverty History member organisation managers and Make Poverty History member organisation new media campaigning practitioners.

#### 3.2 Original Make Poverty History New Media Objectives<sup>2</sup>

- To support the co-ordination of participating member organisations (via Dgroups, intranet etc.)
- To extend the campaign's reach to new audiences by using our collective weight and collaborative new media effort and ideas
- To recruit, manage and/or direct to members, a massive online community (via an online gateway and possibly mobile telephony platforms) for all target audiences to connect with the campaign, member sites
- To promote and explain calls to action
- To provide mechanics(s) for interactions
- To inspire, motivate, educate and connect
- To report back (as campaign progresses) about coalition activities, coverage and actions
- To provide community and connection in lead up to and during landmark events
- To leave a lasting legacy of new supporters and technology/practices/online tools for the sector

<sup>2</sup> For full document see "Make Poverty History New Media Strategy (04 Aug 2004)" in the Appendices

### 3.3 *Make Poverty History New Media Overlaps and Dependencies*<sup>3</sup>

- With **brand** strategy, re: all branding elements, ‘tone’ etc. – all need to work online and on other new media platforms.
- With **mass action** strategy, re: online/other new media version of action(s), connections to member actions etc.
- With **G8** strategy, re: event information, mass mobilisation networking, generating community at events.
- With **other events, actions & materials** strategy, re: (see above)
- With **research & policy** (facts & stats) strategy, re: content for sites.
- With **media** strategy, re: across all elements – especially marketing strategy.
- With **outreach** strategy, re: online information for bringing in new participating organisations.
- With **Wow!** strategy, re: innovation
- With **recruitment** strategy, re: bringing in new supporters to member organisations
- With **celebrity** strategy, re: promotion, endorsement etc.

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**1** <sup>3</sup> For full document see “ Make Poverty History New Media Strategy (04 Aug 2004)” in the

Appendix

### **3.4 Make Poverty History New Media Activity in 2005**

New media supported the Make Poverty History campaign and mobilisation in numerous ways. The following is an overview, by no means exhaustive, intended to summarise categories of activity in a non-technical way.

#### **3.4.1 Organisation and Coordination**

##### **3.4.1.1 Collaboration Tools: Dgroups**

One of the objectives of the Make Poverty History new media strategy was “to support the co-ordination of participating member organisations”. The coalition activities were organised by the coordination team and working groups. These teams were each supplied with an email list and online workspace through Dgroups ([www.dgroups.com](http://www.dgroups.com)), the collaboration platform and tool for people and organisations in the development community.

##### **3.4.1.2 Information for Make Poverty History member organisations**

BOND provided information for coalition members online through its website and the Make Poverty History Update monthly email.

#### **3.4.2 External Audiences/Publics**

##### **3.4.2.1 Make Poverty History coalition website**

A coalition website was established for the mobilisation with a specific emphasis on individuals presenting the campaign in a popular, accessible way. The site provided a ‘way in’ to the campaign with background, key documents, actions and further information on the core issues. The site also serviced media and teachers/educators. Comic Relief delivered the site on behalf of the coalition in liaison with the working groups.

##### **3.4.2.2 The Make Poverty History list**

An email list associated with the Make Poverty History coalition website was established that could be subscribed to by individuals. Emails to the list gave updates on the campaign and promoted action and events. The list reached almost half a million people who signed up to hear more about the campaign.

##### **3.4.2.3 Make Poverty History member sites and online activities**

The 2005 mobilisation was organised on a ‘distributed’ basis whereby member organisations could deliver the campaign through their own communication channels including the Internet and adapt or generate content for their own audiences and identity. Member organisations produced content for their web and email communications in a variety of ways from publishing to viral, multimedia and interactive approaches. In addition to single member organisation sites a number of Make Poverty History websites were produced

for geographical locations (countries within UK/regions or towns/cities) or constituencies (eg faith-based). A number of members used mobile telephony/text in support of the campaign.

### **3.4.3 Online Activity By Third Parties**

#### **3.4.3.1 Political Targets and Actors**

The UK government published responses to the campaign on various departmental websites. Political government targets of 'central' email actions were invited to communicate directly with supporters that undertook actions yet only some used that opportunity and most that did performed poorly. MPs were the targets of a number of actions and their performance appears mixed at best. Political parties also produced responses to the campaign on their websites and email communications.

#### **3.4.3.2 Media online**

A significant proportion of the exposure of Make Poverty History via media was online. This included replication of print and broadcast coverage on media online platforms and coverage gained on exclusively online media.

#### **3.4.3.3 A public conversation: the blogosphere**

Make Poverty History coincided with a massive rise in blogging by members of the public, organisations and various opinion formers. Coverage on blogs (web journals) was very significant and reflected just how much the campaign captured the public imagination and became a talking point online (as well as offline).

#### **3.4.3.4 LIVE8**

LIVE8, the series of concerts in support of the aims of Make Poverty History, had a website, a list and used text messaging. The high profile of LIVE8 in the UK contributed massively to the traffic to the Make Poverty History website. The LIVE8 online content and list was completely independent of the Make Poverty History sign-off processes.

#### **3.4.3.5 SendMyFriend.org**

The SendMyFriend.org site was aimed at children and teachers. It had more than 5 million children in over 100 countries took part in the 'Send My Friend To School' action. This action had children ask world leaders to make sure that every child in the world gets to school by 2015. It is not known what proportion of those 5 million children took action via the site (or other new media) vs. offline.

#### **3.4.3.6 Campaign Supporters**

Individuals and organisations showed their support for the campaign by adding a banner or button on their websites (e.g. a web white band and other linking resources on the Make Poverty History website). Content from the coalition site and email as well as member online communications was also

posted to sites by supporters, often with commentary and personal or organisational perspectives added (see also blogs).

#### **3.4.3.7 Special Content**

A range of special content was produced which included projects with third parties such as a virtual rally, a site for supporters' travel arrangements to Edinburgh for the G8 Rally and Make Poverty History radio online.

## 4 Practitioners Summary

2005 was an exhilarating year for campaigning via new media despite considerable constraints. Now is an opportunity to build on the successes and lessons learnt of the year and go beyond the one-to-many broadcast model of new media campaigning and the impact this could have.

### 4.1 Findings

Make Poverty History was the UK's highest profile movement in 2005 – and new media made a significant contribution to this achievement. New media, especially the makepovertyhistory.org web site and its emailing list, meant that people could stay in touch with how the campaign unfolded over the year and take part in multiple actions. Once 2005 ended they could also engage by registering directly with Make Poverty History member organisations to continue campaigning to end poverty. Without new media, these accomplishments would have been too expensive and time consuming to be feasible.

The achievements of the Make Poverty History web site and email communications are impressive and include:

- Getting a half million people to subscribe for updates
- Having over 800,000 people take action on the site
- Having more than 1 million actions taken on the site
- Informing millions of people – including journalists – on the issues
- Providing webmasters and bloggers with ways to promote Make Poverty History
- Supplying journalists with the content to write about/cover Make Poverty History
- Providing a gateway to activity by Make Poverty History member organisations
- Recruiting thousands of new supporters to Make Poverty History member organisations to campaign online and offline
- Enabling people from multiple Make Poverty History member organisations to coordinate their activities via discussion lists
- Sharing the site imagery, content and practices copied by other national GCAP campaigns worldwide
- Achieving the original new media objectives

In analysing the performance of the Make Poverty History web site and email communications over 2005, a number of key findings were identified:

1. Popular communications are essential to attract, recruit, mobilise and retain a supporter base that goes beyond traditional campaigning supporters.
2. 2005 was split into two distinct segments: a 'popular led' segment lasting from launch until the G8 in July and the 'policy led' segment lasting from the G8 until the end of 2005. The popular led segment dramatically

outperformed the policy led phase in all areas with the conclusion that the switch to policy led communications to supporters resulted in the stagnation of supporter participation and growth.

3. Online actions coordinated with prominent media coverage achieve a much greater participation, promotion and recruitment than without the media coverage. Without the media coverage the campaign received – especially the popular coverage using celebrities – the campaign is unlikely to have had the level of supporter growth and participation that it did in the first half of the year.
4. The combination of the end of popular communications and the drop in media coverage in the middle of the year resulted in a dramatic drop in recruitment and participation in online actions.
5. The drop in media coverage and switch away from popular led communications was part of the larger issue of Make Poverty History planning and management. This review did not explore this larger issue except where it has affected new media achievements and performance since the full Make Poverty History “2005 Campaign Evaluation” explores these issues in detail.
6. The new media campaigning was a traditional one-to many broadcast model primarily due to the limited budget and insufficient time to implement anything beyond this model. While this broadcast approach is one of the key models for campaigning with new media, there are others which could have further extended the achievement of the campaigning objectives
7. Due to the success of MPH new media, the UK coalition’s online work and impact was multiplied globally by other national GCAP<sup>4</sup> coalitions through the sharing of imagery, materials, designs and advice.
8. MPH new media achieved its objectives and made a significant contribution to the wider campaign in 2005
9. The key practice that MPH new media achieved was the practice of working with practitioners from other organisations to coordinate independent activities and share expertise. Members of the Make Poverty History New Media working group seem likely to continue this practice well beyond the formal conclusion of Make Poverty History as the Global Campaigning New Media Group.
10. The new media objectives for the first half of the year were clearly laid out but the objectives for the second half of the year were not clearly defined.

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<sup>4</sup> GCAP = Global Call to Action against Poverty (see [www.whiteband.org](http://www.whiteband.org) )

11. A cross-discipline group consisting of experts of each area (i.e. policy, new media, media) with people overseeing the intergraded campaign was clearly missing.
12. With sufficient planning, funding, resourcing and authority, new media could have achieved even more for the campaign

Detailed findings for new media campaigning practitioners are contained in each of the relevant sections

## **4.2 Recommendations**

1. If the objective of using new media for campaigning is popular mobilisation – including recruiting campaigners – then new media communications need to be in a popular style. This includes the use of popular content like celebrities and clearer explanations of issues, backed up by policy briefings and other content for those who want to go into depth.
2. New media emailings and actions should, wherever possible, coincide with media coverage and there thus needs to be close planning between media relations and new media campaigning practitioners. Furthermore, new media campaigning practitioners should have the authority to initiate opportunistic emailings and actions (in consultation with policy professionals and campaigners) that are in-sync with relevant current news stories.
3. Treat new media on par with media in the campaigning planning process, ensuring that new media campaigners are present at the earliest stage and at the highest level as well as ensuring that most senior staff have a strong understanding of what new media can achieve and what is required to achieve it.
4. New media campaigning objectives and planning should be more explicit on areas such as mobilisation, supporting local campaigners/online supporters, the contribution of new media to the campaign, targets for achieving key objectives, resources needed, etc. Without these details plans are often too vague to be useful.

Detailed recommendations for new media campaigning practitioners are contained in each of the relevant sections

## **4.3 Next Steps**

To help ensure that incurrent and future campaigns make effective use of new media for campaigning, new media campaigning practitioners need to:

1. Remain in regular contact with other practitioners to ensure learning is shared and coordination can occur quickly when necessary
2. Start planning new within their organisation and with other practitioners for White Band Day 4 on 17 October 2006.

3. Work with fellow practitioners to develop the “business case” for educating senior managers of how new media can be used for campaigning and what it requires to do this. This can then be used to help educate senior managers on what new media can achieve for campaigns so they can ensure the necessary budget, resource and strategy decisions are made that enable new media to fulfil more of its potential.
4. Document best practices and share them with fellow practitioners so that new media campaigning get increasingly more effective and good practices are widely understood so that future coalition campaigns can focus on delivering them vs. discovering them.
5. Work with fellow practitioners to standardise the best practice benchmark indicators and rates so that comparing performance and identifying issues becomes a general discipline with new media campaigning practitioners

## 5 Review: General

Make Poverty History's new media activity played an indispensable role in the campaign: the main web site was a first stop for more information, a way to participate via actions and a way to keep updated – all of which would have been virtually impossible due to time and cost issues without new media.

The year had two distinct segments that permeated all aspects of the campaign – including new media: a 'popular led' segment lasting from launch until the G8 in July and the period immediately following the G8 until the end of 2005. The impact on new media of not sustaining mass-oriented communications effort in the public domain, accepting that the G8 levels would inevitably be a peak, was that popular participation dropped off dramatically.

It made a significant difference that the campaign was 'integrated': it synchronised advocacy work, media work and new media work. Without this integration it is unlikely that MPH new media could have achieved what it did. In the absence of media coverage, new media can still support a wider campaign, but it requires a lot more effort, budget and discipline in applying e-campaigning best practices<sup>5</sup>.

The success of MPH new media is even more admirable when you consider that much of what happened occurred despite the wider coalition. For instance thousands of supporters – including celebrities – were demonstrating their support by putting white band banners on their sites and writing online journals (blogs). This un-coordinated activity is a fundamental nature of the Internet (like grassroots campaigning) and can either be facilitated or ignored. It will happen regardless of the plans, so it should be seen as an opportunity and facilitated.

While coalitions like Make Poverty History have high potential, they are challenging to work in as most participants will attest: decisions are often made late (or not at all), are often revisited and are sometimes counterproductive to the espoused objectives. This environment makes it difficult for new media campaigning practitioners to deliver the best possible results for the coalition because there is little lead in time (which new media requires to implement new ideas), insufficient budget to invest and little scope for creativity. It is under these circumstances that MPH new media operated and is a key root factor in many of this review's findings.

Yet despite these conditions, MPH new media achieved most of its explicit objectives and went well beyond them. It was picked up and promoted by people around the UK and globally resulting in a sense that new media was an integral part of Make Poverty History.

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<sup>5</sup> eCampaigning Best Practices are dealt with in section "6 Review: makepovertyhistory.org"

### 5.1 Objectives vs. Achievements

| Original Objective   | Actually Achieved  |
|--|--|
| 1. To support co-ordination of participating member organisations (via Dgroups, intranet etc.)   | Dgroups was used to facilitate communication and collaboration for all Make Poverty History working groups. No Intranet existed other than what Dgroups provided.  |
| 2. To extend the campaign's reach to new audiences by using our collective weight and collaborative new media effort and ideas   | We can assume that a proportion of the 1 million people reached via new media was new.   |
| 3. To recruit, manage and/or direct to members, a massive online community (via an online gateway and possibly mobile telephony platforms) for all target audiences to connect with the campaign, member sites | The Make Poverty History site was a hub for different audiences and directed people to member sites. Community was facilitated by giving supporters electronic white bands to put on their sites. No resource or tool enabled supporters to connect with each other. |
| 4. To promote and explain calls to action  | Achieved via web site and email list   |
| 5. To provide mechanics(s) for interactions <sup>6</sup>   | Online interaction between supporters didn't occur, as communication was one-way. However new media facilitated offline events where people interacted with each other.  |
| 6. To inspire, motivate, educate and connect   | Achieved via web site and email list   |
| 7. To report back (as campaign progresses) about coalition activities, coverage and actions  | Achieved via web site and email list   |
| 8. To provide community and connection in lead up to and during landmark events  | Community connection was largely an indirect result of mobilisations and local action – not necessary via new media. MPH new media did play a major role in promoting events.  |
| 9. To leave a lasting legacy of new supporters and technology/practices/online tools for the sector  | Some member organisations recruited significant new supporters as a result of MPH new media. It was decided not to   |

<sup>6</sup> 'mechanisms for interactions' was interpreted to mean ways for people to interact with each other, not 'interactive content' (since it does not achieve much) or 'interact with the campaign' (since everything did that anyway)

|  |
|--|
| develop technology/online tools that would remain as a legacy <sup>7</sup> . |
|--|

## 5.2 General Approach

Beyond the objectives, the official new media effort was a very conventional “push publishing” approach: it spoke *at people* rather than *with people*. By contrast the Internet is highly participative as is campaigning and the Internet. The reason for this is largely internal MPH issues that significantly constrained the impact of MPH new media including constraints that reduced the ability of the MPH New Media working group to perform at their best, including:

- Decisions made too late to do anything but the basic activity
- Decisions about MPH new media or impacting on it were made that did not involve the Make Poverty History New Media working group
- Decisions were made outside of the Make Poverty History New Media working group that did not use e-campaigning best practices or under appreciated the role of the Internet
- Very limited central funding for MPH new media meant it was left to the goodwill of member organisations to deliver both in terms of budget and effort
- Nearly all effort was put into the lead up to the G8 and there seemed to be no overall plan to continue required momentum in the second half of the year
- People brought pre-formed ideas to the Make Poverty History New Media working group rather than letting the experts in the group identify the best approach and advise/recommend best practice.

These are symptoms of the fact that:

- New media seemed to be an afterthought of much of the planning processes, not an integral part of it (where it did exist).
- New media is still poorly understood at senior levels in the sector that may lead to problems in producing workable or creative ideas.
- Non new media campaigning practitioners routinely assume a competence in new media campaigning when often they do not, in practice, have the required knowledge or skills and hence unworkable or uncreative ideas go forward
- Make Poverty History member organisations vary widely in their commitment to empower local supporters and yet this is fundamentally the nature of new media, campaigning (and development).

These issues are not unique to Make Poverty History. In fact they occur in many of the Make Poverty History member organisations and are merely

<sup>7</sup> The development of technology/online tools as a legacy was blocked due to two major issues: a concern about creating local Make Poverty History coalitions rather than delivering local actions through member organisations; and the challenges of creating “physical” assets that would remain the property of Make Poverty History when the coalition was destined to break up at the start of 2006

exacerbated in coalitions. As such, they need to be tackled in each organisation, at the sectoral level and in future campaigning coalitions.

It was primarily the massive media coverage and celebrity endorsement in the first 6 months of Make Poverty History that generated a powerful 'cool' factor that benefited the new media efforts. Without this element the new media achievements would have achieved significantly less.

### **5.3 General Findings**

1. New media played an indispensable role in the campaign: the main web site was a first stop for more information, a way to participate via actions and a way to keep updated – all of which would have been virtually impossible due to time and cost issues without new media.
2. Coordination with other campaigning activities is crucial to achieving maximum benefits for the campaign. Prominent, continuous media coverage is especially crucial to campaigning with new media as it creates the awareness for more existing supporters to take related actions, for the recruitment of new supporters from across the target demographic spectrum<sup>8</sup> and for supporters to promote the campaign via their personal networks.
3. The year was split into two distinct segments: the 'popular led' segment lasting from launch until the G8 in July and the segment lasting from just after the G8 until the end of 2005 when mass communications were not kept at a sufficient level. The popular led segment dramatically outperformed the later phase in all areas with the conclusion that the switch away from popular communications to supporters resulted in the stagnation of supporter participation and growth.
4. MPH new media had inadequate central funding of £20,000. Comic Relief filled this funding gap with staff time and resources with an additional budget estimated at over £80,000<sup>9</sup> but much more could have been achieved with sufficient central funding.
5. MPH new media applied a very traditional one-to-many broadcast (push publishing) model to its new media campaigning and as such missed opportunities for supporter engagement, recruitment, mobilisation and relationship development.
6. MPH new media achieved its objectives and made a significant contribution to the wider campaign in 2005 despite the constraints it operated with.

<sup>8</sup> Acorn postal code analysis of Make Poverty History supporters revealed more supporters from non-traditional demographic segments than the normal development campaigning/organisation supporters.

<sup>9</sup> Comic Relief hired one person full time, used the time of a range of others in-house and utilised their technical infrastructure/services to deliver the web site and emails.

## 5.4 General Recommendations

1. New media campaigning practitioners should be involved at the most senior level and at the earliest possible time of the planning and management process. This includes ensuring:
  - a. Plans should go beyond simple 'push publishing' towards approaches that persuade, involve, mobilise and develop supporters.
  - b. Sufficient central funding is provided for new media initiatives<sup>10</sup>. For an initiative of this size and scale of ambition, £100,000<sup>11</sup> is an absolute minimum and more appropriately £200,000+<sup>12</sup> (about 10%-20% of the budget)<sup>13</sup>. 50% of this should be for new media implementation and 50% for new media operations.
  - c. The New Media working group and/or team has to have the authority and the responsibility to make key decisions and act as its members are the experts on campaigning with new media. As appropriate, they also need to work closely with campaigning and policy colleagues to make these decisions on new media campaigning.
  - d. A dedicated team of e-campaigning professionals who can set-up and deliver the new media element of the campaign to perform at best practice levels, including:
    - i. Ensure the right systems and practices are in place from the beginning
    - ii. Communications that are consistent and popular
    - iii. Track, monitor, analyse and report the progress vs. e-campaigning best practice indicators and rates and resolve any issues
  - e. The privacy policy is open to more future uses (i.e. data kept and communication continues after the campaign ends, open to being transferred between member organisations). The coalition can still decide to implement a more restrictive policy, while more flexible options are not prevented. The privacy policy needs to reflect the nature of the coalition and the needs of its campaigners.
  - f. Migration to member organisations should occur from early in the campaign as part of the action thank-you page/email to maximise long-term participation without affecting short-term participation.

<sup>10</sup> A book written in 2000 ("Winning Campaigns Online, Emilienne Ireland et. al.) recommended allocating 5% of the total campaign budget and this proportion would likely increase. 10% of total campaign budget is a more current budget.

<sup>11</sup> £100,000 would only get what was achieved with MPH new media: basic web site and emailings

<sup>12</sup> One major campaign Duane Raymond worked on had £100,000 for just the web site build and spent much more than £100,000 for maintenance and promotion – and achieved a good return on investment.

<sup>13</sup> The central budget of Make Poverty History was just under £1 million with an additional £1 million+ estimated to have been funded through member activities.

- g. Campaigns should plan to maintain communications for 6-12 months after the campaign formally ends to facilitate the establishment of a movement, the migration to member organisations and local campaigning groups and supporters not ready to migrate (unless these are not campaign objectives).
  - h. Mechanisms that facilitate supporters to interact with each other both online and offline as part of a strategy to nurture their development as campaigners
  - i. More creative actions that continuously inform and inspire supporters – including the use of solidarity actions<sup>14</sup>.
  - j. Consideration should be given to having two teams of new media campaigning practitioners: one to focus entirely on the lead up to key moments and one to focus entirely on the follow-up to key moments. This will ensure a smooth transition between phases and maximise results.
2. If the objective of using new media for campaigning is popular mobilisation – including recruiting campaigners – then new media communications need to be in a popular style. This includes the use of popular content like celebrities and clearer explanations of issues, backed up by policy briefings and other content for those who want to go into depth.
  3. New media emailings and actions should, wherever possible, coincide with media coverage<sup>15</sup> and thus there needs to be close planning between media relations and new media campaigning practitioners. Furthermore, new media campaigning practitioners should have the authority to initiate opportunistic emailings and actions (in consultation with policy professionals) that are in-sync with relevant current news stories.
  4. Treat new media on par with media in the campaigning planning process, ensuring that new media campaigners are present at the earliest stage and at the highest level as well as ensuring that most senior staff have a strong understanding of what new media can achieve and what is required to achieve it.
  5. New media campaigning objectives and planning should be more explicit on areas such as mobilisation, supporting campaigners, the contribution of new media to the campaign, targets for achieving key objectives, resources needed, etc. Without these details plans are often too vague to be useful.

<sup>14</sup> Solidarity actions are actions owned and run by others in the movement from southern countries for which 'northern' support can help them achieve their objectives while providing actions that are more compelling than most northern driven actions.

<sup>15</sup> Media coverage is both news coverage and 'entertainment' coverage such as the "Vicar of Dibley" special on 1 Jan 2005.

## 6 Review: makepovertyhistory.org

### 6.1 Introduction

The makepovertyhistory.org activity (email and web) was the primary new media activity of Make Poverty History. The site contained Make Poverty History's key demands, press releases, background information and involved a number of actions over the year and the opportunity to sign-up for email updates and alerts. It was the most accessible and most complete source of Make Poverty History popular content online or offline. The primary role was to mobilise popular support for the campaign.

The site review looks at:

1. Reach: How many people did it potentially reach?
2. Participation: How many people took the actions and signed up for emails?
3. Effectiveness: How did those actions and emails perform?
4. Content: What was in the emails and actions?
5. Traffic Pattern: What was the pattern of site traffic over the year?

### 6.2 Site Reach

The site is estimated<sup>16</sup> to have been seen by 10 million people in 2005. If most of these people were from the UK<sup>17</sup>, then this would represent up to 25% of the UK's Internet population<sup>18</sup>. It is not known how these people learnt of the site or the campaign or how many went on to member organisation sites. However of the top 4 forms of taking action that people reported, three were exclusively via the web site and the survey's other 5 options were all possible via the web site<sup>19</sup>.

### 6.3 Site Weekly Activity

Overall, makepovertyhistory.org attained unprecedented levels of the awareness and participation and achieved its objectives. A significant contribution to this was the media exposure in the first 6 months culminating with the G8 activity and LIVE8 concerts.

#### 6.3.1 Findings: Site Activity Over Time

Figure 1 shows that for the first 6 months of the year, actions and opt-ins grew rapidly. This is assumed to be due to four factors:

1. The web site and mailing list was starting from no supporters and thus early growth would be expected to be high if Finding #2 were occurring

<sup>16</sup> No data was provided on the site's visitor levels, however if we assume that 10% of people who visit the site take an action, then this equates to roughly 10 million people.

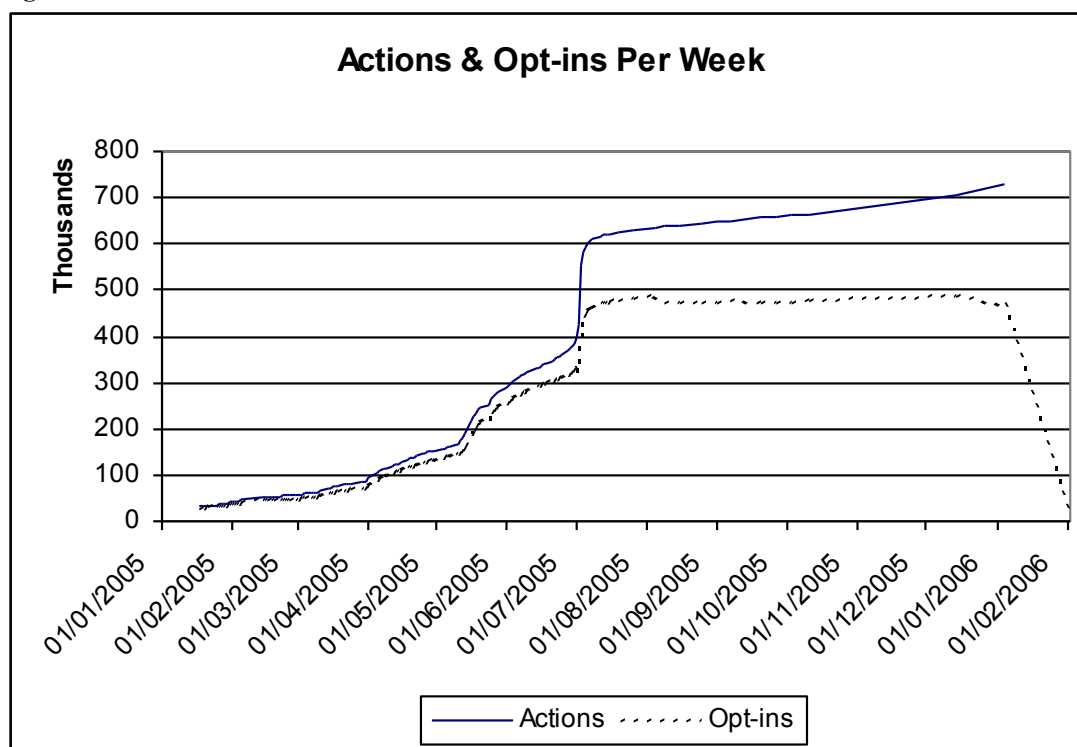
<sup>17</sup> Since no web site traffic data was provided, the proportion of international visitors is unknown.

<sup>18</sup> The UK's current Internet population is estimated at 37 million people according to <http://www.internetworldstats.com/stats9.htm#eu>

<sup>19</sup> "Make Poverty History 2005 Campaigning Evaluation" by Firetail in "The campaign's impact as a public mobilisation"

2. The web site was promoted by member organisations to their supporter base
3. The web site and emailings used popular language and imagery to appeal to supporters who weren't existing supporters of members organisations
4. Make Poverty History received significant media exposure and other promotion thereby reaching beyond member supporter bases
5. Make Poverty History benefited from the massive publicity around LIVE8 from May to early July

Figure 1



Actions = number of times a campaigning action (i.e. email to target) was completed

Opt-ins = number of people who gave permission to be communicated with

However from early July (LIVE8, Make Poverty History G8 Rally, London bombings and the G8 Summit) actions and opt-ins practically stagnated. This is abnormal considering there were half a million opt-ins. Possible explanations for the stagnation of actions and opt-ins include:

| Possible explanations  | Comment  |
|--|--|
| a. A shift from popular led communications (celebrities, popular language) to more policy led communications (no celebrities, more complicated messages) repelled the popular 'fed' supporter base | This seems to have been the most compelling reason why a supporter base of a half million people was not mobilised – even in the absence of media coverage – after the G8 meeting. |
| b. Make Poverty History being unable to sustain media coverage   | This seems likely to have made the biggest impact since popular  |

|   |   |
|---|---|
| and other momentum at the high level due to lack of planning, especially for the period immediately following the G8.   | communications and media profile dropped significantly when the G8 ended.   |
| c. Communication up to G8 gave the impression that Make Poverty History was about achieving changes at the G8 meeting – so a majority of supporters' expected only to be involved until then.   | This was likely a factor, but could have been dealt with directly with the half million supporters who were receiving updates.  |
| d. Capacity from organisations being reduced for various factors but no other organisations replacing them with the same level of commitment <sup>20</sup> .                                    | This is likely to have caused an impact since organisations that allocated staff-time to Make Poverty History appeared to actively reduce their involvement.                    |
| e. The staff from many Make Poverty History member organisations were burnt-out by the effort leading up to the G8 and could not do more.   | While this seems to have happened, it was likely only a secondary factor in the stagnant growth in the second half of 2005.   |
| f. The new media budget was not adequate for the new media needs.   | New media had only a £20k budget from central funds and was thus funded mainly through Comic Relief staff time. This meant there was only budget for doing basic e-campaigning. |
| g. The lack of a fully dedicated new media team with new media campaigning experience meant effort was spread too thinly  | MPH new media was clearly under resourced and over worked.  |
| h. The MPH emailings and actions were not operating at best practice levels   | This is true but understandable given the other factors.  |
| i. Make Poverty History intended to put all effort into the lead up to the G8 with little activity afterwards.  | While this is what seems to have happened, there is no evidence that this was an explicit plan given the one-year mobilisation.   |
| j. The campaign had reached saturation levels in the UK population since the actions represent 1.62% of the UK's Internet population of 37 million <sup>21</sup> , and opt-ins represent 1.28%. | This 'saturation' scenario is unlikely given that the campaign reached 72% of the UK adult population people through the media. <sup>22</sup>                                   |

<sup>20</sup> Mentioned in the "Make Poverty History 2005 Campaign Evaluation" by Firetail

<sup>21</sup> Internet World Stats <http://www.internetworldstats.com/stats4.htm#eu>

<sup>22</sup> As outlined in the Make Poverty History Media Analysis by Metrica

### **6.3.2 Recommendations: Site Activity Over Time**

1. More senior managers need to understand the contribution campaigning via new media can make
2. Ensure new media campaigning practitioners are involved from the beginning of the planning process and have the authority to influence and make new media related decisions
3. Ensure sufficient budget and time from new media campaigning practitioners to manage new media and proactively address many of the issues this review raises.
4. Ensure the systems, people and expertise necessary for tracking, analysis and reporting vs. e-campaigning benchmark indicators and rates are in place so that performance issues can be identified and addressed quickly
5. Plan for two new media campaigning teams: one to deliver in the lead up to a key moment and one to plan and take over starting from the key moment to maximise campaigning opportunities and manage the transition.

## 6.4 Action Review

Table 1

| Overall                           | #       | # Opt-  | Explanation                        |
|-----------------------------------|---------|---------|------------------------------------|
| Total Actions <sup>23</sup>       | 979,098 | unknown | # actions taken in year            |
| Total Action Takers <sup>25</sup> | 730,180 | 470,641 | # people taking action in the year |

On an action by action basis:

Table 2

| Actions                | #       | # Opt-  | Explanation                   |
|------------------------|---------|---------|-------------------------------|
| Subscribe to updates   | 242,074 | 242,074 | This is an opt-in form        |
| Get a white band       | unknown | unknown | People purchasing white bands |
| Email Tony Blair       | 444,487 | 210,795 | People taking action (web)    |
| Text 80205             | 200,000 |         | People texting 80205 (mobile) |
| Email Gordon Brown     | 20,957  | 10,593  | People taking action (web)    |
| Email Your MP          | 17,000  | unknown | People taking action (web)    |
| Vote for Trade Justice | 268,622 | 113,927 | People taking action (web)    |
| DTI email campaign     | 86,141  | 29,410  | People taking action (web)    |
| Email the G8 Finance   | 37,432  | 16,963  | People taking action (web)    |
| I'm coming to          | 3,501   | 1,693   | People taking action (web)    |
| Email Brown and        | 23,105  | 5,684   | People taking action (web)    |
| Picture an end to      | 816     | 251     | People taking action (web)    |
| Lobby Your MP          | 2,074   | 652     | People taking action (web)    |
| Email Jack Straw       | 36,219  | 8,120   | People taking action (web)    |
| Email Peter            | 49,619  | 11,139  | People taking action (web)    |
| 2005 Xmas card         | 66,739  | 4,547   | People taking action (web)    |
| Keep Campaigning       | 10,448  | 10,448  | People signing up to MPH      |
| Rejoin MPH.org List    | 30,000  | 30,000  | People taking action (web)    |

Note: the sum of the web action figures *differs* with the total figures by being 77,614 *higher* for actions and 56,867 *lower* for opt-ins than the total figures. As primary data was not provided, this cannot be reconciled (see the 12.3.1 Analysis Constraints section in the Appendices)

The most successful action in terms of numbers was the 'Email Tony Blair' action that ran all the year and was promoted in 5 emails over this time.

### 6.4.1 Action Performance

Make Poverty History e-actions averaged a gross completion rate<sup>26</sup> of 53% for the first half of the year but only 8% gross completion rate for the second half of the year<sup>27</sup>. Given the publicity the campaign received, the result in the first

<sup>23</sup> This is across all actions and may (see Appendices: Analysis Constraints) include actions taken multiple time with the same email address

<sup>24</sup> Any unknown data is due to the Analysis Constraints as outlined in the Appendices

<sup>25</sup> In practice this is likely (see Appendices: Constraints) the number of unique email addresses

<sup>26</sup> Gross completion rate = total # of people who took the action / total # of people who received an email about the action.

<sup>27</sup> See "Gross Completion Rate" table in the "Data Tables" section of the Appendices

half of the year is to be expected. However the very low result in the second half of the year suggests low response rate<sup>28</sup>, completion rate<sup>29</sup> and/or supporter growth rate<sup>30</sup> (and probably all<sup>31</sup>).

The same pattern applies to the opt-in rates. During the first half of the year these ranged from 35%-51% while in the second half they ranged from 7%-31%.

Given that the tone of overall communications had switched from popular to policy, these results suggest that the more policy led communications were detrimental to participation in actions and recruitment.

Figure 4 (Media Coverage) demonstrates a dramatic drop in media coverage occurred in parallel to this fall in completion and opt-in rates and undoubtedly had a direct impact on the new media performance.

When comparing e-campaigning best practice benchmarking rates<sup>32</sup> to these results (see Table 17 in the 'Data Tables' section of the Appendices'), it could be interpreted as a significant underperformance in the second half of the year. However, the primary data was not provided to assess this properly and reviewing the performance at the end of the campaign vs. in the first 3 months does not allow for the testing necessary to ensure the online emails and actions are performing at optimum levels.

#### 6.4.2 Findings: Action Performance

1. Media coverage was likely a primary factor in the success of the Make Poverty History site in the first half of the year
2. The significant negative impact on the participation of existing supporters and the growth of new supporters was likely due to the switch away from popular led online communications.
3. While constant email and action monitoring was done during the campaign, the primary data to review and verify the email and action performance in detail was not supplied.
4. Too many unknown factors make the use of e-campaigning best practice benchmark indicators and rates problematic. The emails and actions for this campaign would be underperforming if e-campaigning best practice rates were applied.

<sup>28</sup> Response rate = the proportion of people receiving the email who complete the action

<sup>29</sup> Completion rate = the proportion of visitors to the action page who complete the action

<sup>30</sup> Supporter growth rate = the proportion of people who take the action who weren't previously supporters (supporter = opted in or taken a action)

<sup>31</sup> The limited data supplied did not allow the exact cause to be identified

<sup>32</sup> See the "e-Campaigning Best Practice Figures" section of the "e-Campaigning Best Practice Benchmarking" section of the Appendices.

### 6.4.3 Recommendations: Action Performance

1. For future campaigns, actively work to tightly synchronise media coverage with emails to supporters and e-actions to ensure maximum benefit from the publicity.
2. Ensure that popular communications professionals have the authority and responsibility to plan, produce and deliver the online communications necessary to achieve and maintain a successful public engagement.
3. Perform quarterly new media reviews – especially for emails and actions – to identify issues early, resolve them quickly and determine how applicable e-campaigning best practice is (since it is impossible to *prove* the applicability after the campaign has ended).
4. Ensure email and action primary data is tracked, saved and supplied for the purposes of both quarterly new media reviews and the detailed end evaluation.

## 6.5 Recruitment Review

Recruitment (supporter acquisition) was a key role of MPH new media since it was new (had no existing supporters) and was intended to reach beyond the supporters of existing Make Poverty History members. Furthermore, the ability to recruit new supporters beyond the Make Poverty History member supporter base had a direct impact on the return each Make Poverty History member could achieve from their involvement in Make Poverty History.

Recruitment occurred in two ways via the makepovertyhistory.org site: people could subscribe for updates (opt-in) directly or while taking an e-action they could 'opt-in' to receive updates. About half the people who opted-in did so via the subscription form while the other half opted-in via e-actions.

To evaluate recruitment, a 'recruitment growth rate'<sup>33</sup> was calculated based on the number of opt-ins at the end of each month. The recruitment growth rate is a key indicator of a campaigns performance as it is a measure of the rate at which a campaign attracts new people to the campaign **and** gets those new people to give permission to be communicated with (they opt-in).

Table 3

| Date      | Opt-ins | Monthly | ½ Year |
|-----------|---------|---------|--------|
|           | 37,569  | -       | -      |
| 28 Feb 05 | 49,102  | 31%     | -      |
| 31 Mar 05 | 74,817  | 52%     | -      |
| 30 Apr 05 | 134,604 | 80%     | -      |
| 31 May 05 | 255,142 | 90%     | -      |
| 30 Jun 05 | 329,595 | 29%     | -      |

<sup>33</sup> Recruitment growth rate = the growth in the number of people who give their permission to be communicated with (they 'opted-in')

|           |         |      |        |
|-----------|---------|------|--------|
| 31 Jul 05 | 482,968 | 47%  | 1,186% |
| 31 Aug 05 | 474,492 | -2%  | -      |
| 30 Sep 05 | 473,914 | 0%   | -      |
| 31 Oct 05 | 476,453 | 1%   | -      |
| 31 Dec 05 | 486,701 | 2%   | 1%     |
| 31 Jan 06 | 470,641 | -3%  | -3%    |
| 28 Feb 06 | 30,000  | -94% | -      |

For the first half of the year, the recruitment growth rate was averaging 55%. This is an outstanding achievement. However in the second half of the year, the recruitment growth rate averaged - 0.5% - a surprisingly low rate. While both the switch away from sustained

popular communications and the drop in the level of media coverage were likely critical in this decline, campaigns with no media coverage and more policy-led messaging can still grow at a higher rate than was achieved in the second half of 2005 by Make Poverty History. Thus other factors such as supporter expectations and/or interests or the sudden shift of the messaging tone and style may have turned supporters off.

Since the 435,000 opt-ins represent only 1.2% of the UK's *Internet* population, there seems there was likely plenty of room for reaching many more people – especially considering that Make Poverty History media reached 72% of the UK adult population<sup>34</sup>.

While there may also be other reasons recruitment growth was so low, identifying them with the limited secondary data supplied was not possible. This also means that the results could not reliably be compared against e-campaigning best practice benchmark rates.

### 6.5.1 Recruitment Findings

1. Popular led communications and media coverage make a critical difference in the volume of recruitment.
2. Changing tone and style of communications without a managed transition likely confused supporters and as a result they no longer did much work to spread the word.
3. The second half recruitment rate was so low as to suggest something else may have been happening. However this could not be determined with the limited secondary data supplied.

### 6.5.2 Recruitment Recommendations

1. For future campaigns, actively work to tightly synchronise media coverage with emails to supporters and e-actions to ensure maximum benefit from the publicity.
2. Ensure that popular communications professionals have the authority and responsibility to plan, produce and deliver the online communications necessary to achieve and maintain a successful public engagement.

<sup>34</sup> Source: Make Poverty History Media Evaluation, Page 3: Key Facts (by Metrica)

3. Perform quarterly new media reviews – especially for emails and actions – to identify issues early, resolve them quickly and determine how applicable e-campaigning best practice is (since it is impossible to *prove* the applicability after the campaign has ended).
4. Ensure email and action primary data is tracked, saved and supplied for the purposes of both quarterly new media reviews and the detailed evaluation at the end of the campaign.

## 6.6 Migration Review

Many Make Poverty History member organisations hoped to benefit from their participation in the campaign by increasing their supporter bases. New media was a primary channel for achieving this increase in three ways:

1. Via the makepovertyhistory.org migration action at the end of 2005
2. Via member organisation actions promoted via the makepovertyhistory.org list and web site
3. Directly with member organisations via their web sites, attracted by Make Poverty History related content (see “Review: Member New Media Activity”)

### 6.6.1 Migration from makepovertyhistory.org

At the end of 2005, people who had opted-in were given two options: to sign up for one or more member organisations or to sign-up again for updates in 2006. Several emailing were sent in December 05 and January 06 to encourage members to complete one of these actions. The results as of 01 February 2006 are:

Table 4

| Organisation               | As of 1 Feb |
|----------------------------|-------------|
| ActionAid                  | 3,729       |
| Cafod                      | 2,512       |
| Christian Aid              | 3,015       |
| The Fairtrade Foundation   | 3,399       |
| Jubilee Debt Campaign      | 2,423       |
| Jubilee Scotland           | 935         |
| Oxfam                      | 4,338       |
| People & Planet            | 1,704       |
| Save the Children          | 3,170       |
| SCIAF                      | 1,452       |
| Stamp Out Poverty          | 2,259       |
| Tearfund                   | 2,665       |
| Traidcraft                 | 2,771       |
| UNICEF                     | 3,287       |
| VSO                        | 1,995       |
| War on Want                | 2,404       |
| World Development Movement | 2,771       |
| World Vision               | 2,288       |

These figures indicate that, on average, each person signed up to 5 MPH member organisations. This indicates that *these* people are quite interested in getting involved but also means that they will get multiple emails that may result in overload.

Furthermore, only 2.2% of those who had been opt-ed in were migrated. Even if 50% of the original subscribers were existing supporters of member organisations<sup>35</sup>, this would still only be a 4.4% migration rate - a

<sup>35</sup> See Make Poverty History 2005 Campaign Review, “5.4 Contribution to the effective member engagement and mobilisation” reference to outreach group estimates that half of the people new (not existing supporters of any Make Poverty History member organisation)

|  |               |
|--|---------------|
| Friends of the Earth                   | 2,296         |
| Unison                                 | 1,254         |
| TUC                                    | 1,127         |
| Comic Relief                           | 1,198         |
| SPEAK                                  | 588           |
| WaterAid                               | 990           |
| <b>Total Leads (Signups to orgs)</b>   | <b>54,570</b> |
| <b>Total Migrated Supporters</b>       | <b>10,448</b> |
| <b>Supporters-to-Leads</b>             | <b>1:5</b>    |
| <b>Migration Rate (of all opt-ins)</b> | <b>2.2%</b>   |
| <b>Rejoined MPH List</b>               | <b>30,000</b> |
| <b>Rejoin Rate (of all opt-ins)</b>    | <b>6.4%</b>   |

loss of more than 95% of interested supporters.

This demonstrates the weakness of the migration decisions and process since a survey indicated that nearly two thirds of respondents said they would support charities this year by remaining active<sup>36</sup>.

- Over the course of 2005, several members' actions were promoted via the Make Poverty History email list. This resulted in large numbers of Make Poverty History supporters also signing up (via the action) to member organisations.

Furthermore, various members reported the following supporter growth during 2005 attributable to Make Poverty History and, in many cases, MPH new media<sup>37</sup> and/or their own new media promotions:

- Save the Children quadrupled its action network, albeit from a low base
- ActionAid recruited 8,700 new campaigners
- CAFOD recruited 20,000 new supporters
- Christian Aid recruited 17,000 new supporters (not all attributable to Make Poverty History)
- Oxfam recruited 100,000 of which it estimates half were attributable to Make Poverty History

### 6.6.2 Migration Action Performance

In the planning stages of the campaign, it was decided by the coordination team of Make Poverty History that the privacy policy would specify that people's data would only be held until the end of January 2006. Based on this constraint, a later decision was made to encourage people to both sign up directly with member organisations and/or to sign up for more updates from central campaign, which would continue until mid 2006.

Only 2.2% of the people who had opted in actually acted to join member organisations (or 4.4% of the estimated Make Poverty History supporters who were not already existing member organisation supporters)<sup>35</sup> and only 0.9% of the opt-in base signed up for any single organisation (or 1.8% of the estimated MPH supporters who were not already existing member organisation supporters)<sup>35</sup>. These are very low response rates when compared to the action benchmark of 25% however when compared to the to the action performance in the second half of the 2005 they are closer.

<sup>36</sup> "Make Poverty History mobilised young", Guardian, Patrick Barkham, Wednesday February 8, 2006

<sup>37</sup> Source: "Make Poverty History 2005 Campaign Evaluation" by Firetail. In "Contribution to the effective member engagement and mobilisation" section

In addition to the migration plans, people were also given the choice of re-signing up for updates in 2006. Of the people emailed (and thus opted-in), only 6% had taken up this offer as of 6 February 2006. Even in the best-case scenario where there is no overlap between those who migrated (opted in to member organisations) or re-registered up to the Make Poverty History list for 2006, these two rates represent a maximum of 8% of people opting to be kept updated.

Contributing to this performance level may have been that people were asked to sign up for organisations and future mailings without being told what they plan was for 'what should happen next'<sup>38</sup>.

Based on these rates, the policy to have a one-year opt-in and to get people to re-opt-in after Make Poverty History ended had a significant negative impact. One of the stated aims of Make Poverty History was to create a movement for ending poverty that went well beyond 2005. One critical element of this movement is broad public support, and for Make Poverty History, new media was the prime medium for communicating directly with supporters. The initial decision resulted in loss of most of the half million people who wanted to be kept updated (or a quarter million who were new)<sup>35</sup>. Furthermore, it prevented new media campaigning practitioners from doing otherwise and thus wasted the time and money spent on building the movement, resulted in less people supporting member organisations and set-back the progress the movement had made.

### 6.6.3 Findings: Migration Action

1. The principle of migrating people to Make Poverty History member organisations is sound, but the late implementation of it meant more than 94% of interested Make Poverty History supporters were not migrated.
2. The privacy policy decision in late 2004 had a crippling effect on the ability to migrate people to Make Poverty History member organisations (2.2% / 4.4%) and/or stay engaged with campaigning (6.4%) beyond 2005 thus worked against the long-term interests of those members, of supporters and of the movement.

### 6.6.4 Recommendations: Migration Action

1. Have a more open privacy policy from the beginning so that there is more flexibility with developing an exit plan that benefits Make Poverty History members, Make Poverty History supporters and the movement. A more open policy can always be implemented with more restrictions whereas a closed policy cannot be implemented more flexibly.

<sup>38</sup> "Make Poverty History mobilised young", Guardian, Patrick Barkham, Wednesday February 8, 2006

2. Work to migrate people to member organisations throughout the campaign (e.g. on every action thank-you page) so that if the campaign is to end at a set time it can do so with minimal loss of supporters and to maximum benefit of member organisations, supporters and the movement.

## 6.7 Email Review

Between the campaign launch and 31 January 2006, 49 emailings were sent to supporters. The first few emailings were reaching a few thousand recipients. By the end of the first month more than 33,000 people were being emailed and this grew to almost a half million people by the G8 (July 2005).

Of these 49 emailings:

- 27 contained calls to online actions
- 5 contained calls to offline actions
- 10 were campaign updates
- 7 were thank-you emails or offered opportunities (i.e. be in a 'click' video)

Furthermore, the imagery used in the emails varied throughout the year. A breakdown of how many emails contained what type of imagery is:

- 20 used a photo of a celebrity
- 8 featured a photo of a demonstration
- 7 used a photo of the politician being targeted
- 4 used a photo of an African boy
- 3 used no imagery
- 3 used an iconic structure (i.e. Big Ben)
- 2 used a generic image (i.e. arm with white band)
- 1 used a famous activist
- 1 used computer icons of people

The G8 (and G7 Finance Ministers meeting leading up to the G8) was the most promoted topic in emails (see Table 5), receiving almost three times the frequency of promotion as the WTO Ministerial meeting. Note that only towards the end of June were emailings on G8 reaching the almost half million subscribers while for the WTO emailings they all reached the subscriber base of almost half million.

Table 5

| #  | Email Topic              |   |                      |
|----|--------------------------|---|----------------------|
| 15 | G8                       | 2 | Aid                  |
| 9  | Make Poverty History     | 1 | World Debt Day       |
| 6  | WTO                      | 1 | World Bank and IMF   |
| 4  | Join Member Organisation | 1 | World AIDS Day       |
| 2  | Trade Justice            | 1 | Water and sanitation |
| 2  | Make Poverty History EDM | 1 | UN Summit            |
| 2  | G7 Finance Meeting       | 1 | AIDS treatment       |
| #  | Email Topic              |   |                      |

### 6.7.1 Importance of Popular Led Communications

The dramatic difference between the campaign in the first half of 2005 vs. the second half is partly demonstrated by the differences in communications to

the half million people who had signed up for email updates by the G8 in July 2005.

When a comparison is made between the two halves of the year, nineteen emails contained celebrity imagery between 1 January-31 July 2005 (popular led) while only one email contained celebrity imagery from 1 August 2005-31 January 2006 (policy led).

However from this breakdown and other data<sup>39</sup> we can see that emails in the first half of the year (which mainly used celebrities) dramatically outperformed emails in the second half of the year.

A more detailed analysis of the performance of the difference between celebrities (used in the first 6 months) and other imagery could not be done since critical data was unavailable for analysis.

The 'policy led' second half of the year was due more to the absence of anyone focusing on creating popular content and activities than an explicit decision to be policy led. Due to this absence of popular content, policy content was substituted and thus the reason for referring to it as 'policy led'

The popular led segment was highly successful in popularising the messages by:

- Using clear language in email communications
- Fronting actions with recognisable celebrities
- Informing people on upcoming activities
- Recruiting a half million people to get regular updates
- Mobilising people online and offline to take actions and attend events

The policy led segment continued communicating with the public, but:

- Did not use celebrity messages or imagery
- Sent far more complicated, nuanced communications
- Used generic imagery
- Asked people to take uninspiring actions
- Did not support people through this dramatic communications change
- Did not sign the emails with a person, just the campaign

From Figure 1 we can see that the first half of the year coinciding with the 'popular led' communications dramatically outperformed the second half of the year. This suggests that the switch away from popular led supporters communications contributed to the stagnation of supporter participation and growth. This stagnation was detrimental not only for sustaining the progress achieved in the first half of the year, but for engaging people to stay active beyond 2005.

Having popular led communications was probably one of the two critical success factors in the first half of the year (along with the high level of media

<sup>39</sup> See Table 18 for emailing and action response rates

coverage) and thus the move away from this approach was likely a key factor in the stagnation in the second half of the year.

### 6.7.2 Use of Emailing Best Practices

Make Poverty History emailings applied many emailing best practices and was most successful delivering well-designed emails with popular imagery (celebrities) and popular copy. However a few best practices were missed and many were not always used (see Table 6).

The selection of emailing best practices outlined below primarily relates to visible aspects of the emails since the production process (i.e. message-testing, segmenting) was not explored for this review.

Table 6

| Emailing Best Practices <sup>40</sup>  | MPH.org | Impact |
|--|---------|--------|
| • Way to opt-in without taking an action   |         | H      |
| • Email 'Subject' line is short and compelling   |         | H      |
| • Email 'From' text is a real person and campaign name   |         | M      |
| • Emails were personalised with a recipient's name   |         | M      |
| • Popular tone and imagery   |         | H      |
| • Emails used compelling design with graphics  |         | H      |
| • Emails used consistent branding  |         | M      |
| • Emails easily scannable  |         | M      |
| • The first paragraph outlined what the email was about and what it was asking people to do (with a link to do it) |         | M      |
| • Links to actions are prominent and use standard visual cues (like blue with underline)                           |         | M      |
| • The request to take the action was repeated and a link provided several times in the email.                      |         | M      |
| • A PS link at the end of the email reinforced the ask   |         | M      |
| • Click-through landing page is action page  |         | H      |
| • Landing page message and style is consistent with the email  |         | H      |
| • Frequent emailings (less than month apart)   |         | M      |
| • Email encourages recipients to tell friends  |         | M      |
| • Emails are easily readable when images don't load  |         | M      |
| • Open tracking tags are in emails   |         | L      |
| • Click-through tracking tags are in the emails  |         | L      |
| • Emails avoid use of Javascript and forms   |         | M      |
| • Chaser emails are sent to people who don't take the action   |         | M      |
| • Can a person unsubscribe from every email  |         | L      |
| • Are people updated as to action progress   |         | M      |

Y = Yes, N = No, V = Varies. H = High, M = Medium, L = Low.

<sup>40</sup> Based on FairSay's e-Campaigning expertise and on various third-party sources for "email best practices" available online including at ClickZ "The B2B E-Mail Checklist" [http://www.clickz.com/experts/em\\_mkt/b2b\\_em\\_mkt/article.php/2241051](http://www.clickz.com/experts/em_mkt/b2b_em_mkt/article.php/2241051)

## 6.8 Action Review

Between 1 January 2005 and 31 January 2006, 18 new media campaigning actions were promoted via the various emailings and on the Make Poverty History web site. These consisted of:

- 11 actions targeted at politicians
- 3 actions aimed at getting people to opt-in for updates
- 3 mobilisation actions to get people to attend events
- 1 'spread the word' action asking people to help promote the campaign/actions
- 1 purchase action to get people to buy the white band
- 2 opportunity actions (to be in a 'click' ad and to watch a video clip)

The politicians targeted were Prime Minister Tony Blair, Gordon Brown, G8 Finance Ministers, UK MPs, Peter Mandelson (EU Trade Commissioner), Jack Straw (Foreign Minister), Hilary Benn (DFID) and Alan Johnson (DTI). Tony Blair and Gordon Brown were targeted multiple times. MPs were also targeted a few times. This was for actions promoted via the Make Poverty History email list but run by Make Poverty History member organisations.

Action promotion is critical to its success. The primary way actions were promoted was via email. Of those emails that asked people to take action, the G8 actions were the most promoted with WTO-related actions a close second (see Table 7).

Table 7

| # Emails | Email Topic              |   |                      |
|----------|--------------------------|---|----------------------|
| 6        | G8                       | 1 | World Debt Day       |
| 5        | WTO                      | 1 | World Bank and IMF   |
| 4        | Make Poverty history     | 1 | World AIDS Day       |
| 4        | Join Member Org          | 1 | Water and sanitation |
| 2        | Trade Justice            | 1 | UN Summit            |
| 2        | Make Poverty History EDM | 1 | G7 Finance Meeting   |
| 2        | Aid                      | 1 | AIDS treatment       |
| # Emails | Email Topic              |   |                      |

Note: only emails that directly asked people to take action were included in this count

### 6.8.1 Use of E-Action Best Practices

Overall, the e-actions were visually appealing, easy to understand and quick to complete and as a result achieved high participation. However, a number of best practices were either only intermittently used or were not used at all (see Table 8). This is primarily due to the budgetary and time constraints those working on new media were under and future coalitions should aim to satisfy all of these best practices all the time.

Table 8

| <b>E-Action Best Practices<sup>41</sup></b>                    | <b>MPH.org</b> | <b>Impact</b> |
|--|----------------|---------------|
| • Action pages are visually appealing                          | Y              | M             |
| • Action form is 'above-the-fold'                              | V              | M             |
| • Actions can be completed in one-step                         | Y              | H             |
| • Action is actively promoted via email or other offsite means |                | H             |
| • Action form is pre-populated with supporters' details        |                | H             |
| • The action form has a minimal number of fields               |                | H             |
| • The opt-in statement is compelling (vs. bland)               | N              |               |
| • The opt-in checkbox is directly below the email field        | N              |               |
| • Actions are specific on what is being asked of the target    | V              | M             |
| • The action target is recognisable public figure/organisation | Y              | M             |
| • The action objectives seems to be achievable                 | V              | M             |
| • Use of thank-you page to encourage other key actions         | N              | M             |
| • Use of thank-you email to encourage other key actions        | N              | M             |
| • Issue explained clearly and compellingly                     | V              | M             |
| • More details information available                           | N              | L             |
| • Privacy policy visually associated with opt-in box           | N              | L             |

Y = Yes, N = No, V = Varies. H = High, M = Medium, L = Low.

<sup>41</sup> E-Action best practices are a combination of FairSay's expertise to date and common best practices for web 'transactions' (i.e. forms) and common best practice including various usability tips from Jakob Nielsen: <http://www.useit.com/alertbox/forms.html>

## Web Site Traffic Statistics

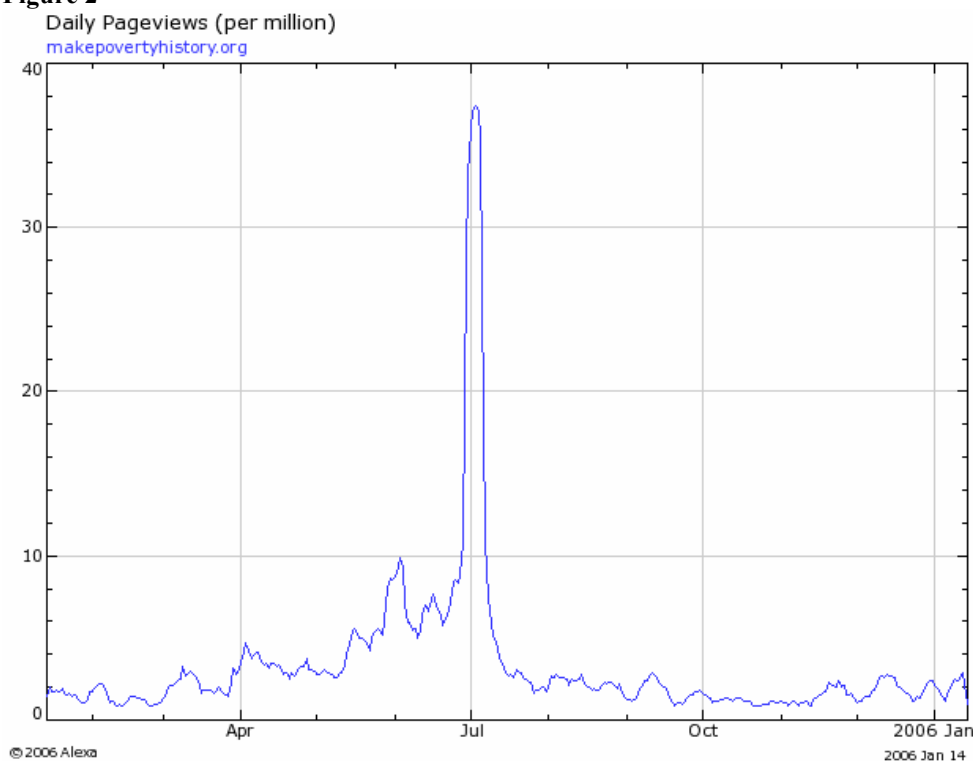
These web site statistics use the publicly available results from Alexa.com<sup>42</sup> – a service which tracks and reports *relative* site statistics based on the browsing behaviour of millions of users who have the Alexa toolbar installed.

Figure 2 demonstrates that traffic to the site was significantly less in the second half of the year – supporting the activity drop off revealed in the weekly action and opt-in figures.

These graphs' primary value is in demonstrating the traffic pattern over the year and in ranking that pattern vs. other popular sites. Sharp peaks in the graph usually represent responses to emailings and occasionally responses to other significant events (i.e. Red Nose Day in mid March, LIVE8 in early July with build up since May).

### 6.8.2 Daily Page Views

Figure 2

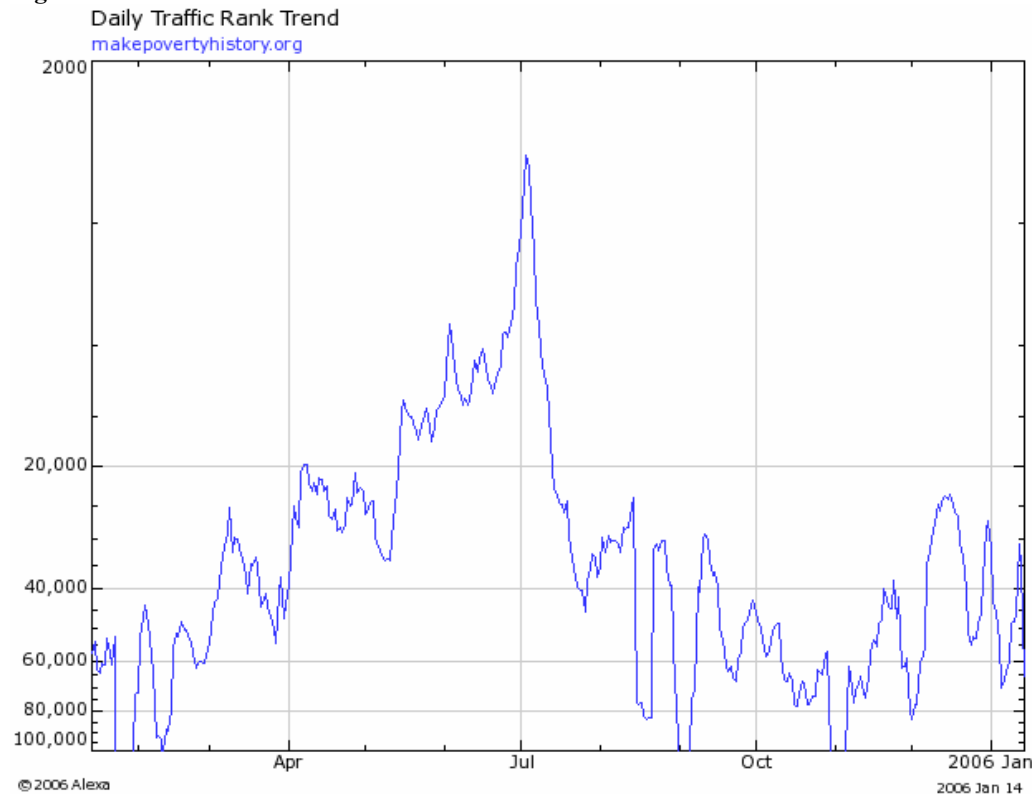


Note: peaks tend to represent either responses to emailings or other significant events (i.e. LIVE8 in early July, Red Nose Day in mid March)

<sup>42</sup> See the Constraints section in the Appendices

### 6.8.3 Daily Traffic Rank

Figure 3



Note: the vertical/y-axis is a non-linear scale

The traffic rank is a comparison of the ranking of the makepovertyhistory.org site vs. all the other top 100,000 sites on the web. Even if a site has consistent traffic, its ranking can change as other sites move up and down in rank. Since Figure 3 parallels the Page Views graph, it is a fair indicator of how the site fared vs. other sites over time.

Over the course of 2005, the site was extremely popular given all the millions of web sites. During the first few days of July it was ranked in the top 3,000 of the most popular web sites (see Figure 3) – whereas even the largest Make Poverty History member was only ranked in the top 30,000 at the same time. During the rest of the year it was – on average – in the top 30,000 sites, which is still very respectable for a single-year campaigning site.

## 7 Review: Member New Media Activity

Each Make Poverty History member organisation could campaign in their own way – in addition to campaigning as a group. This practice also applied to campaigning via new media and Make Poverty History member organisations did a wide range of new media activity including promoting the campaign to their supporters and through its networks, developing campaign related content and running their own campaign related actions.

One simple indicator of this is how they used their web sites to publish information about Make Poverty History. A search for the ‘make poverty history’ phrase was done on each of the Make Poverty History member sites that were also part of the migration:

Number of member web pages mentioning “Make Poverty History” (as of 08/02/06)

| Organisation Web Site       | # of Pages |
|-----------------------------|------------|
| Oxfam.org.uk                | 9,220      |
| Cafod.org.uk                | 895        |
| TUC.org.uk                  | 839        |
| Unison.org.uk               | 343        |
| ActionAid.org.uk            | 239        |
| WorldVision.org.uk          | 185        |
| SaveTheChildren.org.uk      | 154        |
| Tearfund.org                | 154        |
| Unicef.org.uk               | 153        |
| Speak.org.uk                | 142        |
| VSO.org.uk                  | 138        |
| TraidCraftInteractive.co.uk | 132        |
| WarOnWant.org               | 97         |
| WaterAid.org                | 96         |
| Pressureworks               | 86         |
| ChristianAid.org.uk         | 78         |
| JubileeDebtCampaign.org.uk  | 73         |
| WDM.org.uk                  | 69         |
| Sciaf.org.uk                | 42         |
| FoE.co.uk & FoE.org.uk      | 39         |
| JubileeScotland.org.uk      | 29         |
| PeopleAndPlanet.org         | 27         |
| TraidCraft.org.uk           | 26         |
| FairTrade.org.uk            | 22         |
| StampOutPoverty.org         | 13         |
| RedNoseDay.com              | 11         |
| ComicRelief.com             | 3          |

The Oxfam.org.uk figure is exceptionally high, perhaps because Generation Why (their youth initiative) has many web journals (blogs) and thus multiple pages of low individual content value may be dramatically increasing the page count. However, as the largest organisation on this list, they may also have generated that much content during the year.

This search was done in February 2006 so any organisation that regularly archives content will have lower page counts and any organisation that does not archive content will have higher one.

However despite these possibilities, the ranking is probably still an accurate indication of how much new media effort each organisation put into Make Poverty History. The key exception is Comic Relief who allocated staff time and resources to managing the Make Poverty History web site, mailing lists and text messaging and directed significant traffic to the MPH site on Red Nose Day (March 2005).

## 8 Review: Third Party Coverage

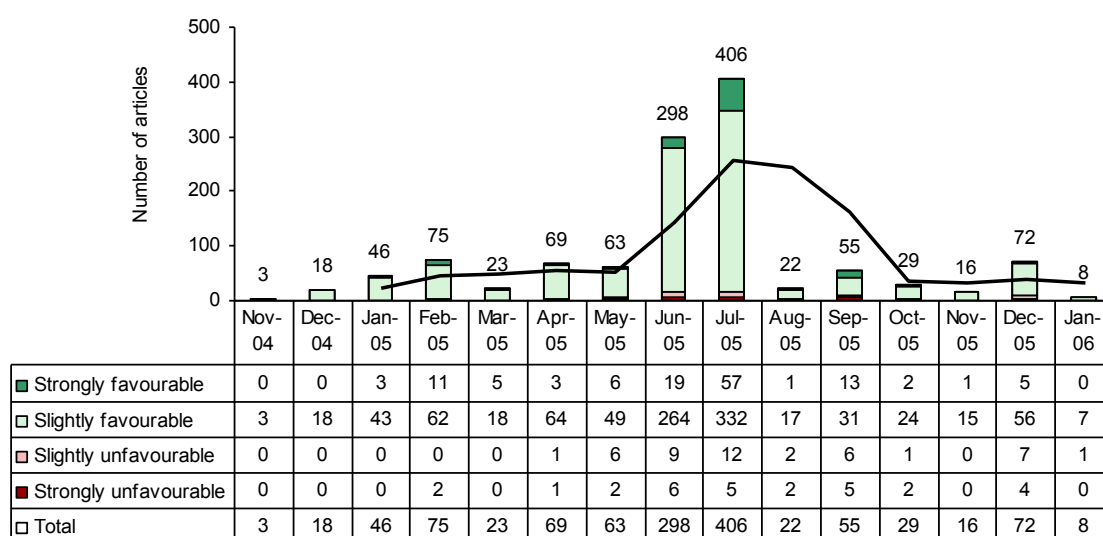
A high profile campaign like Make Poverty History results in many people being exposed to the messages not only via official communications, but also via the media, political groups and personal networks.

As this is a *new media* review and not a *media* review, the results are only relevant as an indicator of greater public exposure that can result in increased participation in a campaign online. However this also looks beyond media to coverage by political groups, personal networks and other influential sources.

### 8.1 Influence of Media Coverage

Media exposure had a direct impact on new media campaigning achievements and performance. Over 2005, Make Poverty History media coverage peaked in July and then dropped rapidly throughout the rest of the year – a parallel to the new media activity.

Figure 4<sup>43</sup>



Source: [www.metricea.net](http://www.metricea.net)

### 8.2 Citation Frequency

Increasingly, the volume of online content on a topic is an indicator of its prevalence with different key groups. The Citation Frequency Analysis, takes a consistent phrase (“make poverty history”) and searches for its occurrence in the UK (where possible) on media sites, political sites, web log (blog) sites, image sharing sites and on the most popular search engines. The results are as of 30 January 2006.

The assumption is that the number of pages on a specific search term is an indicator of the visibility of that term in each of the related areas such as in the media (via media web sites), in politics via political web sites) or in public (via popular web sites).

<sup>43</sup> Source: MPH Media Evaluation page 7: Volume and Favourability of coverage (by Metricea)

From the citation frequencies below, it seems that The Times and the Financial Times were the most supportive publications (see Table 9), although the impact of this would also depend on their circulation levels. Of the three major political parties, the Conservatives have the most references to Make Poverty History, perhaps because they are the official opposition but also perhaps because Labour party response, as the governing party, is likely to be through the sites of the relevant ministries (i.e. DFID, DTI, FCO, Number 10, HM Treasury). Mentions by MPs are represented via Parliament.uk 'They Work For You' sites which makes it possible to search Hansard and other public MP records while EU response is represented by the Europe site.

People linking web pages linked to the Make Poverty History site is one form of spontaneous public exposure. While not all links are likely to represent a positive endorsement, most are. As can be seen, Make Poverty History was significantly more 'linked to' than the US One campaign in general, but not via online journals (blogs).

Furthermore the campaign was mentioned extensively online (of which most is assumed to be positive) as can be seen from the search engine results, although not always linked to.

The remaining search results (Flickr, Google Images, Amazon, eBay) merely represent popular sites where future activity has been found.

### 8.2.1 Media Activity

Table 9

| Site                 | #Articles |
|----------------------|-----------|
| The Times Online     | 4,893     |
| Financial Times      | 1,126     |
| Guardian Unlimited   | 439       |
| BBC News             | 297       |
| The Independent      | 191       |
| The Sun              | 174       |
| The Telegraph        | 119       |
| The Evening Standard | 66        |
| Daily Mirror         | 38        |
| Daily Express        | 38        |
| The Daily Mail       | 27        |
| Sky                  | 27        |
| Economist            | 7         |

|                    |    |
|--------------------|----|
| DFID.gov.uk        | 54 |
| Liberal Democrats  | 38 |
| Labour Party       | 27 |
| Number-10.gov.uk   | 23 |
| FCO.gov.uk         | 13 |
| DTI.gov.uk         | 11 |
| HM-Treasury.gov.uk | 4  |

### 8.2.2 Political Activity

Table 10

|                    |     |
|--------------------|-----|
| Conservative Party | 182 |
| Parliament.uk      | 92  |
| Europa.eu.int      | 84  |
| TheyWorkForYou.com | 83  |

### 8.2.3 Links to the Web Site

| Table 11                 | MPH    | One   |
|--------------------------|--------|-------|
| All Links <sup>44</sup>  | 41,600 | 8,770 |
| Blog Links <sup>45</sup> | 3,775  | 5,910 |

One = The One Campaign

### 8.2.4 Blog/Discussion Activity

| Table 12           | MPH    |
|--------------------|--------|
| Search Method      | MPH    |
| Technorati.com     | 15,267 |
| Google UK Groups   | 7,240  |
| Google Blog Search | 18,211 |

### 8.2.5 Search Engine Results

| Table 13     | UK      | Global |
|--------------|---------|--------|
| Google.co.uk | 993,000 | 3.57m  |
| Yahoo.co.uk  | 897,000 |        |
| MSN.co.uk    | 182,363 |        |
| Ask.co.uk    | 152,200 |        |

### 8.2.6 Image References

| Table 14         |       |
|------------------|-------|
| Flickr.com       | 4,863 |
| Google UK Images | 6,110 |

### 8.2.7 Other Popular Sites

| Table 15     |    |
|--------------|----|
| Amazon.co.uk | 6  |
| eBay.co.uk   | 49 |

<sup>44</sup> Using Google Search

<sup>45</sup> Using Google Blog Search

### 8.2.8 Blogging Activity Over 2005

While 2005 was the year for Make Poverty History, it was also the year writing online journals (writing web logs/blogs or blogging) really started to take off and get widespread publicity. Blogging is generally an independent, spontaneous activity and could be seen as a reflection of the popularity of an issue at any given time (which its often – but not always - a reflection of media coverage).

Figure 5 demonstrates the level of blogs that mentioned “make poverty history” over the key times in 2005 (and in early 2006). Like the media activity and the web site activity, it started growing around May and had a massive peak around early July after which it returned to about pre-May levels.

Figure 5<sup>46</sup>

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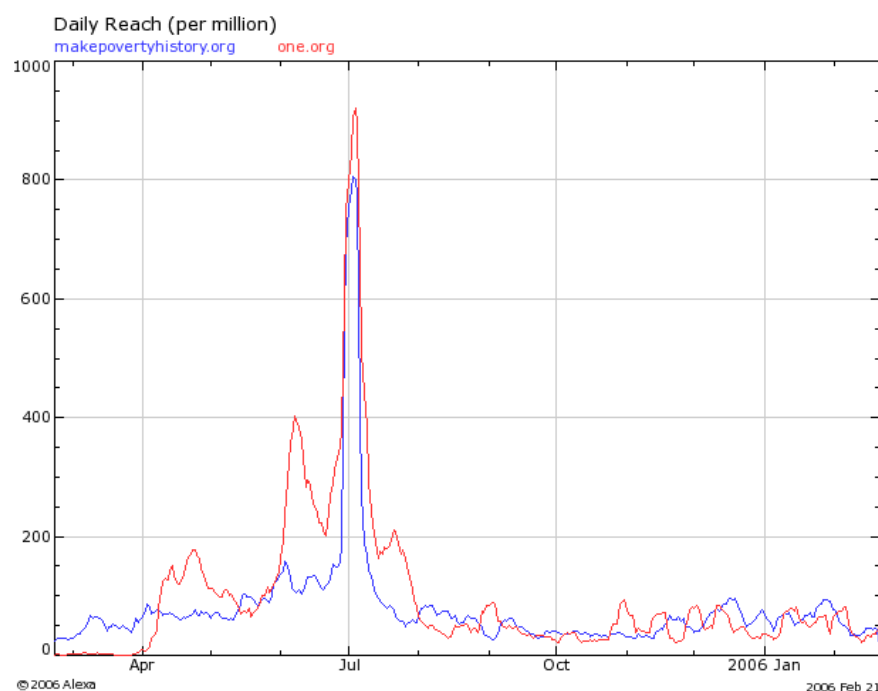
<sup>46</sup> Source: Technorati.com on April 4, 2006  
<http://technorati.com/chart/%22make%20poverty%20history%22>

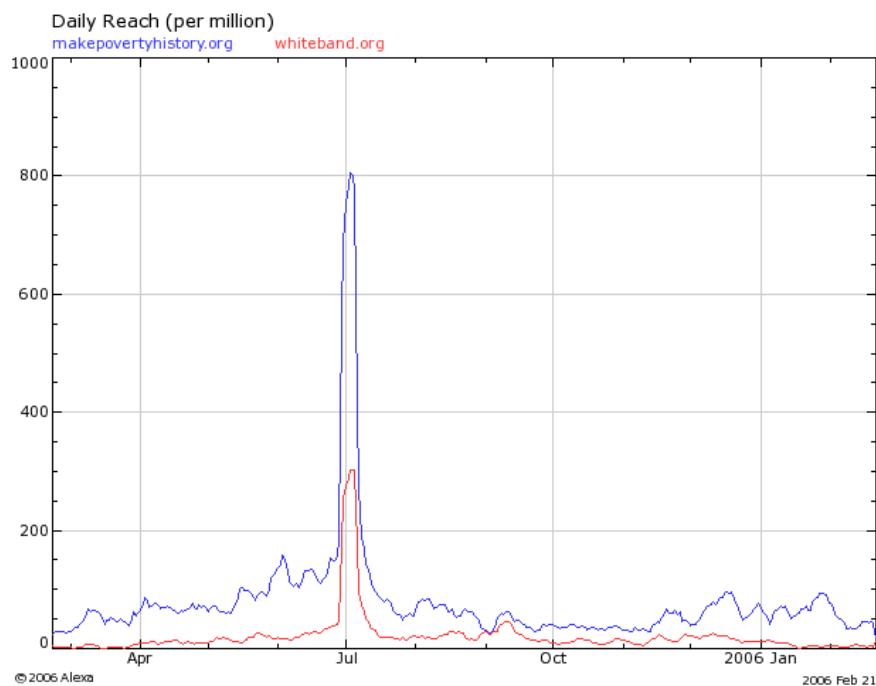
## 9 Review: International Movement

Since Make Poverty History was one of many campaigns around the world under the umbrella of the Global Call to Action Against Poverty (GCAP), comparing it with the One Campaign (USA and, to some degree, comparable in scale to Make Poverty History) and the whiteband.org (global) sites gives an indication of how the Make Poverty History site performed.

The key differences between Make Poverty History and One were:

1. The One Campaign had a \$1 million USD budget for new media
2. It is focused on a longer-term campaign
3. LIVE8 was part of the One Campaign vs. independent but aligned to support the aims of Make Poverty History





Note: these are 'daily reach' figures from Alexa.com

## 10 The efficacy of online action advocacy

By Glen Tarman

Reviewing e-campaigning and its effectiveness should always extend to both how campaigning organisations used new media (and associated ways of working) as well as their impact on the publics that received the requests and took the actions. The former is explored in most detail in this Make Poverty History New Media Review.

In addition, online activism programmes must also be considered and evaluated on the influence that the online action and advocacy tools/tactics had on decision makers and the impact they have on policy change. This Make Poverty History New Media Review has not attempted to address this area, mainly due to budget and time constraints. Whilst complex, such an evaluation is possible and needs to be made if we are to develop practice for greater impact.

The online actions in Make Poverty History were of generic types used widely in the development and wider campaigning sectors in the UK and globally (particularly, but by no means exclusively, in the North). These include:

1. Requests to email government ministers responsible for the policy area
2. Requests to email members of Parliament (MPs)
3. Requests to sign up to petition or petition-like actions that will be used by coalitions and their members to support the campaign goals (e.g. by demonstrating size of public support)
4. Requests to take offline actions that will pressure decision-makers

### ***10.1 Bringing Together Online Advocacy Effectiveness***

In the typologies above, 3. and 4. are secondary and 1. and 2. are primary (although may be mediated through an organisation i.e. not send direct by an individual to the decision-makers or MP).

In addition to metrics around actions that are digital forms of traditional letter writing, campaign coalitions and campaigning organisations launching online advocacy with the goal of generating citizen pressure on important decision makers (whether political leaders, government officials, MPs or others) need to explore what happens at the receiving end.

Generally, the common forms feature a call to action, a sample public email (letter), a form for users to input their personally identifiable information and, sometimes, the ability to personalise the email sent. Some actions have multiple targets (e.g. Make Poverty History Email Gordon Brown and Hilary Benn).

There is an underlying assumption with these types of action that the largest number of subscribers taking more online actions and thereby generating more communications to targets achieves greater political impact. A much more in depth analysis and

understanding of the factors contributing to successful online actions is required by the sector. Measuring some aspects of the effectiveness of online action campaigns – open rates, response rates etc. – is becoming more widespread. However, it is much more difficult to measure the influence that email actions have in real world outcomes of policy discourse and change (and disaggregating this from other campaign activity).

Much more effort should be spent attempting to measure the influence of online actions. This should not be at the expense of developing strategies to improve online campaigns and maximise their effectiveness in practical terms. Yet what works is about all participants of the communication (campaign originator, sender, target etc.).

### ***10.2 The Make Poverty History experience***

The Make Poverty History experience showed that often a campaign originator or 'sponsor' of an email action had not considered the impact at the receiving end (let alone how the action would or could have the most impact). For example, logistically, there was often no thought as to prior contact with the recipient of a mass action in relation to managing the communication when it is in both parties' interest that it is. This often results in a poor user experience for the sender as well as the recipient of the action. Some government departments are simply not up to the task but others were and are. For Make Poverty History it was important to do this (but in some campaigning simply hitting an inbox with no prior warning can be effective).

Online campaigns alone are rarely enough to win. Coordinating email actions with offline tactics is often necessary. This relates, at the basic level, specifically to decision-makers who are not likely to actually receive or view the emails personally. Make Poverty History made up for this with stunts and handovers like email actions on disc to No 10, the Vote for Trade Justice 'santa' delivery and the Mandelson 'You Got Mail' photo call in Hong Kong. Yet, too often, no capital was leveraged from an action by the 'sponsor' or wider campaign.

In addition to government departments, not all MPs are 'savvy'. This has implications about good practice. Online actions can have great impact. At one level this is the power of bringing citizens in touch with the policymakers, a two-way exchange of electors and those who represent them. But it can be a virtual loop, a dialogue falling not so much on deaf ears but more likely an auto-reply pinging an anonymous standard reply drafted by a researcher and not a lawmaker (with the latter often unaware of just how many people are contacting him or her about a specific issue).

### ***10.3 Next steps***

A review of good practice in email actions around political efficacy is long overdue. The above are just some of the considerations. The Global Campaigning New Media Group should be encouraged to explore in greater detail what best practice should look like in 2006 and beyond. In addition to looking at examples from Make Poverty History and its members' e-campaigning, the group could:

- Consult politicians and civil servants about where they, as recipients, believe such email communications should be heading for them to have impact and be able to be practically dealt with.
- Seek out the wider experience of political e-campaigning groups like They Work For You so this knowledge base can be tapped into for the global justice agenda.
- Pull together the mass of international experience particularly from the US where lawmakers and practitioners can often be seen to be.
- Reach out to activists and supporters and ask them more about their experience (to add to quantitative data).
- Produce recommendations and learning resources for the sector.

## 11 Vision: Campaigning with New Media

Imagine a campaign where:

- People see 'new media campaigning' as an extension to the ability to achieve the campaigning objectives, not as an independent activity
- New media is used to mobilise people to self-organise in their local communities around the country or world
- New media is used to build movements that outlast the campaigns that helped them into existence and are a vital part of sustaining campaigning on the issues for decades to come
- Each new coalition can tap into and extend the power of existing movements that are already connected via new media – rather than starting from scratch.

These are but a few of the possibilities of using new media for campaigning if the conditions exist for it to thrive.

Those conditions did not fully exist in Make Poverty History due to many of the findings outlined in this review. But they could be next time if organisations learn from this review.

A blueprint for 'getting it right' the next time around includes:

- Use new media to facilitate the formation and/or growth of local gatherings around the country/world as this is where campaigning is rooted
- Hold national/regional events for supporters from across the country to get briefed on the campaign – they would find it motivating
- Hold national/regional events for supporters from across the country to get briefed on 'what next' after the coalition ends – it will help keep them involved and sure they become the movement
- Form a permanent cross-organisational new media campaigning team which nurtures the movements before, during and after big initiatives – and merely grows or shrinks as needed
- Harness the interest, talent and ideas of the supporter base by asking them what they want to do and then deliver on it so supporters are involved and motivated
- Have campaigning technology and tools which *any* member organisation or supporter (nationally and globally) can use to campaigning with new media – not just the central site and large members

If these ideas and the recommendations from the review were applied for Make Poverty History, it would now have 3-4 times the number of active supporters, have new or strengthened groups across the country mobilised to continue campaigning to end poverty and, potentially, be seeing much more progress on government commitments to ending poverty.

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## **12.1 About FairSay and Duane Raymond**

FairSay provides advice and support for effective campaigning via new media. This covers the complete spectrum of new media campaigning, including strategy, planning, marketing, tracking, research, reviews, project management, training, hands-on implementation and technical development.

FairSay's expertise is grounded in campaigning research, analysis and best practice benchmarking. This evidence-based approach leads to FairSay's knowledge of what works & how for different objectives, risk levels, returns as well as how a client's performance compares to best practice benchmarks. Even those services that do not directly involve FairSay's research and analysis are still shaped by FairSay's findings with a growing range of clients and campaigns.

FairSay also organises the annual 'eCampaigning Forum' event: a gathering of e-campaigning practitioners from around the world. This ensures that FairSay stays in touch with the campaigns, the people and the latest practices that are making a difference.

Clients include Oxfam GB, Amnesty International, Plan International, Christian Aid, Make Poverty History UK, WWF International, NSPCC, Trade Justice Movement, Advocacy Online and the ongoing Global Call to Action against Poverty (of which Make Poverty History was the UK arm in 2005).

Duane Raymond founded FairSay in mid 2004 after spending three years pioneering Oxfam GB's new media campaigning and growing the UK online campaigner base from 5,000 to 100,000 (200,000 globally with 400,000 people having taken action).

Duane has been working with the Internet for 17 years and it has been the major thread through most of his experience. He has a BA in Human Geography (McMaster University, Canada, 1993) and a MSc. In Responsibility and Business Practice (University of Bath School of Management, UK, 2000). He has been a director of AIESEC International, worked in UBS as a Corporate Social Responsibility specialist and in Cap Gemini as an e-business consultant. He has worked in Canada, Finland, Belgium, Singapore, Switzerland and the UK and has travelled to over 50 countries.

He is passionate about the power of campaigning to get people involved and make a difference and set up FairSay to pursue this passion and make a difference through supporting effective campaigning planning and practice.

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## 12.2 Campaign Key Moments

| Date     | Description  | Type         |
|----------|--|--------------|
| 01/01/05 | Campaign Launch: Vicar of Dibley New Years Special           | Promotion    |
| 13/01/05 | Vicars March to Downing Street / Religious Orders Mass Lobby | Mobilisation |
| 03/02/05 | Nelson Mandela in Trafalgar Square                           | Mobilisation |
| 04/02/05 | G7 Finance Meeting   | Political    |
| 11/03/05 | Red Nose Day film exposure                                   | Promotion    |
| 31/03/05 | Clickad played simultaneously on all commercial TV stations  | Promotion    |
| 10/04/05 | Global Week of Action on Trade Justice                       | Mobilisation |
| 24/04/05 | World Poverty Day  | Mobilisation |
| 05/05/05 | UK General Election (announced April 5, 2005)                | Political    |
| 16/05/05 | World Debt Day   | Mobilisation |
| 01/07/05 | White Band Day 1   | Mobilisation |
| 02/07/05 | Make Poverty History Rally – 2 July, Edinburgh               | Mobilisation |
| 02/07/05 | LIVE8 concerts   | Event        |
| 06/07/05 | G8 Summit  | Political    |
| 06/07/05 | Final Push - Murrayfield                                     | Event        |
| 10/09/05 | White Band Day 2   | Mobilisation |
| 14/09/05 | UN Summit  | Political    |
| 24/09/05 | World Bank / IMF Meeting                                     | Political    |
| 02/11/05 | Wake up to Trade Justice                                     | Mobilisation |
| 10/12/05 | White Band Day 3   | Mobilisation |
| 13/12/05 | WTO Ministerial meeting. Hong Kong                           | Political    |
| 31/12/05 | Campaign End   | Milestone    |

## **12.3 Understanding the Internet Performance Analysis**

An eCampaigning Performance Analysis is a review of how well a campaign is able to get people to take campaigning actions. It does this by looking at the process of when a supporter is reached (i.e. visits the web site, gets an email from a friend, sees an ad, gets an email from the campaign). An analysis of this process is underpinned by having data on as many stages of this process as possible.

### **12.10.1 Analysis Constraints**

A key constraint of this analysis is that the underlying data is not independently verifiable. This is because the primary data on which to calculate and crosscheck the statistics was not supplied. This included web statistics, emailing data and action data. Only secondary data in the form of pre-calculated statistics was provided. This introduces the possibility of a least three types of errors: calculation errors, double counting and transposition errors (errors copying the statistics onto the incorrect part of the spreadsheet).

Transposition errors have definitely occurred and these have been minimised when they are detected. Double counting and calculation errors are suspected as some indicators are significantly outside of the normal range. This means the results are not necessarily correct, however when either of these factors is suspected it will be highlighted. However for many calculations these issues are unlikely to affect the end result.

Due to these issues with the data, FairSay cannot vouch for the results as they are not independently calculated or verifiable, however FairSay can vouch for analysis of the results based on the data provided with the proviso that if results are different, so may be the analysis and recommendations.

### **12.10.2 Internet Advocacy Drivers**

The aim of most campaigning via the Internet is to mobilise existing supporters, acquire new supporters and through this to contribute to the achievement of the campaigning objectives. There are eight main drivers of successful Internet campaigning. These identify how successful was the campaign at:

1. **Getting existing opt-ins to take further actions** (i.e. regular emailings, clear emails, easy actions, auto-populated fields, cross-promotions in thank-you pages / emails, email updates demonstrating progress, get additional info about them to provide relevant content/actions)
2. **Getting new (and non opted-in) people to the site** (i.e. tell-a-friend, advertising, supporter emailing, ally emailings, search engines, provide local content)
3. **Getting site visitors to the action page** (i.e. home page promotion, cross-site promotion, dedicated landing page)
4. **Getting action visitors to complete the action** (i.e. one-step actions, minimal fields, auto-populated details, uncluttered action page)

5. **Getting action takers to opt-in** (i.e. compelling opt-in statement, noticeable opt-in box, transparent privacy policy, signup page for non-action takers, opt-in prompts on thank-you pages / emails)
6. **Getting new people to take each action** (i.e. encouraging opt-ins to pass on the campaign asks, having links from the home page, linking from across site, getting allies to promote action on their site/emailings)
7. **Achieving an impact with action-takers' efforts** (i.e. researching targets' influence spots well before action, designing actions which access targets' influence spots, coordinating new media action with offline efforts, delivering action results in-person)
8. **Continually improving the effectiveness and impact** (i.e. tracking, regular analysis, split testing, web testing)

### **12.10.3 Primary Internet Advocacy Indicators**

The primary indicators for these eight drivers are:

1. The ratio of the number of people who received the email who took action to the total number of people who received the email (response rate)
2. The ratio of new/non active visitors to total visitors
3. The ratio of action page visitors to site visitors
4. The ratio of completed actions to action page visitors (completion rate)
5. The ratio of opt-ins to total action takers (opt-in rate)
6. The ratio of new people (not emailed) who took action to those who were emailed and took action (acquisition rate)
7. This can be based on feedback from the campaigners involved, surveys of targets and review of the media exposure
8. This can be evaluated based on demonstrating a sustained improvements in key indicators over the several months of the campaign

Other indicators such as email open rates, click-through rates or return visitor rates are useful for identifying what part of the process people succeeded/failed in getting through, but they are only useful in context of the eight drivers and indicators outlined above to which they add depth.

## 12.4 eCampaigning Best Practice Benchmarking

### 12.10.4 Understanding Benchmarking

Benchmarking (also known as "best practice benchmarking" or "process benchmarking") is a process used in management and particularly strategic management, in which organizations evaluate various aspects of their processes in relation to best practice, usually within their own sector. This then allows organizations to develop plans on how to adopt such best practice, usually with the aim of increasing some aspect of performance. Benchmarking may be a one-off event, but is often treated as a continuous process in which organizations continually seek to challenge their practices.<sup>47</sup>

Best practice benchmarking is not about comparing against average performance as this groups the best performers with the worst performers and doesn't help identify what is possible to achieve.

It involves identifying performance indicators and rates: figures that can show how effective an activity is doing *relative* to its inputs, not just absolute volume achievements. Thus it is applicable to small e-campaigning efforts as well as large.

Benchmarking is a powerful tool because it overcomes 'paradigm blindness'. Paradigm blindness can be summed up as the mode of thinking, "The way we do it is the best because this is the way we've always done it" or "The way we do it is different to others and thus they can't be compared". Benchmarking opens organisations to new methods, ideas and tools to improve their effectiveness. It helps crack through resistance to change by demonstrating other methods of solving problems than the one currently employed, and demonstrating that they work.<sup>48</sup>

The purpose of benchmarking is to get the best possible results for the investment (time, budget, assets) that is put into an activity.

### 12.10.5 Understanding Indicators

Indicators are measures that are used to summarise and give insight into a more complicated activity and can be used to forecast activity levels<sup>49</sup>. Examples of non-Internet, non-campaigning indicators include:

- The number of salmon caught from a river a year can be an indicator of the health of the river ecosystem since any problems would have a knock-on impact on the salmon population
- The UNDP Human Development Index is a report on a collection of national indicators such as life expectancy or doctors per capita that are collectively used to calculate the 'index' indicator: a single figure which reflects the level of human development in each country

<sup>47</sup> Wikipedia (Mar 2006): <http://en.wikipedia.org/wiki/Benchmarking> and Wikionary (Mar 2006): <http://en.wiktionary.org/wiki/benchmark>

<sup>48</sup> Wikipedia (Mar 2006): <http://en.wikipedia.org/wiki/Benchmarking> (Advantages of Benchmarking)

<sup>49</sup> Wikionary (Mar 2006): <http://en.wiktionary.org/wiki/indicator>

Similarly, the e-campaigning indicators summarise the performance of the e-campaigning in a few key areas: engagement level of existing supporters (response rate) and the effectiveness of gaining new supporters (recruitment/acquisition rate). These key performance indicators (KPIs) are composed of or affected by other indicators that give more insight into where the process gaps are.

### **12.10.6 e-Campaigning Benchmarking**

The best practice benchmark rates used in this review are the performance levels that sector leaders have been consistently achieving. They have been tried and tested over five years of e-campaigning by Duane Raymond who was three years at Oxfam GB and the last two years has been providing independent e-campaigning advice and support via FairSay. FairSay's clients include Oxfam GB, Amnesty International, WWF International, Plan International, Christian Aid and NSPCC.

Duane's e-campaign experience has included Make Trade Fair, Control Arms, Make Poverty History, the Global Call to Action against Poverty (GCAP) and the Universal Birth Registration campaign. These were all fully integrated campaigns involving advocacy, media coverage, advertising, mass demonstrations, offline recruitment, etc. This experience included hands-on work growing a campaign from an initial base of 5,000 online supporters to 400,000 plus online supporters worldwide (of which 200,000 were in the UK) in just two years. This was achieved by identifying a range of gaps and successes in the e-campaigning process, tracking and testing what the maximum performance level was for each stage of the process and focusing on filling those areas. This occurred with multiple frequent email-to-action cycles and became the basis not only of the best practice benchmark *figures* used in this (and other) reviews, but also of the best *practices*.

However the e-campaigning best practices and best practice benchmarks are not solely the outcome of work on a single campaign. They have been repeatedly tried and validated with multiple large and small e-campaigns. This means that where performance was below best practice benchmarks, a series of best practices were put in place resulting in performance within a few percentage points of the best practice benchmarks.

Without specific benchmark (sector best practice) rates, it would be difficult and highly subjective to differentiate between mediocre performance and good performance. And without being able to differentiate, it would be difficult to know where to start to improve performance. The whole point of the exercise is to get the best possible results from a given level of time, money and assets (i.e. existing supporters, web site traffic, offline recruitment). This means more actions completed, more new supporters and, when it compliments media and advocacy work, more impact.

### **12.10.7 Process**

Benchmarking generally involves five phases:

1. Identifying key performance indicators
2. Identifying sector leaders (and performance levels = best practice benchmark rates)
3. Identifying what practice produce those performance levels (best practices)

4. Comparing one's own performance vs. the best practice benchmark rates and identifying the areas where the most improvement can be gained
5. Testing the best practices and evaluating if they produced the results of the sector leaders

For the Internet this is considerably easier than in most areas not only due to the relative ease of tracking, data collection, surveying and other forms of gathering the necessary inputs, but also due to the fact that testing (i.e. split testing<sup>50</sup>) can deliver useful results within a week.

e-campaigning benchmarking relies on testing and analysis to prove its value. Thus it is most valuable when either it is part of an ongoing process where past activity can be reviewed, or in the early stages of a new activity so there is enough time to impact performance. However even if benchmarking is undertaken at the end of an activity as a review, it can still provide insights into where improvements could have been made, but without testing it cannot be proven.

### **12.10.8 Prerequisites**

In order for e-campaigning benchmarking to be undertaken, a number of prerequisites need to be in place:

1. There needs to be some standard processes that are comparable (i.e. emailing people to take an online action)
2. Tracking systems need to be in place that track the activities to be reviewed
3. The primary data<sup>51</sup> needs to exist at each step of the process to be reviewed, and be made available for analysing existing performance. This includes:
  - a. What visitor numbers occurred on key web pages in the e-campaigning process (home page, action page(s), thank-you pages(s), etc.)
  - b. Who was emailed what email and what happened when they were emailed (failed emails, remove requests, opens, clicks, etc.)
  - c. Who took action and how did they find out about the action (via email, web site, tell-a-friend email, a link on another site, an online ad, offline, etc.)
  - d. What emailings occurred, what did they look like, what did they ask and where did they link to
  - e. What actions occurred, what did they look like, what were they about, what was the completion process
  - f. What promotions of the actions occurred, where, when, what creative was used, what did it cost, who was it targeted at, how was it tracked
  - g. What media coverage occurred, when, where, favourability and popularity
  - h. What the key moments were over the relevant period
  - i. What the campaign, new media and action objectives were

Ideally, there also needs to be future opportunities to test the review findings so that a campaign can establish its own best practices and benchmarks.

<sup>50</sup> Split testing is the practice of dividing up a segment into 2 or more random sub-groups and then delivering a test to each which differs by only one variable and then comparing the results.

<sup>51</sup> Primary data is the 'raw' data before it is turned into totals and statistics (secondary data)

### 12.10.9 Core e-Campaigning Practice

The core of most e-campaigning practice is the email-to-action process involving:

- Promoting an action to existing supporters through emailings and the web site to take an online action and spread the word about the action
- Encouraging people to give their permission to receive further communications as part of the action completion process (opting-in)
- Repeating this process frequently with the growing numbers of people who have opted-in

e-campaigning best practice indicators and rates focus on this core email-to-action process primarily because:

1. It is the minimum activity of any online campaign
2. It is the process over which a campaign has the most influence and control
3. It is repeatable both within campaigns and between campaigns
4. It produces comparable results between actions and between campaigns
5. Since other activity directs people to the same action, optimising the action for the email-to-action process also means the action process is optimised for others
6. In most cases, performance is the very similar for the core activity as for the additional activity

Best practice benchmark rates are based on this core of activity *with a series of best practices applied*, but without relying on media exposure, online promotion, offline recruitment, etc. Thus when these additional activities are present (as they should be) then the best practice benchmark figures can *seem* to be significantly exceeded unless proper tracking system are in place to allow the core performance indicators to be distinguished from the contribution of the additional activities. With proper tracking and analysis, it is rare for these rates to be significantly exceeded except where the process is considerably different.

Figure 6 demonstrates the impact of a number of scenarios that demonstrate the importance of applying best practice and being able to differentiate the performance of core best practice from additional activities. There are four scenarios:

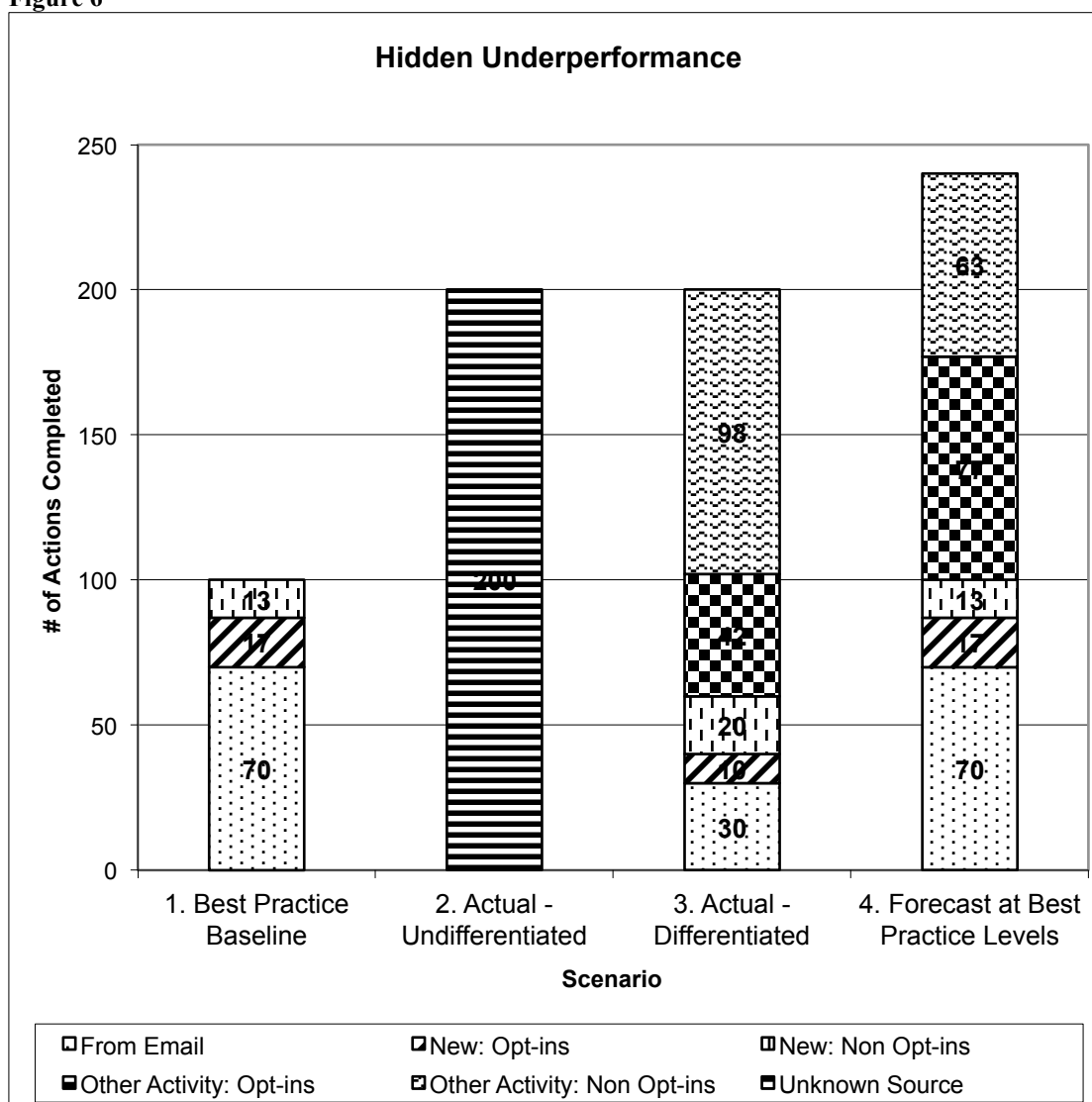
1. Best Practice Baseline: The number of actions if the core best practice is only activity
2. Actual – Undifferentiated: The number of actions that might be achieved if both core e-campaigning practice (but *not necessarily* best practice) and additional activity were undertaken (i.e. online advertising) – but the performance of core activity and the additional activity **could not be** differentiated.
3. Actual – Differentiated: The number of actions that might be achieved if both core e-campaigning practice (but *not* best practice) and additional activity were undertaken (i.e. online advertising), and the performance of core activity and the additional activity **could be** differentiated.
4. Forecast at Best Practice Levels: The number of actions that might be achieved if a series of best practices are applied and the same additional activity as in scenario 2 & 3 takes place.

The common starting point for all four scenarios is if 280 supporters were emailed (equivalent to the number of people initially opted-in)<sup>52</sup>.

In scenario 1, this should result in 70 people who were email taking the action (25% response rate) and 30% (growth rate) of the total people taking the action being new (not emailed or an existing supporter). Of these 30% new, 17 (55% opt-in rate or 16.5% acquisition rate) would have opted-in and the remaining 13 (45%) would have taken the action but not opted-in.

In scenario 2 (involves additional activity), it would seem like it has better performance than scenario 1. However as it is undifferentiated, we can only see that it achieved more actions and thus is potentially misleading, as we don't know how effective it is at getting the most out of each activity.

Figure 6



<sup>52</sup> To keep these scenarios simple, these scenarios don't account for email address churn (email addresses that are or have become invalid and unsubscribes) or those blocked by overzealous spam filters. However including these additional aspects would have minimal impact.

Scenario 3 has the same volume of actions taken as scenario 2, but it is differentiated. What this differentiation reveals (which may also be true of scenario 2) is that only:

1. 30 people who were emailed took action (11% vs. 25% response rate)
2. 10 of the 30 new supporters (30% vs. 55% opt-in rate) were from tell-a-friend or web site promotion opted-in
3. 42 of the 140 people from additional activities gave permission to be emailed (30% vs. 55% opt-in rate) since the opt-in rate (in this scenario 30%) is generally the same for any new supporters regardless of if they come via a web site link, a tell-a-friend function or any additional activity unless they are a significantly different segment (rare)

Scenario 4 – when best practices are applied **and** additional activity occurs – results in both a higher volume of completed actions and a higher volume of new supporters who have agreed to receive future communications. Here there are 240 completed actions and 94 new opted-in supporters (55% opt-in rate). Furthermore the overall growth rate<sup>53</sup> is 33.6% for scenario 4 vs. 6.1% for scenario 1, unknown for scenario 2 and 18.6% for scenario 3.

This is the forecast for just one email-to-action cycle involving additional activity. These achievements are usually repeated each time the email-to-action cycle is repeated and thus very rapidly build on the success of the previous actions (assuming different actions each time). Within 6 email-to-action cycles over 12 months<sup>54</sup>, the growth rate from the initial email-to-action cycle would be 232% and there would be 650 new opted-in supporters<sup>55</sup> (930 total opted-in supporters) and 1,142 actions taken over 6 different campaigning asks.

If this were scaled-up to involve tens of thousands of supporters, then the absolute volume differences would be considerable.

### 12.10.10 Core e-Campaigning Best Practices

| Emailing Best Practices <sup>56</sup>                  | MPH.org | Impact |
|--|---------|--------|
| • Way to opt-in without taking an action               |         | H      |
| • Email 'Subject' line is short and compelling         |         | H      |
| • Email 'From' text is a real person and campaign name |         | M      |
| • Emails were personalised with a recipient's name     |         | M      |
| • Popular tone and imagery                             |         | H      |
| • Emails used compelling design with graphics          |         | H      |
| • Emails used consistent branding                      |         | M      |
| • Emails easily scannable                              |         | M      |

<sup>53</sup> Growth rate = # of new supporters who opted-in / # of supporters already opted in. Note # emailed in this case = # summptrters opted-in.

<sup>54</sup> List churn increases the longer there is between communications, so running actions every 2 months is about the maximum amount of time desirably before risking increasingly higher churn

<sup>55</sup> Assumes best practice rates of 25% response rate to emails, 30% of actions are by new supporters, 55% opt-in rate and opt-ins from additional activities remains constant at 77 (conservative estimate )

<sup>56</sup> Based on FairSay's e-Campaigning expertise and on various third-party sources for "email best practices" available online including at ClickZ "The B2B E-Mail Checklist" [http://www.clickz.com/experts/em\\_mkt/b2b\\_em\\_mkt/article.php/2241051](http://www.clickz.com/experts/em_mkt/b2b_em_mkt/article.php/2241051)

|  |  |   |
|--|--|---|
| • The first paragraph outlined what the email was about and what it was asking people to do (with a link to do it) |  | M |
| • Links to actions are prominent and use standard visual cues (like blue with underline)                           |  | M |
| • The request to take the action was repeated and a link provided several times in the email.                      |  | M |
| • A PS link at the end of the email reinforced the ask   |  | M |
| • Click-through landing page is action page  |  | H |
| • Landing page message and style is consistent with the email  |  | H |
| • Frequent emailings (less than month apart)   |  | M |
| • Email encourages recipients to tell friends  |  | M |
| • Emails are easily readable when images don't load  |  | M |
| • Open tracking tags are in emails   |  | L |
| • Click-through tracking tags are in the emails  |  | L |
| • Emails avoid use of Javascript and forms   |  | M |
| • Chaser emails are sent to people who don't take the action   |  | M |
| • Can a person unsubscribe from every email  |  | L |
| • Are people updated as to action progress   |  | M |

| <b>E-Action Best Practices<sup>57</sup></b>                    | <b>MPH.org</b> | <b>Impact</b> |
|--|----------------|---------------|
| • Action pages are visually appealing                          | Y              | M             |
| • Action form is 'above-the-fold'                              | V              | M             |
| • Actions can be completed in one-step                         | Y              | H             |
| • Action is actively promoted via email or other offsite means |                | H             |
| • Action form is pre-populated with supporters' details        |                | H             |
| • The action form has a minimal number of fields               |                | H             |
| • The opt-in statement is compelling (vs. bland)               | N              |               |
| • The opt-in checkbox is directly below the email field        | N              |               |
| • Actions are specific on what is being asked of the target    | V              | M             |
| • The action target is recognisable public figure/organisation | Y              | M             |
| • The action objectives seems to be achievable                 | V              | M             |
| • Use of thank-you page to encourage other key actions         | N              | M             |
| • Use of thank-you email to encourage other key actions        | N              | M             |
| • Issue explained clearly and compellingly                     | V              | M             |
| • More details information available                           | N              | L             |
| • Privacy policy visually associated with opt-in box           | N              | L             |

<sup>57</sup> E-Action best practices are a combination of FairSay's expertise to date and common best practices for web 'transactions' (i.e. forms) and common best practice including various usability tips from Jakob Nielsen: <http://www.useit.com/alertbox/forms.html>

Y = Yes, N = No, V = Varies. H = High, M = Medium, L = Low.

### 12.10.11 *Applicability of e-Campaigning Best Practice Benchmarks*

Best practice benchmark rates are meant to represent the performance of the sector leader(s) and thus help identify models for improvement by others in the sector. A campaign can attempt to argue that they are different enough that the benchmark rates are not applicable; however, in practice, it is very rare that any differences are significant enough to make an initiative uncomparable to these tried and tested best practice benchmark rates. By trialling the appropriate best practices and reviewing their performance, campaigns can verify their own performance rates that may have a minor variation with the benchmark rates, but major variation is extremely rare.

### 12.10.12 *e-Campaigning Best Practice Benchmark Figures*

Best practice benchmark figures can be divided into two categories: 'key performance indicators' which are the critical indicators or benchmarks that provide quick insight into the overall e-campaigning performance; and 'process indicators' which provide in-depth insight into different aspects of e-campaigning processes (i.e. emailing, web actions, advertising)

#### 12.4.1.1 *Key Performance Indicators and Best Practice Rates*

The priority areas to focus on are:

1. **Action response rate from email:** The proportion of people emailed who actually completed the action they were asked to. This how engaged the existing supporter base is. **The best practice benchmark is 25%** of supporters receiving a single ask action email will complete the action.
2. **Opt-in<sup>58</sup> rate:** The proportion of people taking a campaigning action that give their permission to receive future communications. The number of people who have 'opted-in' is the number of people who can be asked to do future actions. **The best practice benchmark is 55%** of people taking an action opt-in.
3. **Recruitment rate:** The proportion of *new* people who complete the action and *opt-in* (new = those not already in the supporter base). This indicates how successful a campaign is growing its supporter base. **The best practice benchmark is 16.5%** of total supporters taking any one action will be *new* and *opt-in*<sup>59</sup>. This is derived from the best practice rate of 30% of actions should be taken by new supporters and 55% of these new supporters should opt-in.

### 12.10.13 *e-Campaigning Forecasting*

Forecasts are generated by applying the core best practice benchmark figures to the initial number of opted-in supporter (or emails received) and calculate what could have been achieved had best practices been in place at all points along the action process. Running this over multiple email-to-action cycles with the previous results contributing to the next cycle provides forecasts of what should happen under best practice

<sup>58</sup> Opt-in = people give their permission to receive future communications (i.e. email)

<sup>59</sup> Formula: # New supporters who have opted-in / Total Actions

conditions. The purpose of forecasting is to help visualise the potential impact of applying best practices vs. remaining at existing performance levels.

## **12.5 Make Poverty History New Media Strategy (04 Aug 2004)**

### **12.10.14 2005 New Media Working Group input for CT 12 August**

(to be amended and cross-referenced when other sub-strategies are available)  
(relates to an internal document 'Make Poverty History UK Brief' with more detailed information on new media strategy)

#### **12.10.15 Aims and objectives**

- To support co-ordination of participating member organisations (via Dgroups, intranet etc.)
- To extend the campaign's reach to new audiences by using our collective weight and collaborative new media effort and ideas
- To recruit, manage and/or direct to members, a massive online community (via an online gateway and possibly mobile telephony platforms) for all target audiences to connect with the campaign, member sites
- To promote and explain calls to action
- To provide mechanics(s) for interactions
- To inspire, motivate, educate and connect
- To report back (as campaign progresses) about coalition activities, coverage and actions
- To provide community and connection in lead up to and during landmark events
- To leave a lasting legacy of new supporters and technology/practices/online tools for the sector

#### **12.10.16 Activities**

- UK portal: Make Poverty History (coherent with international portal) (*see full New Media Strategy for content ideas*).
- Viral content and mechanics (with associated marketing strategies)
- Resources for member sites and coherence across member sites
- Use of other new media platforms e.g. text messaging

#### **12.10.17 What would success look like?**

- New media playing a critical role in extending the reach and success of the campaign far beyond what would otherwise be the case (including huge presence for campaign across new media destinations used by UK public).
- Many hundreds of thousands of UK citizens getting involved via new media platforms.
- Renewed understanding across sector of vital role and possibilities inherent in new media for achieving campaigning success.

#### **12.10.18 Where's the Wow! Factor?**

In addition to a comprehensive online resource, lots of opportunities for innovation building on ideas generated by Comic Relief (see Richard Curtis' presentations e.g. live events, cinema trails etc.) and the New Media Working Group. New media has the potential to generate the 'we are

everywhere' presence for lift-off and ongoing profile build with huge peaks at landmark moments.

### **12.10.19 Where is unity needed? / Where is diversity needed?**

Sign off and shared ownership of core products and consistency of branding and approach across sites/meeting needs of different audiences and playing to strengths of diverse member organisations as well as promoting diverse voices from multiple constituencies/across UK and especially those from the South.

### **12.10.20 How will networks be strengthened?**

Via traffic to sites (and issue-specific actions e.g. Vote for Trade Justice and coalition member sites) and active engagement of UK publics. Increased understanding and profile for issues of networks.

### **12.10.21 The exit strategy**

The exit strategy needs to be built into the start strategy including data protection. Single destination site and any other platforms will need to collect data to be successful. Early agreement is required about how that data is captured and exit strategy must roll and end with signed up people being delivered to member organisations so they can potentially get involved in once 2005 is over. In addition, identifying tools and practices likely to be of benefit after 2005 would assist a build and strategy with legacy value.

### **12.10.22 Key timings and deadlines**

*Immediate:* Holding website for press launch (14 September)

*Immediate:* Sourcing technology partners

*Immediate:* Scoping strategy, content ideas, resource requirements, work plans and specifications

*December 2004:* Core elements of UK site to go live (including connections to member sites)

*Other deadlines:* as rest of plan (schedule with new media lead in times to be drafted)

**Regular updates/amends to, and extensions of, content during the first six months of 2005 (e.g. loading new streaming media, adding calls to action, reporting back and adding new members to the coalition pages)**

Reduction/refresh/re-location of content in July as first phase of campaign comes to a close post-G8 Summit into New York Summit/EU presidency/WTO Summit etc. phase.

### **12.10.23 Resources**

Significant investment required (currently being explored).

Key partners, alliances and Working Groups

- Technology partners (to be identified)
- Media partners (to be identified)
- New Media Working Group/Media Working Group

### **12.10.24 Key messages**

(as overall campaign, versioned for online audiences)

### **12.10.25 Key overlaps/common ground/dependence on other strategies**

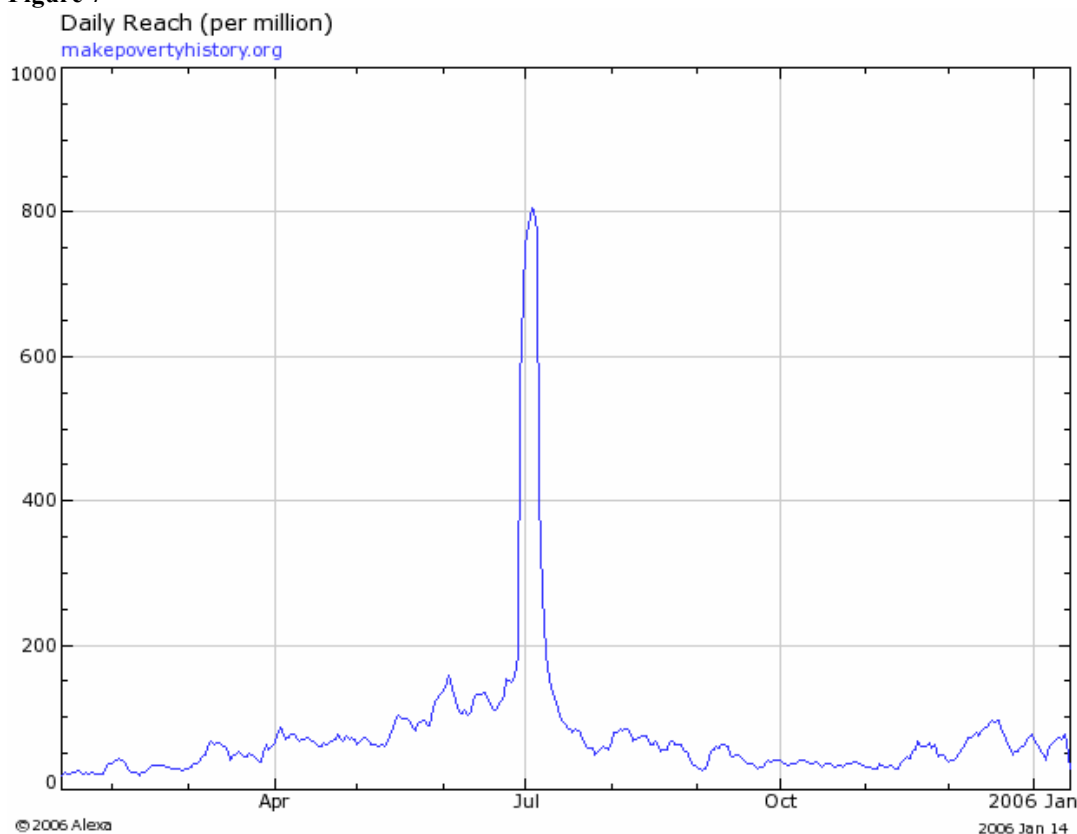
- With **brand** strategy, re: all branding elements, 'tone' etc. – all need to work online and on other new media platforms.
- With **mass action** strategy, re: online/other new media version of action(s), connections to member actions etc.
- With **G8** strategy, re: event information, mass mobilisation networking, generating community at events.
- With **other events, actions & materials** strategy, re: (see above)
- With **research & policy** (facts & stats) strategy, re: content for sites.
- With **media** Strategy, re: across all elements – especially marketing strategy.
- With **outreach** Strategy, re: online information for bringing in new participating organisations.
- With **Wow!** Strategy, re: innovation
- With **recruitment** strategy, re: bringing in new supporters to member organisations
- With **celebrity** strategy, re: promotion, endorsement, vital impacts etc.

## 12.6 Web Traffic

These web traffic graphs are taken from Alexa.com's site traffic reports and only represent a *relative* performance to other sites and a traffic *pattern* over time. Absolute traffic levels (i.e. visitors) cannot reliably be deduced from this data.

### 12.10.26 Traffic Reach<sup>60</sup>

Figure 7



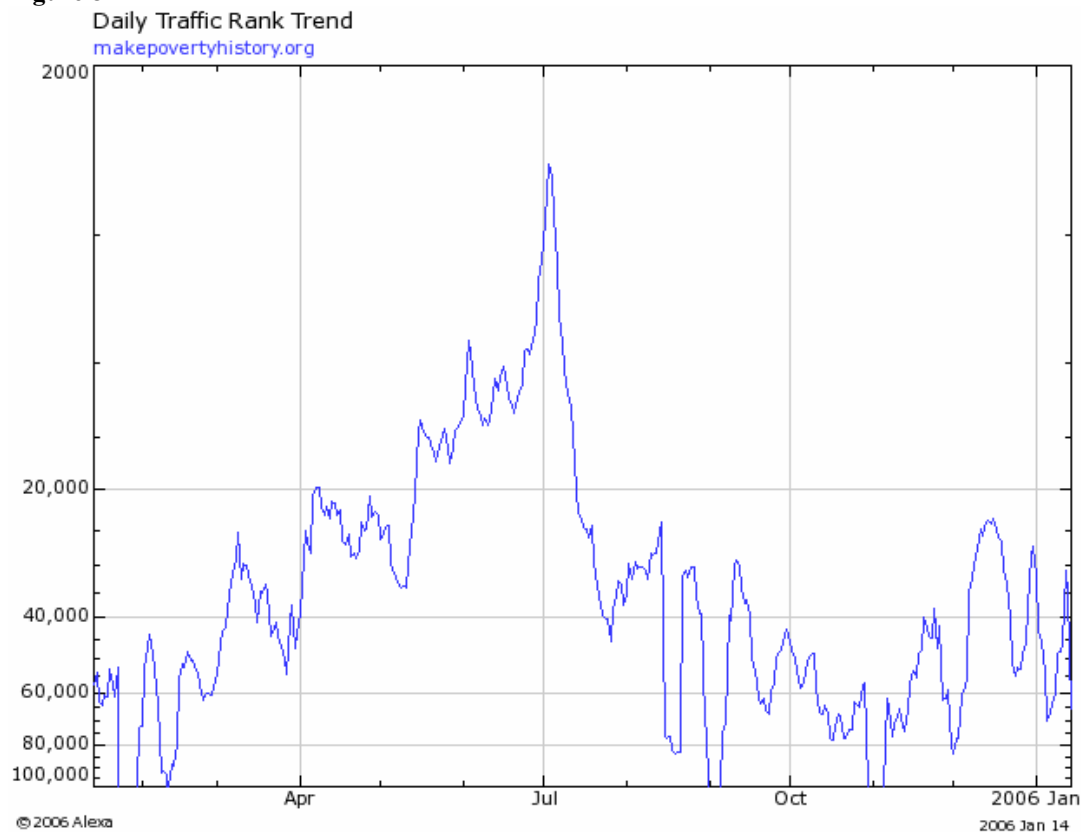
#### 12.6.1.1 What is Reach?

Reach measures the number of users. Reach is typically expressed as the percentage of all Internet users who visit a given site. So, for example, if a site like yahoo.com has a reach of 28%, this means that if you took random samples of one million Internet users, you would on average find that 280,000 of them visit yahoo.com. Alexa expresses reach as number of users per million. The reach rank is a ranking of all sites based solely on their reach.

<sup>60</sup> Source: Alexa.com Traffic Rankings

## 12.10.27 Traffic Rank<sup>61</sup>

Figure 8



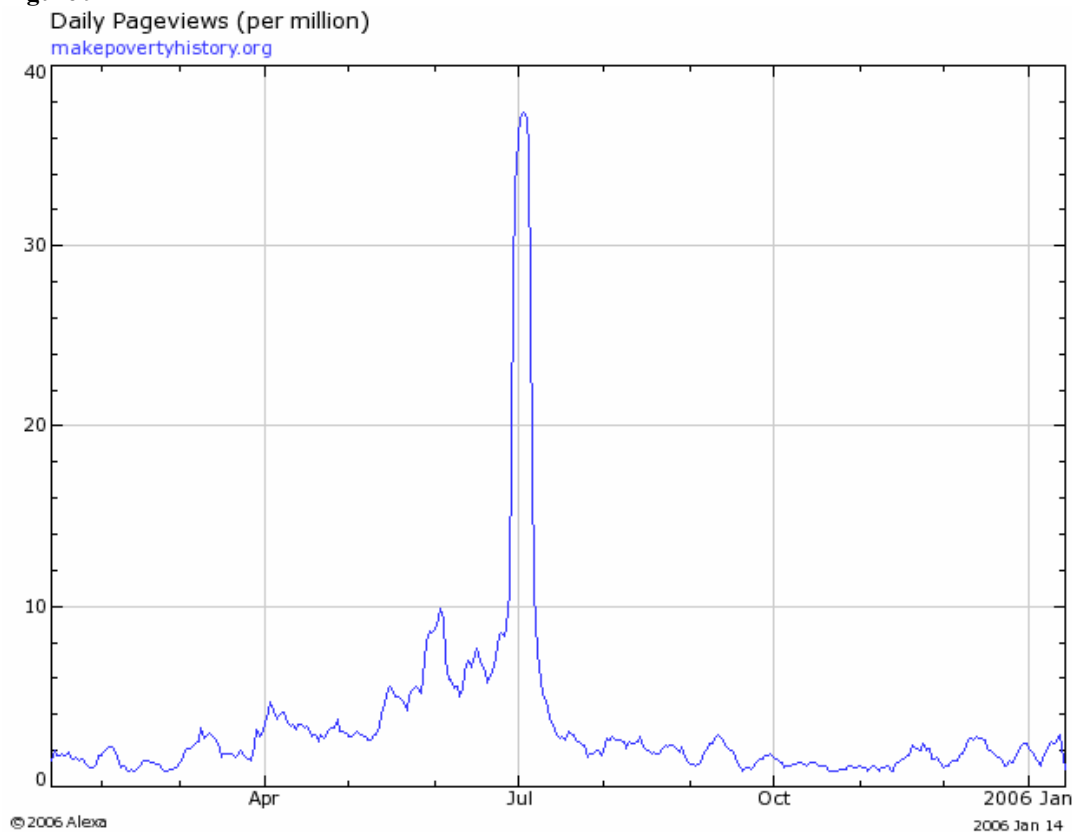
### 12.6.1.2 What is Traffic Rank?

The traffic rank is based on twelve months of aggregated historical traffic data from millions of Alexa Toolbar users and is a combined measure of page views and users (reach). As a first step, Alexa computes the reach and number of page views for all sites on the Web on a daily basis. The main Alexa traffic rank is based on the geometric mean of these two quantities averaged over time (so that the rank of a site reflects both the number of users who visit that site as well as the number of pages on the site viewed by those users).

<sup>61</sup> Source: Alexa.com Traffic Rankings

## 12.10.28 Page Views<sup>62</sup>

Figure 9



### 12.6.1.3 What are Page Views?

Page views measure the number of pages viewed by Alexa Toolbar users. Multiple page views of the same page made by the same user on the same day are counted only once. The page views per user numbers are the average numbers of unique pages viewed per user per day by the users visiting the site. The page view rank is a ranking of all sites based solely on the total number of page views (not page views per user). The three-month changes are determined by comparing a site's current page view numbers with those from three month ago.

Page views per million indicates what fraction of all the page views by toolbar users go to a particular site. For example, if yahoo.com has 70,000 page views per million, this means that 7% of all page views go to yahoo.com. If you summed the fractional page views over all sites, you would get 100% (this is not true of reach, since each user can of course visit more than one site).

<sup>62</sup> Source: Alexa.com Traffic Rankings

## 12.7 Data Tables

### 12.10.29 Overall Response Rates

Table 16

| Total                    | Emailed | # Actions | % Opt-ins | Comments   |
|--------------------------|---------|-----------|-----------|--|
| Actions <sup>63</sup>    |         | 979,098   | n/a       | Seems low when compared to the number of supporters only took – on average 1.3 actions.        |
| Supporters <sup>64</sup> |         | 730,180   | 64%       | Opt-in rate seems un-realistically high considering a few % increases are difficult to obtain. |

<sup>63</sup> This is across all actions and may include actions taken multiple time with the same email address (see Appendices: Constraints)

<sup>64</sup> In practice this is likely the number of unique email addresses (see Appendices: Constraints)

**12.10.30 Gross Completion Rates<sup>65</sup>**

Table 17

| Action Name                    | # Emails w Link | # Emails Received | # Actions | % Acted | % Opt-ins | Comments                    |
|--------------------------------|-----------------|-------------------|-----------|---------|-----------|-----------------------------|
| Signup form                    | 0               | n/a               | 242,074   | -       | 100%      |                             |
| Text 80205                     | 0               | n/a               | 200,000   | -       | -         |                             |
| Email Tony Blair               | 5               | 429,208           | 444,487   | 104%    | 47%       |                             |
| Email Gordon Brown             | 2               | 33,986            | 20,957    | 62%     | 51%       |                             |
| Email Your MP                  | 2               | 46,085            | 17,000    | 37%     | -         | This action was member site |
| Voting for Trade Justice       | 8               | 440,047           | 268,622   | 61%     | 42%       |                             |
| DTI email campaign             | 3               | 431,389           | 86,141    | 20%     | 34%       |                             |
| Email the G8 Finance Ministers | 1               | 171,498           | 37,432    | 22%     | 45%       |                             |
| I'm coming to Edinburgh        | 6               | 174,702           | 3,501     | 2%      | 48%       |                             |
| Email Brown and Benn           | 1               | 428,591           | 23,105    | 5%      | 25%       |                             |
| Picture an end to poverty      | 1               | 429,208           | 816       | 0.2%    | 31%       |                             |
| Lobby Your MP                  | 2               | 432,437           | 2,074     | 0.5%    | 31%       | This action was             |
| Email Jack Straw               | 1               | 432,777           | 36,219    | 8%      | 22%       |                             |
| Email Peter Mandelson          | 2               | 435,424           | 49,619    | 11      | 22%       |                             |
| 2005 Xmas card                 | 2               | 440,047           | 66,739    | 15      | 7%        |                             |
| Keep Campaigning               | 4               | 470,641           | 10,448    | 2%      | 100%      | # Emailed gues              |
| Rejoin MPH.org List            | 2               | 470,641           | 30,000    | 6%      | 100%      | # Emailed gues              |

<sup>65</sup> Gross Completion Rate = the proportion of people who received the email vs. the total number who took action. Normally a 'response rate' would be used which shows the proportion of people emails vs. the number of those emailed who took the action, but the data that would enable this was not supplied.

**12.10.31 Action Email Performance & Gross Completion Rates**

Table 18

| <b>Date Sent</b> | <b>Subject Line</b>                                 | <b># Emails Received</b> | <b>% Opened</b> | <b>% Clicked</b> | <b>% Gross Completion</b> | <b>Comments</b> |
|------------------|---|--------------------------|-----------------|------------------|---------------------------|-----------------|
| 21/01/2005       | A message from Dawn French                          | 6,556                    |                 |                  |                           |                 |
| 28/01/2005       | Email Gordon Brown                                  | 33,986                   |                 |                  | 57%                       |                 |
| 24/02/2005       | Email your MP                                       | 46,085                   |                 |                  | 37%                       |                 |
| 08/03/2005       | What a Result                                       | 46,085                   |                 |                  | 37%                       |                 |
| 17/03/2005       | Make Poverty History                                | 46,085                   |                 |                  |                           |                 |
| 04/04/2005       | Vote for Trade Justice                              | 46,085                   |                 |                  |                           |                 |
| 06/05/2005       | Remind Tony Blair                                   | 107,853                  |                 |                  | 48%                       |                 |
| 26/05/2005       | People Power  | 171,498                  |                 |                  | 17%                       |                 |
| 02/06/2005       | Email the G8 Finance Ministers                      | 171,498                  |                 |                  | 21%                       |                 |
| 30/06/2005       | Make Poverty History                                | 216,121                  | 48.57%          | 13.24%           | 90%                       |                 |
| 04/08/2005       | Vote for Trade Justice                              | 415,936                  | 31.06%          | 14.33%           | 6%                        |                 |
| 11/08/2005       | Email your MP                                       | 417,227                  | 45.80%          | 10.28%           | 12%                       |                 |
| 26/08/2005       | Time to cut strings attached to aid and debt relief | 414,721                  | 26.49%          | 6.15%            | 0.1%                      |                 |
| 08/09/2005       | We need your help now                               | 421,498                  | 38.60%          | 9.39%            | 8%                        |                 |
| 29/09/2005       | The time has come for Trade Justice                 | 423,411                  | 26.57%          | 2.37%            | 1.9%                      |                 |
| 17/10/2005       | The Water Game                                      | 420,274                  | 36.16%          | 10.11%           |                           |                 |
| 27/10/2005       | Make politicians stand up for Trade Justice         | 418,165                  | 28.84%          | 1.61%            |                           |                 |
| 27/10/2005       | Make Politicians stand up for trade Justice         | 418,165                  | 28.84%          | 0.75%            |                           |                 |
| 17/11/2005       | Tell Jack Straw to act                              | 424,323                  | 29.05%          | 9.35%            |                           |                 |
| 21/11/2005       | Email Peter Mandelson                               | 422,828                  | 27.72%          | 8.31%            |                           |                 |

| Date Sent  | Subject Line                                      | # Emails Received | % Opened | % Clicked | % Gross Completion | Comments |
|------------|---|-------------------|----------|-----------|--------------------|----------|
| 28/11/2005 | Take Action for World AIDS day: Lend us your eyes | 432,431           | 25.04%   | 8.88%     |                    |          |
| 08/12/2005 | Take Action Now                                   | 430,536           | 24.66%   | 3.20%     | 11%                |          |
| 16/12/2005 | Send a card to Tony Blair's Mantelpiece           | 434,736           | 26.52%   | 12.25%    |                    |          |
| 21/12/2005 | Report back from WTO                              | 432,896           | 25.57%   | 1.12%     |                    |          |
| 09/01/2006 | Your Most Important New Year's Resolution         |                   |          |           |                    | No data  |
| 18/01/2006 | More Aid - What you can do                        |                   |          |           |                    | No data  |
| 20/01/2006 | Make Business Work To Make Poverty History        |                   |          |           |                    | No data  |
| 27/01/2006 | Keep Campaigning in 2006                          |                   |          |           |                    | No data  |
| 30/01/2006 | Act NOW to make a difference in 2006              |                   |          |           |                    | No data  |

Note: only emails that asked people to take an action are listed here

## **12.8 Make Poverty History New Media Review Terms of Reference**

### **12.10.32 Background**

The **MAKEPOVERTYHISTORY** coalition set out three broad goals: to achieve significant policy change on trade, aid, debt and HIV/AIDS in 2005; to create an unstoppable momentum for further change beyond 2005; and to create a step change in British public backing for development.

During the course of 2005, the campaign has attained unprecedented levels of public recognition and participation. There has also been policy change within the key areas identified by the campaign.

Given the major investment that coalition members have made in the campaign, it is important for future learning and accountability to stakeholders, that we assess the external achievements of the campaign against its three broad goals. An evaluation report will be delivered in Spring 2006.

In addition to the overall evaluation, a small budget has been allocated to evaluate new media activity in support of **MAKEPOVERTYHISTORY** in 2005.

In addition to media and event activity, new media was one of the constant drivers of the **MAKEPOVERTYHISTORY** campaign, connecting member organisations internally and millions of the UK public as external audiences.

The web was used as a platform specifically through the **MAKEPOVERTYHISTORY** website and email subscriber base (over 500, 000 individuals); member websites and online communications; and other online media. The campaign was also supported by use of SMS/texting services. Email proved the most popular form of public action in support of **MAKEPOVERTYHISTORY**.

The coalition members (the 'Assembly') elected a Coordination Team to oversee progress, set strategic direction and policy for **MAKEPOVERTYHISTORY**. Glen Tarman, Trade Justice Movement coordinator, acted as Coordination Team lead on new media. The **MAKEPOVERTYHISTORY** website was provided by Comic Relief as an 'in kind' service to the coalition. The New Media Working Group (made up of the staff of member organisations) provided the 'engine room' for thinking through and organising new media aspects of the campaign. Each member organisation determined its own new media activity in support of **MAKEPOVERTYHISTORY**.

### **12.10.33 Objectives**

1. To evaluate in-depth Make Poverty History's new media results [with a particular emphasis on the **MAKEPOVERTYHISTORY** website (makepovertyhistory.org 2005) and associated services] as part of a larger "Ways of Working" overall evaluation of the mobilisation
2. To provide insight into new media campaigning for the sector to learn from based on activity delivered in 2005
3. To identify and recommend how to improve the impact of new media results for future campaigns and coalitions
4. To identify any key learning relevant for the **MAKEPOVERTYHISTORY** 'legacy' website (makepovertyhistory.org 2006)

### 12.10.34 Scope

1. Collating data and statistics relevant to **MAKEPOVERTYHISTORY** new media activity and compiling qualitative input.
2. Synthesising data and statistics into meaningful results.
3. Analysing results to identify key issues and learning.
4. Gathering and incorporating the views and expertise of key stakeholders.

### 12.10.35 Inputs

1. Quantative statistics for the **MAKEPOVERTYHISTORY** website and email services.
2. Outputs referring to web activity in other research streams.
3. Limited interviews with MPH stakeholders (MPH new media group members, CT group members, non-committee MPH members, MPH targets) to assess the impact of the MPH.org website and emails on their websites and views on quality of 'centrally' produced online content.
4. Subscriber 'user' survey results.
5. Paper research on the coalition's documents relating to new media activity (eg working groups documents, plans, media analysis etc.).
6. Interviews as appropriate with key individuals involved in delivering MPH new media work.

### 12.10.36 Outputs

The main output will be a New Media Evaluation Report. The evaluation report will consist of the following content and structure:

- Background and introduction: The uses of new media for **MAKEPOVERTYHISTORY**
- Executive Summary
- Review Objectives/Scope
- Methodology
- Target Audiences
- MPH New Media Objectives (web, email, sms)
- Summary of Findings
- Making sense of the findings (comparisons and benchmarks)
- Key Performance Indicators vs. Benchmarks
  - Web
  - Email
  - SMS
- Stakeholder Interview Results
- Supporter Survey Results (Quantitative and Qualitative)
- Impact Results
- Assessment: Results vs. Objectives
- Recommendations
- Appendices
  - Explanation of indicators
  - Sample of each email
  - Survey questions/raw results (*as appropriate*)
  - MPH New Media group (TOR and active members listing)

## **12.9 Review Improvements**

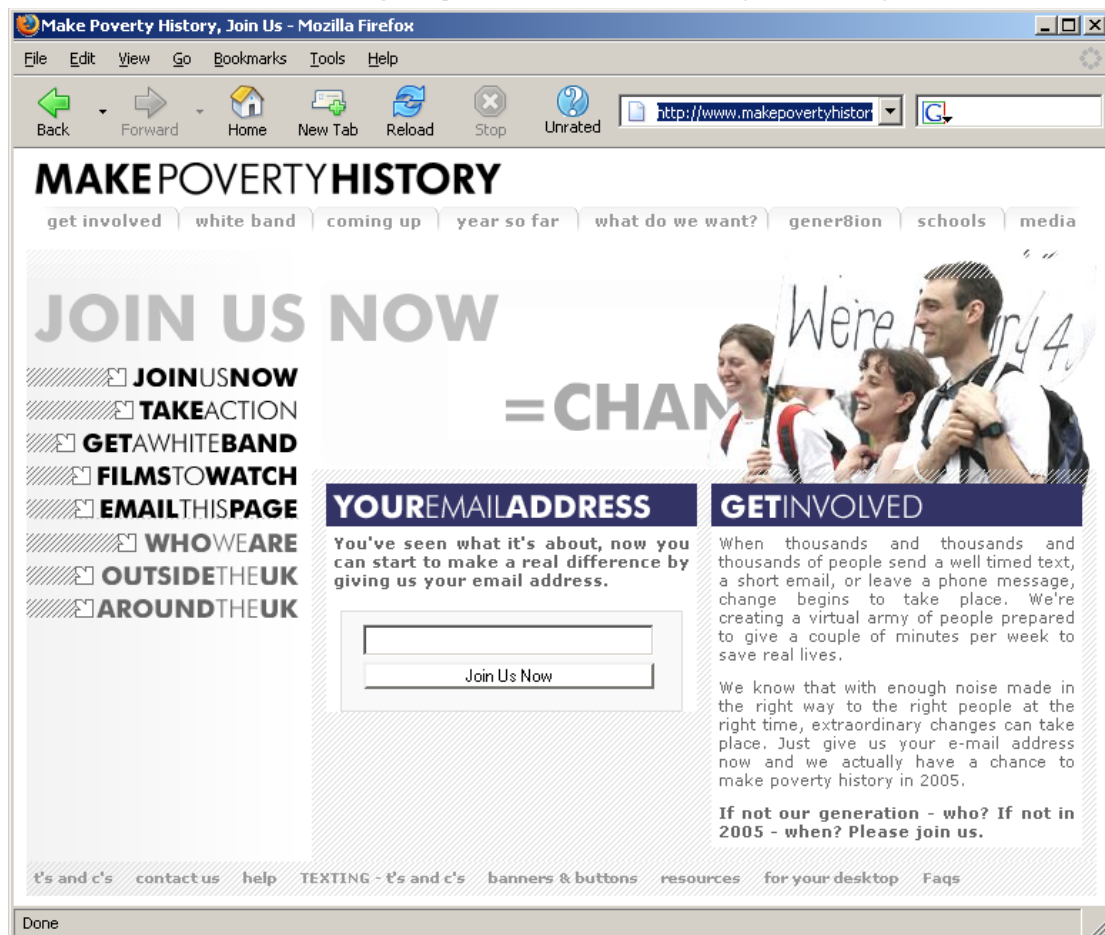
When doing future reviews of this type, several improvements could be made to make it more comprehensive. These include:

1. Having the time to survey campaign targets to identify the impact the new media campaigning had on them
2. Having the time to survey supporters to identify the impact the new media campaigning had on them
3. Holding more interviews with key stakeholders in coalition member organisations, including senior managers, campaigners, policy researchers and media coordinators (in addition to the new media practitioners)
4. Getting access to the primary data for emailing and actions so that a more in-depth performance analysis can be conducted
5. Getting access to web traffic statistics so that more can be deduced from them
6. More context on the Internet and mobile activity so it can be evaluated in context
7. Linking up media coverage, participation levels and web traffic so that we can identify specifically what drove people to take actions and sign up
8. Linking up supporter postal codes with geo-demographics data to identify if any particular segments of the population were more (or less) likely to take actions based on certain issues or communication styles.

These improvements would make a significant difference in the ability to not only understand what happened, but specifically what was and was not successful. The review as it stands is a significant advance on previous coalition new media reviews but can only identify general observations complemented by e-campaigning expertise. A review with access to the data above could also be much more evidence based in considerably more details and thus provide a powerful learning tool for new media campaigning practitioners.

## 12.11 Campaigning Actions

### 12.11.1 Action: Signup to Make Poverty History



Make Poverty History, Join Us - Mozilla Firefox

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http://www.makepovertyhistory.org

**MAKEPOVERTYHISTORY**

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**TAKEACTION**

**GETAWHITEBAND**

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**WHOWEARE**

**OUTSIDETHEUK**

**AROUNDTHEUK**

**YOU'RE MAIL ADDRESS**

You've seen what it's about, now you can start to make a real difference by giving us your email address.

Join Us Now

**GET INVOLVED**

When thousands and thousands and thousands of people send a well timed text, a short email, or leave a phone message, change begins to take place. We're creating a virtual army of people prepared to give a couple of minutes per week to save real lives.

We know that with enough noise made in the right way to the right people at the right time, extraordinary changes can take place. Just give us your e-mail address now and we actually have a chance to make poverty history in 2005.

**If not our generation - who? If not in 2005 - when? Please join us.**

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Done

## 12.11.2 Action: Email Tony Blair (from 17/01/2005)

Make Poverty History, Email Tony Blair - Microsoft Internet Explorer

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Address <http://www.makepovertyhistory.org/mp/campaign.do?code=etb>


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# MAKEPOVERTYHISTORY

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## EMAIL TONY BLAIR



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### SEND A MESSAGE

Our leaders can bring an end to extreme poverty.

This year they have the power to stop the needless deaths of 1200 people every hour of every single day.

But the truth is that they don't think we really care.

Now is your chance to tell the Prime Minister that enough is enough, that he must do all he can to seize the opportunities of 2005. That you *do* care.

Press send and the White Band message card below will be delivered to Mr Blair's inbox.

Please use it now.

### YOUR MESSAGE

Either add your name to this letter or type your own message to Tony Blair.

Your Email Address: \*

Dear Prime Minister,

With just 6 days to go until you lead the UK and EU delegations at the UN World Summit in New York, I urge you to keep the level of ambition high and aim for a real breakthrough in the fight against poverty.

As you know, the Millennium Development Goals (MDGs) are way off target. Key deadlines, such as getting the same number of girls and boys in school, have already been missed. The UN Summit is an opportunity for progress. But the latest draft of the outcomes document appears to have shifted dramatically away from the firm commitments and explicit actions needed in New York.

I am adding my voice to the millions of people in 74 countries taking action this week as part of White Band Day.

I urge you to:

- Demonstrate bold leadership at the UN Summit by re-stating the UK's commitment to the MDGs and demanding that poverty does not drop off the agenda
- Ensure the summit makes explicit commitments confirming and going well beyond what was agreed under your leadership at the G8 in July
- Listen to the millions of people around the world urging you to ensure trade justice, drop the debt and

Yours sincerely,

If you are not already signed up with us, please fill in your details below.

First Name:

Surname:

Please enter your postcode with a space in the middle e.g. SW15 6NZ

Postcode:

Keep me updated about Make Poverty History & Tony Blair's response.

☐ Keep me updated

\* These fields are mandatory

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Done Internet

### 12.11.3 Action: Email Gordon Brown (from 27/01/2005)

Make Poverty History, Email Gordon Brown - Microsoft Internet Explorer

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Address <http://www.makepovertyhistory.org/mph/campaign.do?code=egb> Links >>


Google

Alexa

## MAKEPOVERTYHISTORY

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# EMAIL GORDON BROWN



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☐ AROUND THE UK

### SEND A MESSAGE

At the G7 Finance Ministers meeting on the weekend of 5th February, seven men will sit round a table with the fate of the world's poorest people in their hands.

We're asking you, right now, to drop a line to Gordon Brown and let him know that when he sits down with his fellow finance ministers you'll be expecting him to deliver a result - to make poverty history.

Just a couple of minutes of your time will help to make a huge difference.

### YOUR MESSAGE

Either add your name to this letter or type your own message to Gordon Brown.

Your Email Address: \*

Dear Mr Brown,

On February 4th you will be part of one of the most important meetings of all time.

Please ensure the G7 finance ministers lay the foundations for an historic deal on trade, debt and aid in 2005. In particular, don't let your fellow finance ministers leave London on the 5th without agreeing to cancel in full the unpayable debts of the world's poorest countries.

You have the power to make poverty history - please use it.

Yours sincerely,

If you are not already signed up with us, please fill in your details below.

First Name:

Surname:

Please enter your postcode with a space in the middle e.g. SW15 6NZ

Postcode:

Keep me updated about Make Poverty History & Gordon Brown's response.

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\* These fields are mandatory

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Done

### 12.11.4 Action: Email Your MP



**MAKEPOVERTYHISTORY 2005**

Email your MP to tell him to **MAKEPOVERTYHISTORY**

When governments give aid to Africa, it's not a straightforward donation ♦ it's given with a lot of strings attached. And the problem is, most of those 'strings' just mean that the poorest people just get poorer.

**Please fill out this form to send a message to your MP asking him or her to write to Gordon Brown asking him or her to think again about this problem.**

ActionAid is hosting this action on behalf of Make Poverty History. Your data will not be retained or used for any other purpose by ActionAid.

Title:

First name: \*

Last Name: \*

Email: \*

Address line 1:

Address line 2:

Address line 3:

Town/ City:

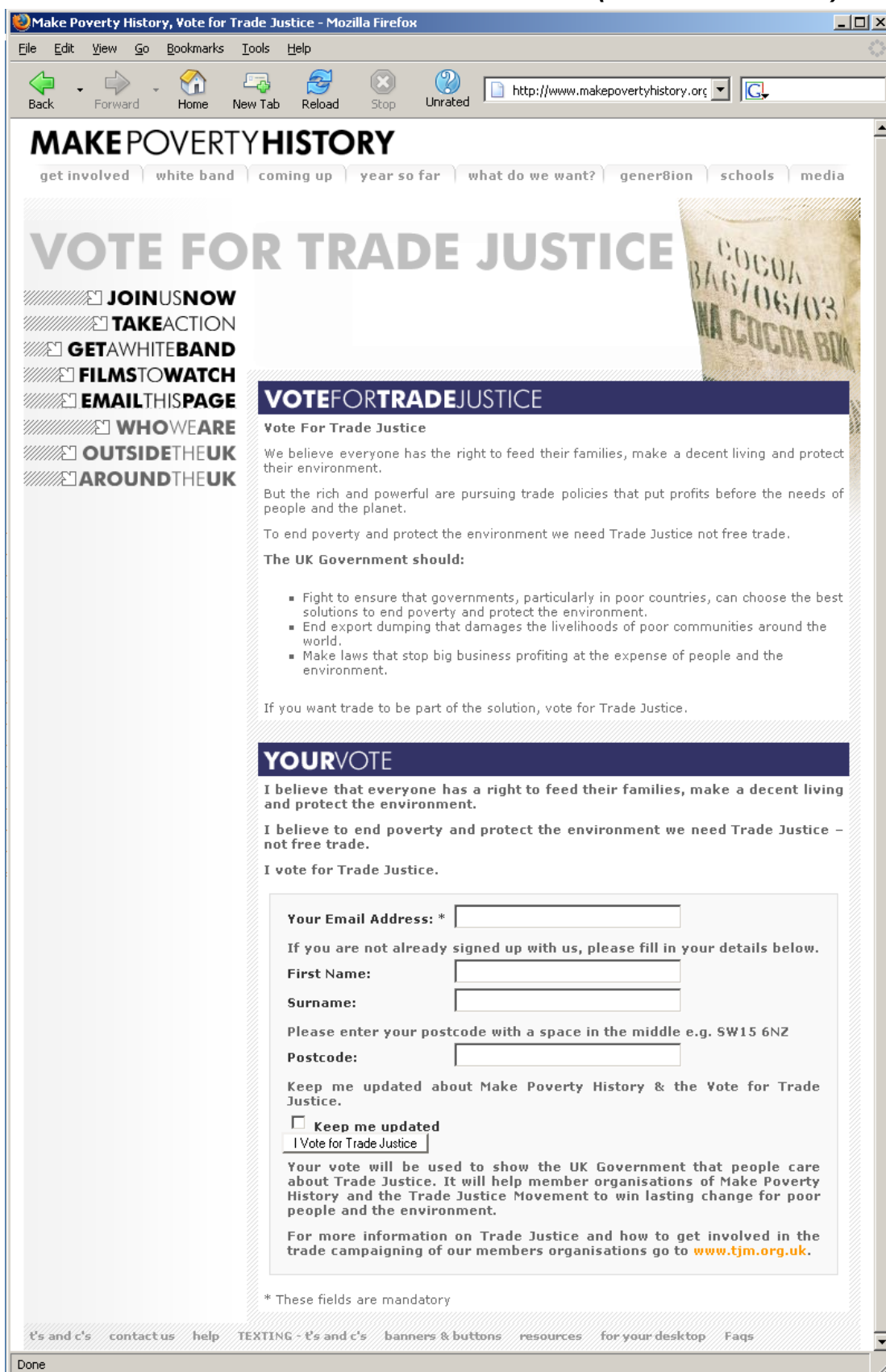
Postcode: \*

Country:

**TRADE JUSTICE. DROP THE DEBT. MORE AND BETTER AID.**

Done

## 12.11.5 Action: Vote for Trade Justice (from 19/04/2005)



Make Poverty History, Vote for Trade Justice - Mozilla Firefox

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http://www.makepovertyhistory.org

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## VOTE FOR TRADE JUSTICE

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[AROUNDTHEUK](#)

### VOTEFORTRADEJUSTICE

**Vote For Trade Justice**

We believe everyone has the right to feed their families, make a decent living and protect their environment.

But the rich and powerful are pursuing trade policies that put profits before the needs of people and the planet.

To end poverty and protect the environment we need Trade Justice not free trade.

**The UK Government should:**

- Fight to ensure that governments, particularly in poor countries, can choose the best solutions to end poverty and protect the environment.
- End export dumping that damages the livelihoods of poor communities around the world.
- Make laws that stop big business profiting at the expense of people and the environment.

If you want trade to be part of the solution, vote for Trade Justice.

### YOURVOTE

I believe that everyone has a right to feed their families, make a decent living and protect the environment.

I believe to end poverty and protect the environment we need Trade Justice – not free trade.

I vote for Trade Justice.

**Your Email Address: \***

If you are not already signed up with us, please fill in your details below.

**First Name:**

**Surname:**

Please enter your postcode with a space in the middle e.g. SW15 6NZ

**Postcode:**

Keep me updated about Make Poverty History & the Vote for Trade Justice.

☐ **Keep me updated**

☐ **I Vote for Trade Justice**

Your vote will be used to show the UK Government that people care about Trade Justice. It will help member organisations of Make Poverty History and the Trade Justice Movement to win lasting change for poor people and the environment.

For more information on Trade Justice and how to get involved in the trade campaigning of our members organisations go to [www.tjm.org.uk](http://www.tjm.org.uk).

\* These fields are mandatory

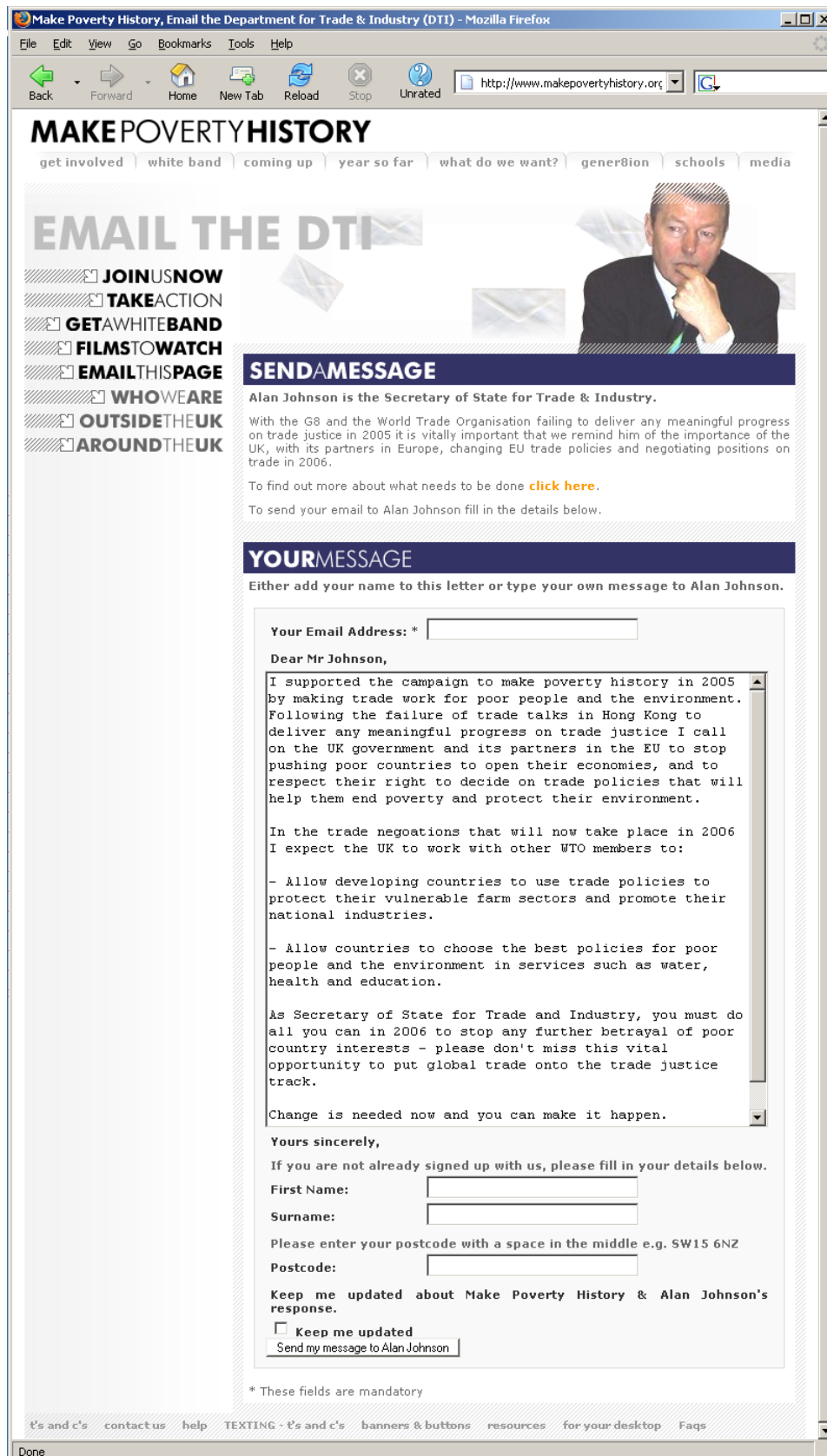
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## 12.11.6 Action: I'm coming to Edinburgh (from 20/06/2005)

No screenshot available

## 12.11.7 Action: DTI email campaign



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# EMAIL THE DTI

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## SEND MESSAGE

Alan Johnson is the Secretary of State for Trade & Industry.

With the G8 and the World Trade Organisation failing to deliver any meaningful progress on trade justice in 2005 it is vitally important that we remind him of the importance of the UK, with its partners in Europe, changing EU trade policies and negotiating positions on trade in 2006.

To find out more about what needs to be done [click here](#).

To send your email to Alan Johnson fill in the details below.

## YOUR MESSAGE

Either add your name to this letter or type your own message to Alan Johnson.

Your Email Address: \*

Dear Mr Johnson,

I supported the campaign to make poverty history in 2005 by making trade work for poor people and the environment. Following the failure of trade talks in Hong Kong to deliver any meaningful progress on trade justice I call on the UK government and its partners in the EU to stop pushing poor countries to open their economies, and to respect their right to decide on trade policies that will help them end poverty and protect their environment.

In the trade negotiations that will now take place in 2006 I expect the UK to work with other WTO members to:

- Allow developing countries to use trade policies to protect their vulnerable farm sectors and promote their national industries.
- Allow countries to choose the best policies for poor people and the environment in services such as water, health and education.

As Secretary of State for Trade and Industry, you must do all you can in 2006 to stop any further betrayal of poor country interests - please don't miss this vital opportunity to put global trade onto the trade justice track.

Change is needed now and you can make it happen.

Yours sincerely,

If you are not already signed up with us, please fill in your details below.

First Name:

Surname:

Please enter your postcode with a space in the middle e.g. SW15 6NZ

Postcode:

Keep me updated about Make Poverty History & Alan Johnson's response.

☐ Keep me updated

\* These fields are mandatory

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## 12.11.8 Action: Email the G8 Finance Ministers

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## EMAIL G8 FINANCE MINISTERS



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### SEND A MESSAGE

Our leaders can bring an end to extreme poverty.

On the 10th & 11th June 2005 these 8 men will have their last Finance meeting before the G8 leaders meet in July.

It is vital that they take crucial steps to enable the G8 Leaders to commit to Trade Justice, 100% debt cancellation and more and better aid.

We need to make sure they know what we are expecting of them.

Right now across the world people are emailing these men to tell them to seize the opportunities of 2005.

Press send and tell the Finance Ministers that you want them to act.

**Please do it now.**

### YOUR MESSAGE

Either add your name to this letter or type your own message to the G8 Finance Ministers.

Your Email Address: \*

Dear G8 Finance Ministers,

A child dies every three seconds from extreme poverty.

In our prosperous world this is a scandal.

At the G8 Finance Ministers meeting next week, you have the chance to

- commit to an additional US\$50 billion of high quality aid, reach the 0.7% target by 2010, and ensure that aid is focused on the poorest countries
- cancel 100% of debts owed by the world's poorest countries, using additional resources,
- play your part in delivering trade justice by removing trade policy conditionalities linked to aid and debt relief.

Please don't waste this once in a generation opportunity.

Yours sincerely,

If you are not already signed up with us, please fill in your details below.

First Name:

Surname:

Please enter your postcode with a space in the middle e.g. SW15 6NZ

Postcode:

Keep me updated about Make Poverty History & the G8 Finance Ministers response.

☐ Keep me updated

\* These fields are mandatory

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## 12.11.9 Action: Email Brown and Benn

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# MAKEPOVERTYHISTORY

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## EMAIL BROWN & BENN

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**EMAILTHISPAGE**  
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**OUTSIDETHEUK**  
**AROUNDTHEUK**

### SEND A MESSAGE

On one hand, the UK and the G8 have said that poor countries should be able to decide their own economic policies. But on the other they continue to apply damaging economic conditions by funding World Bank and IMF programmes which take away poor countries' right to choose their own paths to development.

Please take two minutes to **send an email** to Gordon Brown and Hilary Benn to say that while more aid and debt relief are welcome, the strings attached to them are not. Tell them that there must be a complete end to such damaging conditions on aid and debt relief.

To send your email to Gordon Brown and Hilary Benn fill in the details below.

### YOUR MESSAGE

Either add your name to this letter or type your own message to Gordon Brown and Hilary Benn.

Your Email Address: \*

Dear Gordon Brown and Hilary Benn,

The G8 proposals to increase aid and cancel more debt are a welcome step towards making poverty history and should be carried out in full. But the benefit poor countries get from these increases will be undermined if harmful economic strings are attached to these programmes. I am calling on you to:

- Demand that the IMF and World Bank stop making aid and debt relief conditional on poor countries adopting particular economic and trade policies.
- Stop using World Bank programmes - which are full of economic conditions - to decide which countries get UK debt relief.
- Stop indirectly applying conditions to UK aid by relying on World Bank and IMF economic policy assessments to decide where UK aid should be delivered

I recognise that the UK Government has withdrawn economic conditions from its own aid, but UK aid still funds World Bank and IMF programmes that force damaging economic policies on poor countries. Please use all your influence to stop this.

Yours sincerely,

If you are not already signed up with us, please fill in your details below.

First Name:

Surname:

Please enter your postcode with a space in the middle e.g. SW15 6NZ

Postcode:

Keep me updated about Make Poverty History & Gordon Brown and Hilary Benn's response.

☐ Keep me updated

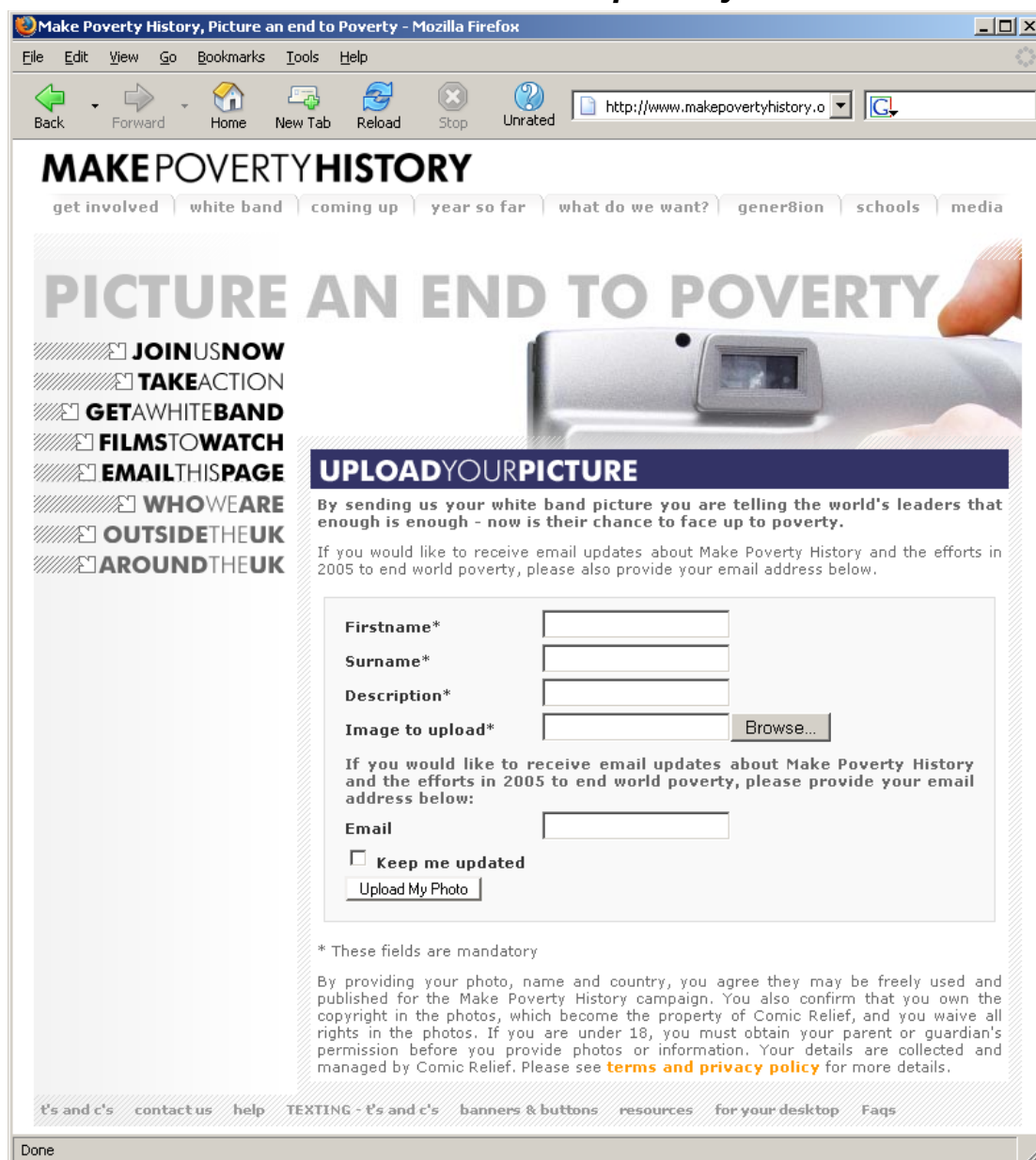
☐ Send my message to Gordon Brown and Hilary Benn

\* These fields are mandatory

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## 12.11.10 Action: Picture an end to poverty



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# MAKEPOVERTYHISTORY

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## PICTURE AN END TO POVERTY

- JOINUSNOW
- TAKEACTION
- GETAWHITEBAND
- FILMSTOWATCH
- EMAILTHISPAGE
- WHOWEARE
- OUTSIDETHEUK
- AROUNDTHEUK

### UPLOADYOURPICTURE

By sending us your white band picture you are telling the world's leaders that enough is enough - now is their chance to face up to poverty.

If you would like to receive email updates about Make Poverty History and the efforts in 2005 to end world poverty, please also provide your email address below.

Firstname\*

Surname\*

Description\*

Image to upload\*

If you would like to receive email updates about Make Poverty History and the efforts in 2005 to end world poverty, please provide your email address below:

Email

☐ Keep me updated

\* These fields are mandatory

By providing your photo, name and country, you agree they may be freely used and published for the Make Poverty History campaign. You also confirm that you own the copyright in the photos, which become the property of Comic Relief, and you waive all rights in the photos. If you are under 18, you must obtain your parent or guardian's permission before you provide photos or information. Your details are collected and managed by Comic Relief. Please see [terms and privacy policy](#) for more details.

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Done

## 12.11.11 Action: Lobby Your MP

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## LOBBY YOUR MP

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### COUNTMEIN

Let us know that you'll be lobbying your MP.

It is really important you let us know that you'll be lobbying your MP by filling in the form below. This helps us to plan for a safe and successful event.

For more information visit the [Trade Justice Movement](#) website.

Your Email Address: \*

Region: \*

MP: \*

Please tell us how many people you are coming with.

Number of people: \*  e.g. 17

If you are not already signed up with us, please fill in your details below.

First Name:

Surname:

Keep me updated about the Make Poverty History campaign.

☐ Keep me updated

☐ I'm going to lobby my MP

\* These fields are mandatory

If you don't know who your MP is you can find out by clicking here: <http://www.locata.co.uk/commons> or call House of Commons Information Office on 020 7219 4272

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Done

## 12.11.12 Action: Email Jack Straw

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## EMAIL JACK STRAW



- JOIN US NOW
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- AROUND THE UK

### SEND A MESSAGE

This year, Europe must decide whether it is committed to making poverty history. Decisions taken at European level on aid and trade reforms in the coming months could make or break efforts globally to tackle chronic poverty.

The UK currently holds the Presidency of the European Union (EU) until December 2005. This represents an opportunity for the UK to drive forward the EU's development agenda; shaping the European Commission's future work on development co-operation and international trade, and promoting sustainable development that works for people and planet.

As Foreign Secretary Jack Straw is our representative in current talks in the European Union.

Please remind him how important it is that he and his colleagues make poverty history.

To send your email to Jack Straw fill in the details below.

### YOUR MESSAGE

Either add your name to this letter or type your own message to Jack Straw.

Your Email Address: \*

Dear Foreign Secretary,

Please use the UK's Presidency of the European Union to make sure EC aid is working to make poverty history. More European aid needs to be spent on ending poverty in the poorest countries, like those in sub-Saharan Africa.

As EU President, the UK Government is now responsible for agreeing the EU financing arrangements for the period 2007-2013. In doing so, the UK Government must show its continued commitment to ending poverty by ensuring that the EU increases aid to the poorest countries, including in sub-Saharan Africa. A binding timetable should be set to reach a target of at least 70% of EC aid going to the poorest countries. This money should be explicitly focused on poverty eradication.

Please put action against global poverty at the heart of the UK Presidency of the European Union.

Yours sincerely,

If you are not already signed up with us, please fill in your details below.

First Name:

Surname:

Please enter your postcode with a space in the middle e.g. SW15 6NZ

Postcode:

Keep me updated about Make Poverty History & Jack Straw's response.

☐ Keep me updated

☐ Send my message to Jack Straw

\* These fields are mandatory

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Done

## 12.11.13 Action: Email Peter Mandelson

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## EMAIL PETER MANDELSON

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### SEND A MESSAGE

In December in Hong Kong the **World Trade Organisation** meets. When they do we have to demand that unfair trade rules are changed so that people in extreme poverty have a chance to build themselves a future.

The crucial negotiations are happening right now. Peter Mandelson, the former British MP who is now the European Trade Commissioner. The talks are not going well - in fact they're in pretty desperate straits - and there's a real chance they will not result in a deal that will help make poverty history. A big reason why that might not happen is because Europe's position in the talks is blocking the deal poor people need. We cannot let this happen without one last push.

Peter Mandelson needs to know that we want him to do everything he can and more in the interests of the poor.

Please email him right now.

To send your email to Peter Mandelson fill in the details below.

### YOUR MESSAGE

Either add your name to this letter or type your own message to Peter Mandelson.

Your Email Address: \*

Dear Mr Mandelson,

WE ARE PUTTING THE SPOTLIGHT ON TRADE JUSTICE - THE WORLD IS WATCHING - NOW IS THE TIME TO DELIVER TRADE JUSTICE

I am writing to you as one of the 31 million people who have already taken action this year as part of the Global Call to Action Against Poverty - the largest anti-poverty movement in the world.

You committed to the Millennium Development Goals (MDGs). Yet current trade rules and Europe's position in trade talks are obstacles to their achievement. At the World Trade Organisation (WTO) meeting in December you have the chance to make poverty history! You must stop making proposals that serve only the interests of agribusiness and transnational corporations and act on the concerns of poor people.

You must ensure that the WTO negotiations reach an agreement that gives developing countries the right to determine their own trade policies and also ensure consistency of trade policies with respect for workers' rights and human rights.

I call on you to take the following actions:

- Stop pushing developing countries to open up their economies to free trade

Yours sincerely,

If you are not already signed up with us, please fill in your details below.

First Name:

Surname:

Please enter your postcode with a space in the middle e.g. SW15 6NZ

Postcode:

Keep me updated about Make Poverty History & Peter Mandelson's response.

☐ Keep me updated

☐ Send my message to Peter Mandelson

\* These fields are mandatory

t's and c's contact us help TEXTING - t's and c's banners & buttons resources for your desktop Faqs

Done

## 12.11.14 Action: 2005 Xmas card

Make Poverty History - Christmas Card 2005 - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

Back Forward Home New Tab Reload Stop Unrated

http://www.makepovertyhistory.org


**MAKEPOVERTYHISTORY**

keep campaigning white band **trade** 2005 what do we want? gener8ion schools media

# SEND A CARD TO TONY

**KEEP CAMPAIGNING**

- TRADE JUSTICE
- TAKE ACTION
- FILMS TO WATCH
- EMAIL THIS PAGE
- THE COALITION
- OUTSIDE THE UK
- AROUND THE UK



## SEND A CARD TO TONY BLAIR

Please **add your card to the mantelpiece of No. 10** and we'll send them all to Tony Blair so that he **ABSOLUTELY KNOWS** his New Year's resolution must still be to make poverty history.

The promises the G8 made on July 8th could save millions and millions of lives by 2015 - with more aid and debt cancellation and big steps forward in the fight against AIDS, malaria and polio.

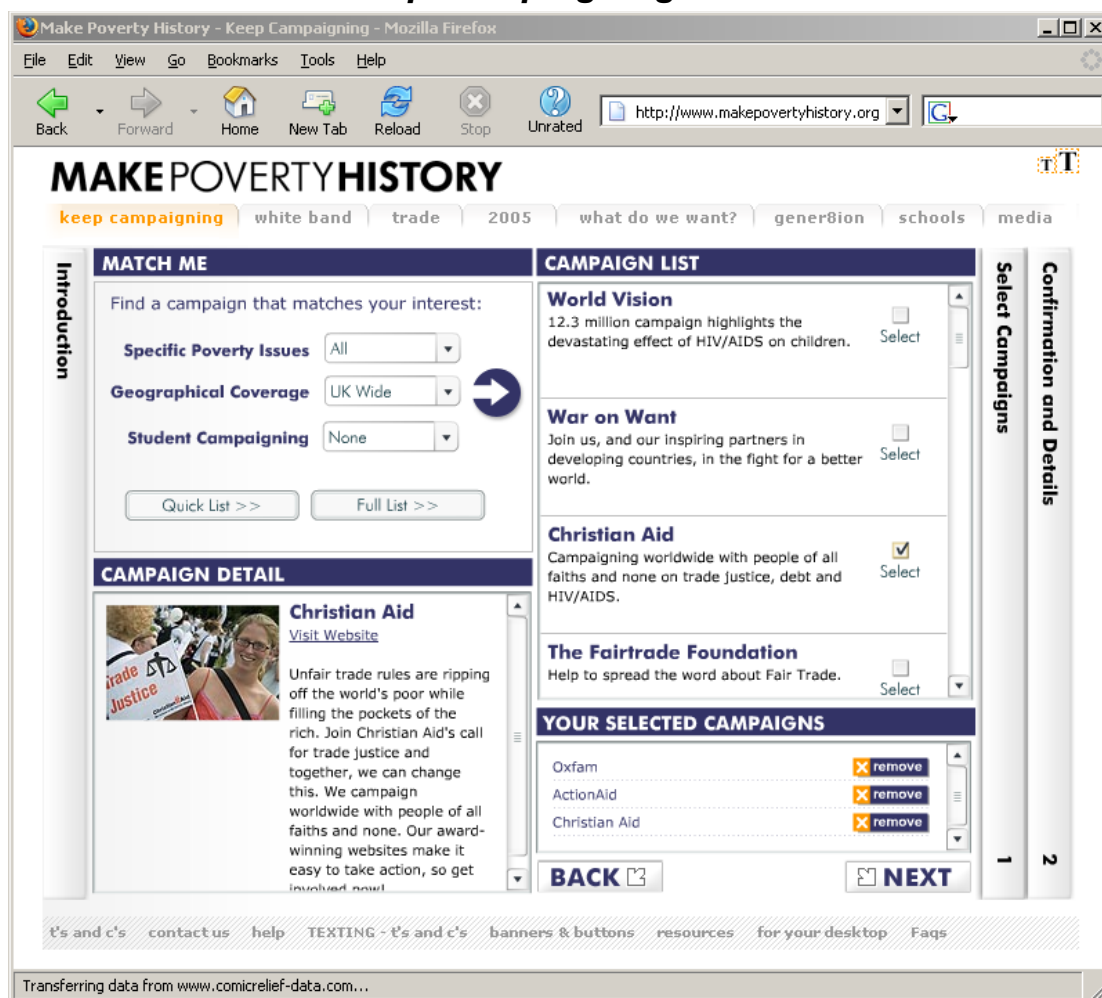
But these lives definitely won't be saved if these promises aren't kept and even if they are, there is still much much more to do.

Tell Tony NOW!

ts and c's contact us help TEXTING - ts and c's banners & buttons resources for your desktop Faqs

http://www.makepovertyhistory.org/trade/index.shtml

## 12.11.15 Action: Keep Campaigning in 2006



The screenshot shows the 'Make Poverty History - Keep Campaigning' website in a Mozilla Firefox browser window. The address bar shows the URL 'http://www.makepovertyhistory.org'. The website has a navigation bar with tabs: 'keep campaigning' (selected), 'white band', 'trade', '2005', 'what do we want?', 'gener8ion', 'schools', and 'media'. The main content area is divided into several sections:

- Introduction**: A vertical sidebar on the left.
- MATCH ME**: A section for finding campaigns based on filters:
  - Specific Poverty Issues**: All (selected)
  - Geographical Coverage**: UK Wide (selected)
  - Student Campaigning**: None (selected)
  - Buttons: Quick List >>, Full List >>
- CAMPAIGN LIST**: A list of campaigns with checkboxes for selection:
  - World Vision**: 12.3 million campaign highlights the devastating effect of HIV/AIDS on children. (Select)
  - War on Want**: Join us, and our inspiring partners in developing countries, in the fight for a better world. (Select)
  - Christian Aid**: Campaigning worldwide with people of all faiths and none on trade justice, debt and HIV/AIDS. (Select, checked)
  - The Fairtrade Foundation**: Help to spread the word about Fair Trade. (Select)
- CAMPAIGN DETAIL**: A section for the selected campaign, 'Christian Aid'. It includes a photo of a woman holding a 'Trade Justice' sign and text: 'Unfair trade rules are ripping off the world's poor while filling the pockets of the rich. Join Christian Aid's call for trade justice and together, we can change this. We campaign worldwide with people of all faiths and none. Our award-winning websites make it easy to take action, so get involved now!'.
- YOUR SELECTED CAMPAIGNS**: A list of selected campaigns with 'remove' buttons:
  - Oxfam (remove)
  - ActionAid (remove)
  - Christian Aid (remove)
- BACK** and **NEXT** buttons.
- Confirmation and Details**: A vertical sidebar on the right with tabs '1' and '2'.

The footer contains links: 't's and c's', 'contact us', 'help', 'TEXTING - t's and c's', 'banners & buttons', 'resources', 'for your desktop', and 'Faq's'. A status bar at the bottom indicates 'Transferring data from www.comicrelief-data.com...'.

## 12.11.16 Action: Join the 2006 Emailing List

Make Poverty History, Join Us - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

Back Forward Home New Tab Reload Stop Unrated

http://www.makepovertyhistory.org/kit/

# MAKEPOVERTYHISTORY

keep campaigning | white band | trade | 2005 | what do we want? | gener8ion | schools | media

## JOIN US NOW

☐ KEEP CAMPAIGNING  
☐ TRADE JUSTICE  
☐ TAKE ACTION  
☐ FILMS TO WATCH  
☐ WHO WE ARE  
☐ OUTSIDE THE UK  
☐ AROUND THE UK

### YOUR EMAIL ADDRESS

You've seen what it's about, now you can start to make a real difference by giving us your email address.

Email Address

Title

First Name

Middle Name

Last Name

### YOUR ADDRESS

House Name/Number

Postcode

Country

### GET INVOLVED

When thousands and thousands of people send a well timed text, a short email, or leave a phone message, change begins to take place. In 2005 Make Poverty History showed that a virtual army of people prepared to give a couple of minutes or a bit more each month can save and improve real lives.

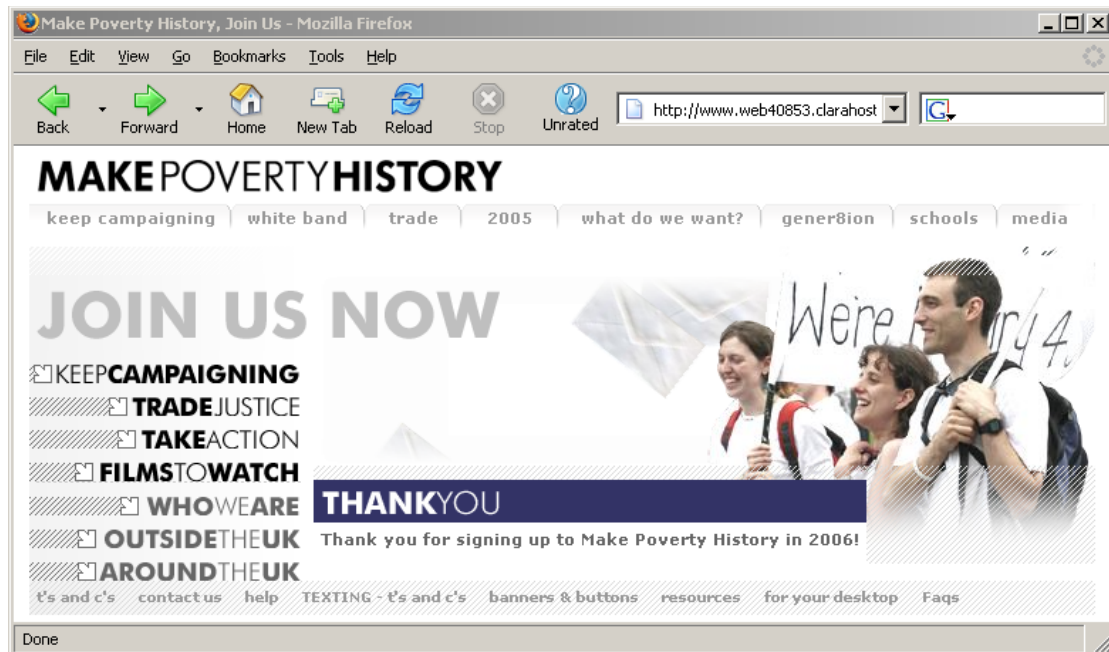
We know that with enough noise made in the right way to the right people at the right time, extraordinary changes can take place. Just give us your e-mail address now and we will send you ways you can help to make poverty history in 2006.

Be part of the generation that goes all the way and truly makes poverty history. Please join us.

It's and c's | contact us | help | TEXTING - It's and c's | banners & buttons | resources | for your desktop | Faqs

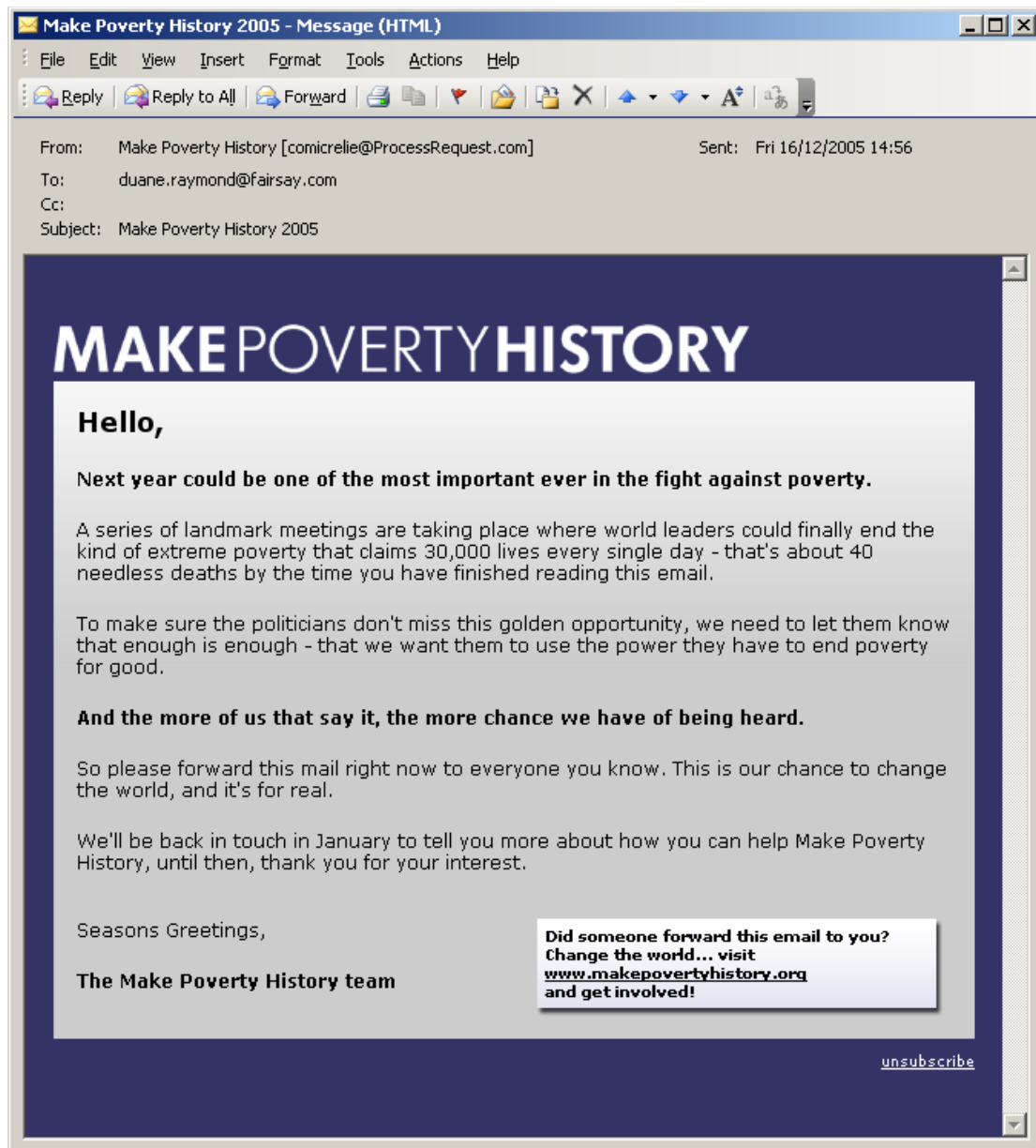
Done

## 12.11.17 Typical Action Thank You Page

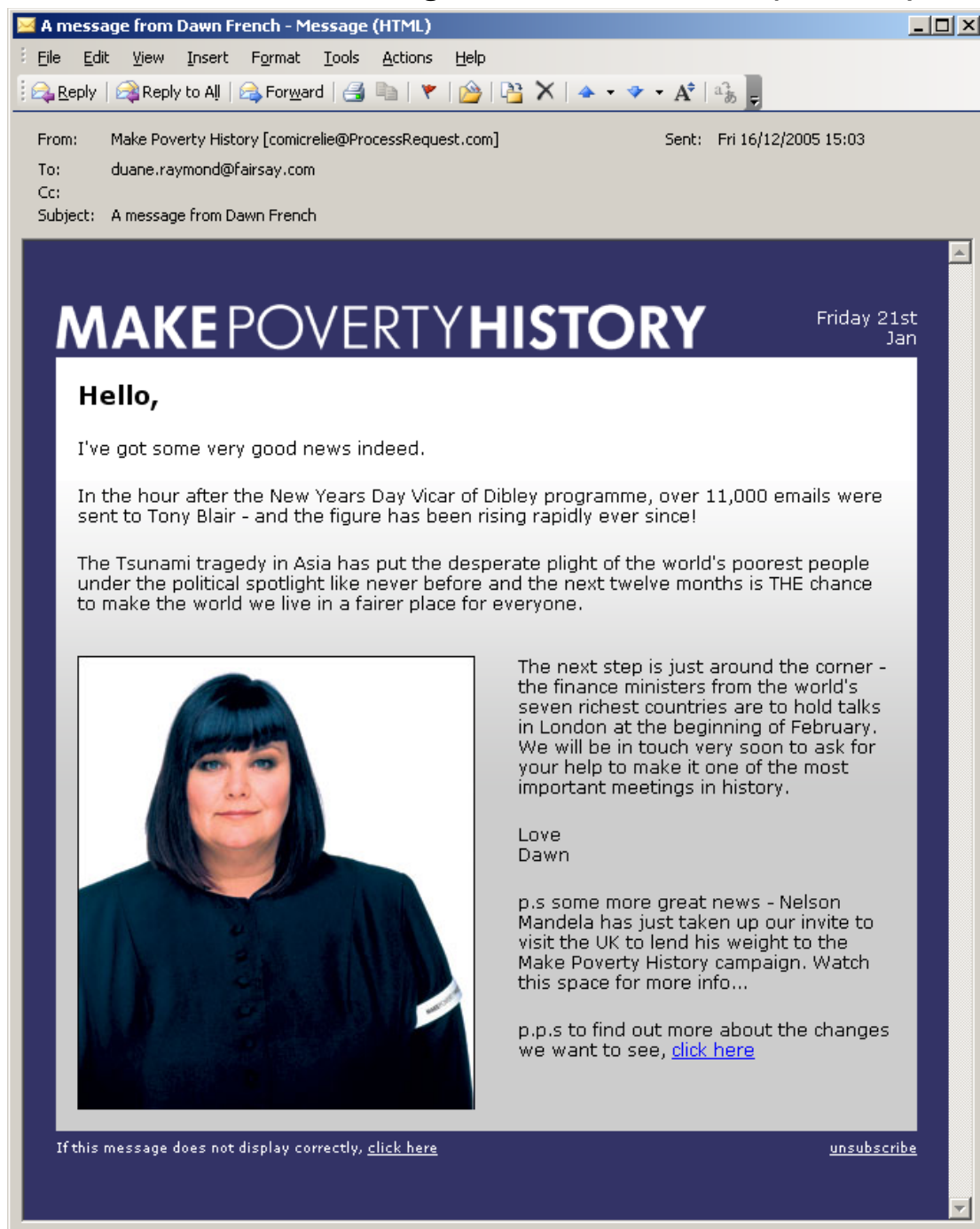


## 12.12 Campaigning Emails

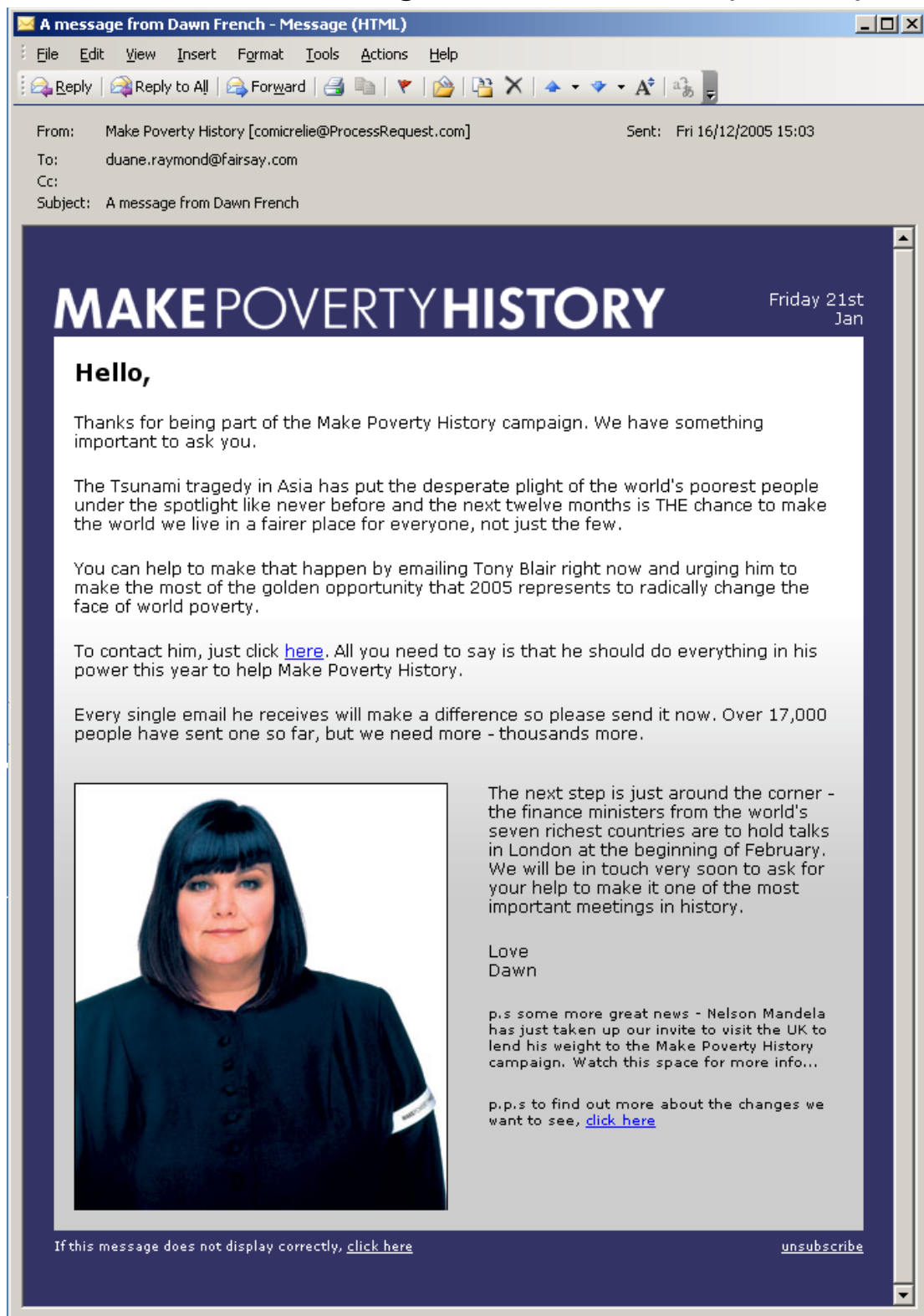
### 12.12.1 Email: Make Poverty History 2005



## 12.12.2 Email: A message from Dawn French (21.01.05)



### 12.12.3 Email: A message from Dawn French (21.01.05)



## 12.12.4 Email: Email Gordon Brown (28.01.05)

Email Gordon Brown - Message (HTML)

File

Edit

View

Insert

Format

Tools

Actions

Help

Reply

Reply to All

Forward

From:

Make Poverty History [comicrelle@ProcessRequest.com]

Sent:

Fri 16/12/2005 16:45

To:

duane.raymond@fairsay.com

Cc:

Subject:

Email Gordon Brown

MAKEPOVERTYHISTORY

Hello

After asking you to contact Tony Blair two weeks ago - more than 22,000 emails have already been sent, encouraging him to make poverty history in 2005. That's a very powerful message and it's already having an impact.

The next event in this remarkable year takes place on Friday 4th February, when seven men will sit round a table in London with the fate of the world's poorest people in their hands. This is the G7 Finance Ministers Meeting, and it normally passes off pretty much unnoticed.

The decisions taken by these seven men, who include Gordon Brown, will determine what can be achieved at this July's G8 Summit at Gleneagles. We need the finance ministers to prepare the way for a breakthrough on aid and trade justice at the G8 and we want a result on debt agreed before they leave the meeting room.

So we're asking you, right now, to [drop a line to Gordon Brown](#) and let him know that when he sits down with his fellow finance ministers you'll be expecting him to deliver a result - to make poverty history.

Every three seconds a child dies from a preventable cause. Needlessly.

We have to stop this. Please email Gordon Brown right now. We'll be in touch soon to let you know how many emails he got - and how the meeting goes.

With thanks,  
The Make Poverty History Team

P.S. Nelson Mandela's plans to come to London in support of the campaign have been confirmed! He'll be with us in Trafalgar Square at 12 noon on Thursday 3rd February. Be there if you can.

Did someone forward this email to you?

Change the world... visit [www.makepovertyhistory.org](http://www.makepovertyhistory.org)

and get involved!

TrueMajority

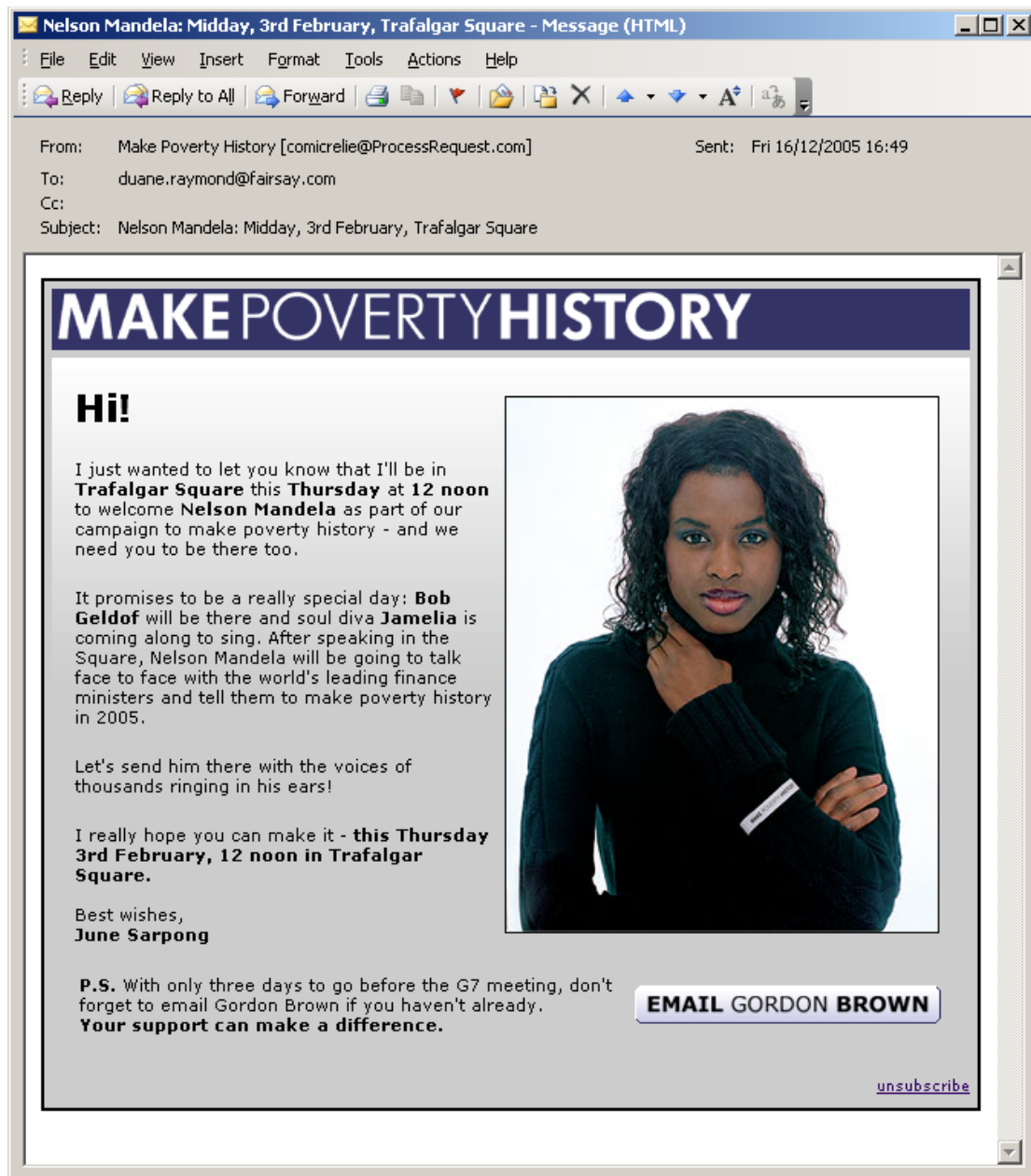
Please share your ideas with us

TrueMajority's 2006 IdeaSwap is here: [Voice your ideas for action](#) [unsubscribe](#)

making campaigning count  
www.fairsay.com

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## 12.12.5 Email: Nelson Mandela: Midday 3rd Feb Trafalgar Square (02.02.05)





## 12.12.7 Email: G7 Meeting (09.02.05)

**G7 Meeting - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelle@ProcessRequest.com] Sent: Fri 16/12/2005 16:50  
 To: duane.raymond@fairsay.com  
 Cc:  
 Subject: G7 Meeting

---

# MAKEPOVERTYHISTORY

**By the time Gordon Brown sat down with his counterparts from the G7 countries on Friday evening over 20,000 of you, within a week, had emailed him to say that you wanted him to lay the foundations for an historic deal on trade, debt and aid in 2005 - so thank you. And Nelson Mandela's powerful call on the world's leaders not to look the other way and to "act with courage and vision" clearly struck home.**

By Saturday evening the G7 Finance Ministers, whilst not delivering the outcomes we were looking for, had taken some steps towards making it happen.

When these seven men meet again in Washington in April they must have the courage to deliver on the promises they've made this weekend.



What you have done in the last few weeks has helped put the fight against poverty at the top of the political agenda. Your actions are already making a difference, the movement on debt is evidence on this.

### KEY OUTCOMES

**ON DEBT:** They agreed that big institutions like the World Bank and International Monetary Fund should be ready to write off up to 100% of the poorest countries' debts. The door is now open for a definitive deal on debt in April so this was real progress. But we must ensure any deal covers all the poorest countries and doesn't raid aid budgets or come with harmful strings attached.

**ON AID:** The Finance ministers did, for the first time, agree that aid will need to be massively increased and made more effective. However they made no definite commitments to provide the cash needed to eradicate poverty. So there is much more to do.

**ON TRADE:** The finance ministers said they want progress in the current world trade talks to help poverty reduction and benefit developing countries. Yet the UK and other G7 countries are pushing poor countries to open up their markets to unfair trade. Trade justice means allowing poor countries to decide for themselves the trade policies which will help them end poverty and protect their environment. So we still have a long way to go in this area too.


There's a long way to go - but together we can make poverty history in 2005.

The Make Poverty History team

For the full Make Poverty History response to the G7 click [here](#), and to see the official report of the G7 meetings click [here](#).

[unsubscribe](#)

**12.12.8 Email: Email your MP (24.02.05)**

**Email your MP - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelie@ProcessRequest.com] Sent: Fri 16/12/2005 16:50  
 To: duane.raymond@fairsay.com  
 Cc:  
 Subject: Email your MP

---

**MAKEPOVERTYHISTORY** Thursday 24th Feb

**Hello,**

**The thousands and thousands of emails people have sent so far are making a colossal difference in bringing the end of extreme poverty nearer. Thanks for doing your bit. Here's news of the next one...**

Right now, when governments give aid to Africa, it's not a straightforward donation – it's given with a lot of strings attached. And the problem is, most of those 'strings' just mean that the poorest people just get poorer.

Why is next year such a big deal? Thanks to a series of landmark meetings of world leaders it could and should be the year when we finally end the kind of poverty that claims 30,000 children's lives every single day.

**We want that to change.**

What we'd love you to do is ask your MP to write to Gordon Brown asking him to think again about this problem. It's one that he can help fix if enough people tell him to. Also we want MPs to sign our "Early Day Motion" – the message of support for Make Poverty History in the House of Commons.



All you have to do is click the button below, add your postcode and you'll be instantly shown a letter to your MP. Send it as it is, or add your own words – what's really important is that you just send it – it will take about 2 minutes and will make all the difference.

Please do it now. This is your chance to change the world, and it's for real.

**EMAILYOURMP**

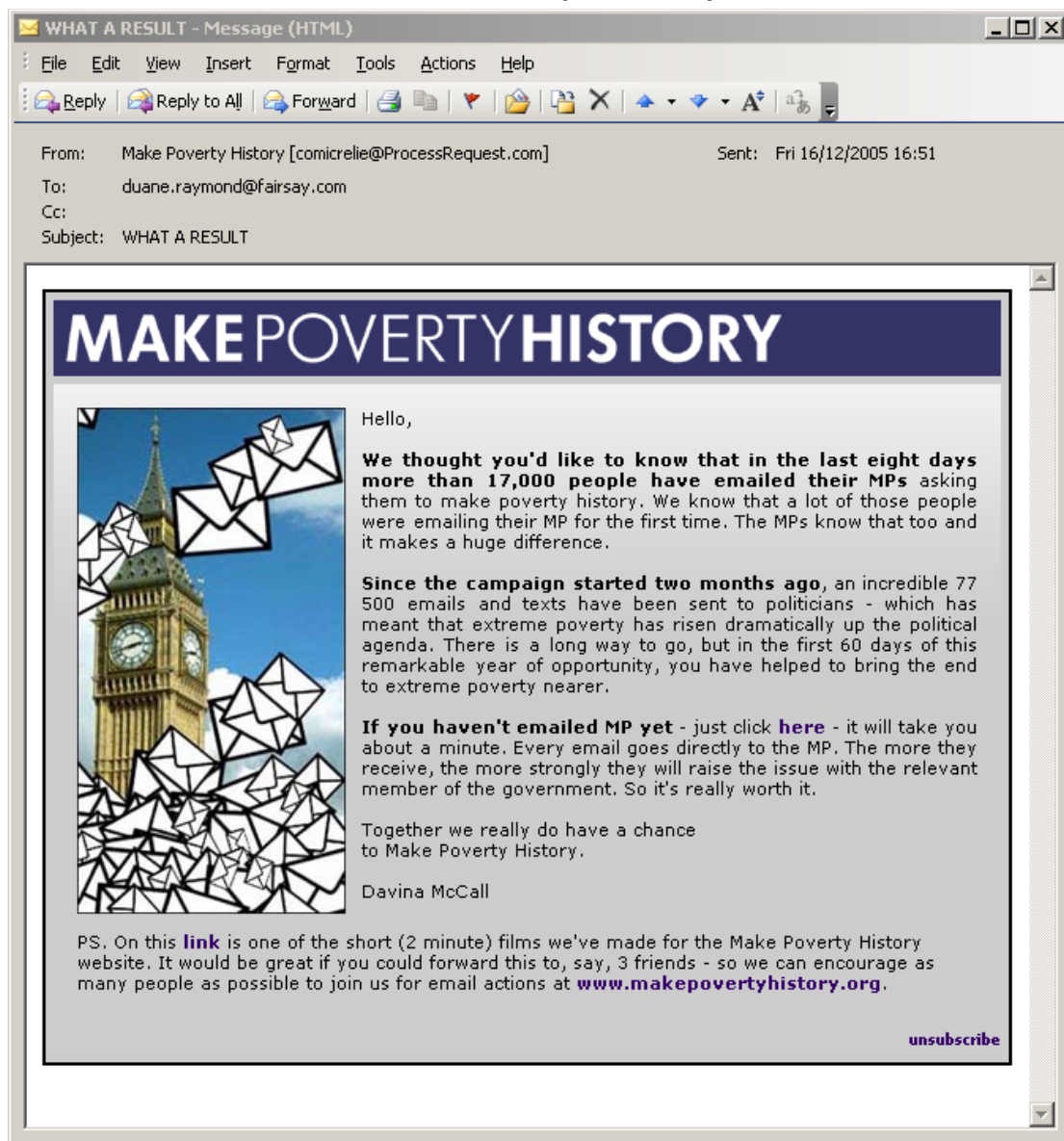
**Thank you for your amazing support and please hit that button now.**

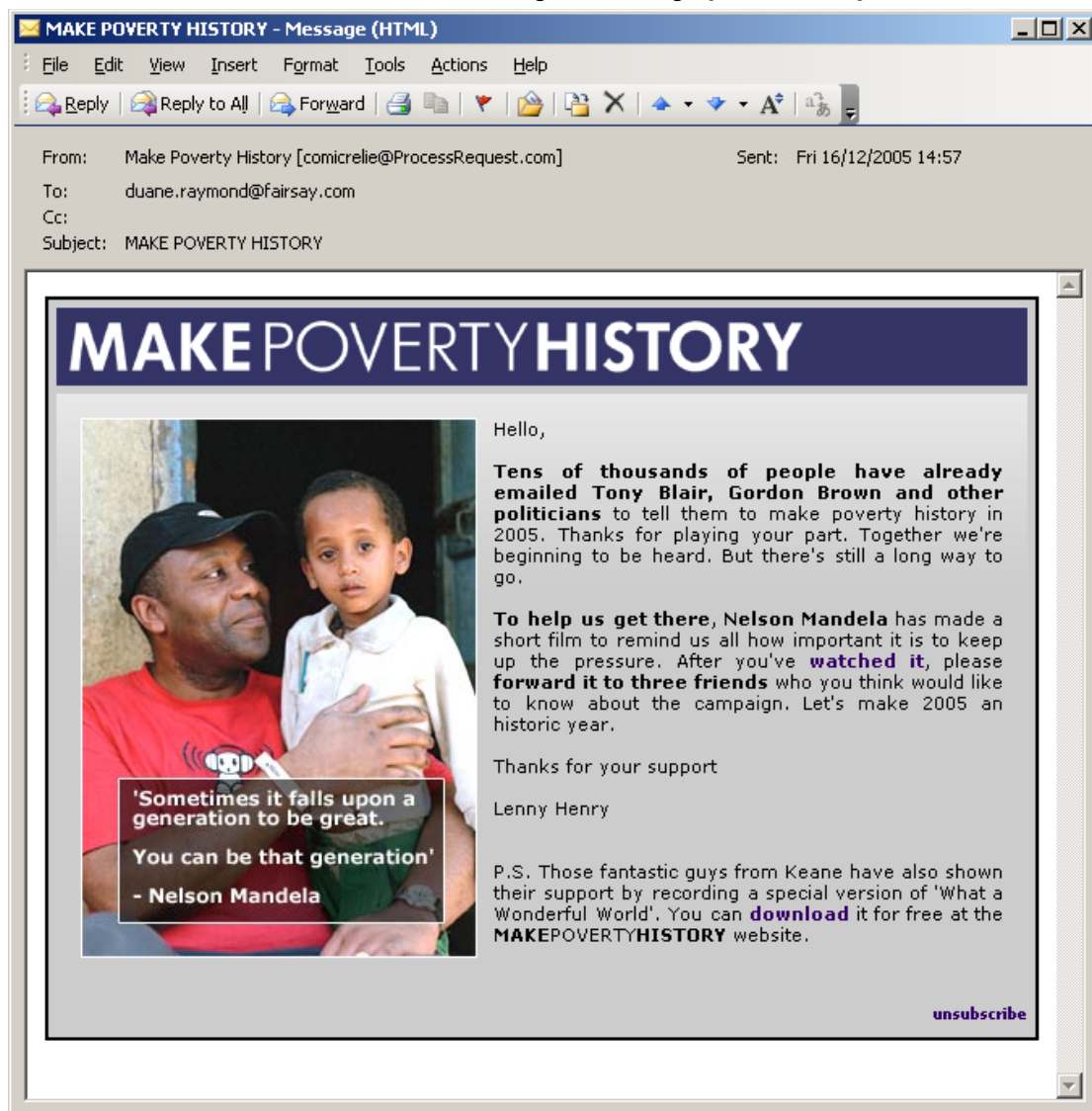
**The Make Poverty History team.**

p.s. – for more information on how and why we need to change the way aid is given to poor countries, [click here](#).

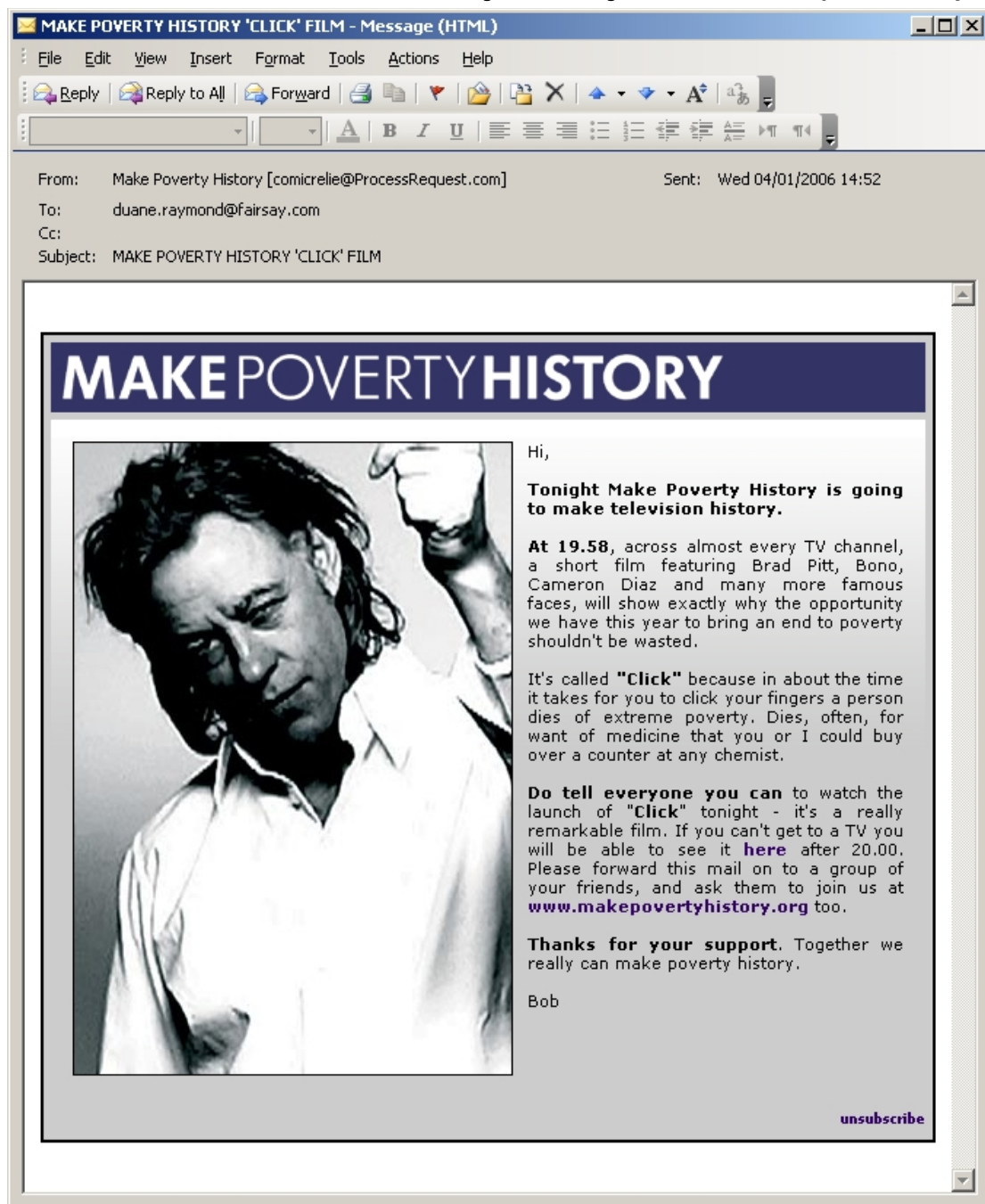
To unsubscribe [click here](#)

## 12.12.9 Email: What a Result (08.03.05)

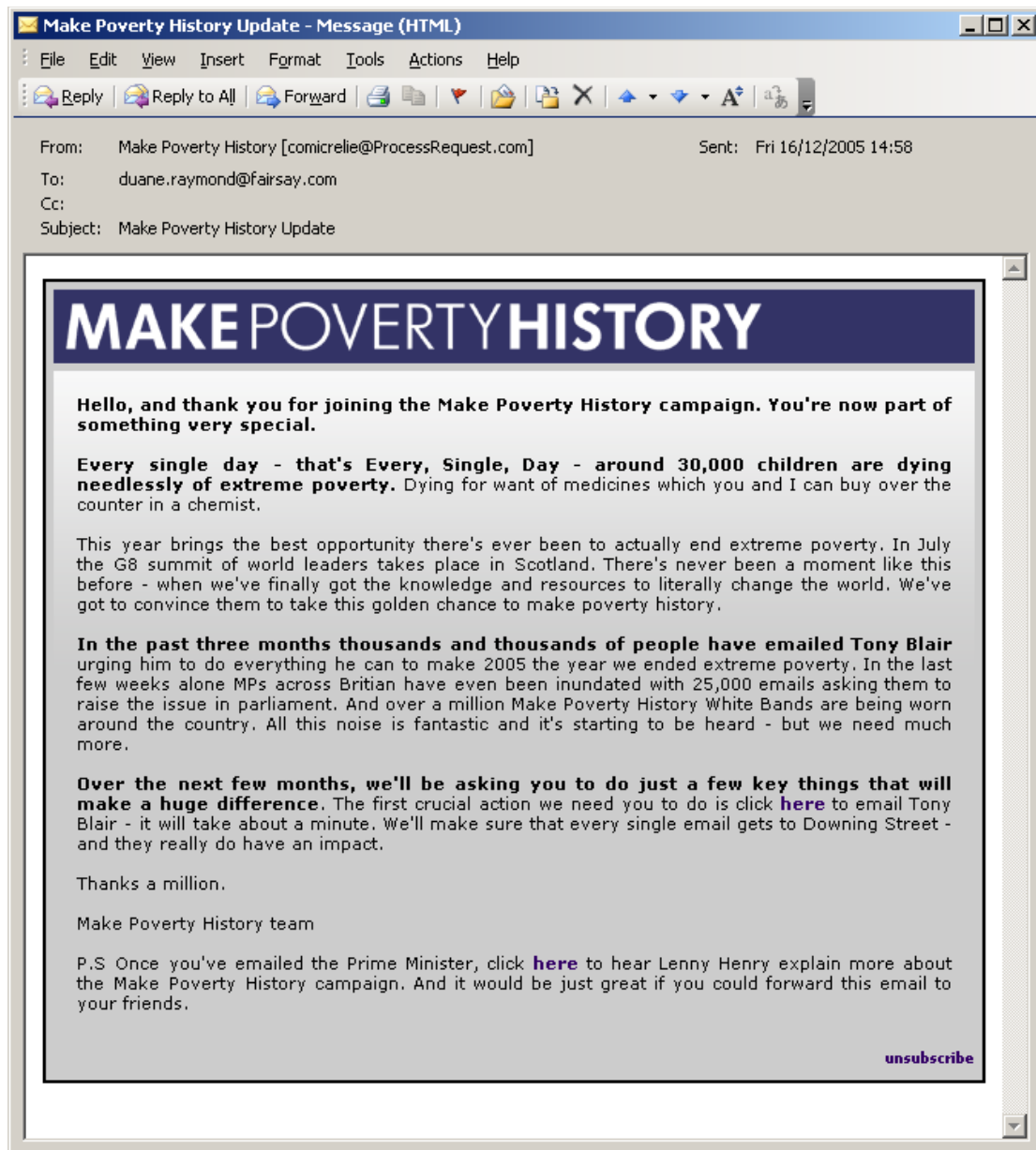


**12.12.10 Email: Make Poverty History (17.03.05)**


## 12.12.11 Email: Make Poverty History 'Click' Film (31.03.05)



## 12.12.12 Email: Make Poverty History Update (When new people joined)



## 12.12.13 Email: Vote for Trade Justice (04.04.05)



## 12.12.14 Email: What are you doing this Friday (13.04.05)

**WHAT ARE YOU DOING THIS FRIDAY? - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelle@ProcessRequest.com] Sent: Fri 16/12/2005 14:59

To: duane.raymond@fairsay.com

Cc:

Subject: WHAT ARE YOU DOING THIS FRIDAY?

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# MAKEPOVERTYHISTORY

Hello,

**I'm in London this Friday (15th April) at the [Wake Up To Trade Justice All Night Event](#).** Why not come and join me? **MAKEPOVERTYHISTORY** would love you to be there too.

**The doors of Westminster Abbey open at 9pm for a very special public gathering.** Then it's off to Parliament Square to form a 'Human White Band', before walking up Whitehall to create the biggest all night candlelit vigil this country has ever seen on world poverty.

**There'll be music, movies and comedy to keep you entertained all night long.** And you being there will make a huge difference.

**To truly make poverty history we need trade justice not free trade.** We need to stop people's lives being destroyed because of unfair trade laws - and you can help make that happen this Friday. It's a vital event and you'll not be alone - millions of people in more than 80 countries around the world are taking part in this week of action for Trade Justice.

**Come. It will be amazing. And it will Make History. I really hope to see you there. Bring warm clothes. And bring your friends.**



Ronan

**P.S.** Robbie Williams emailed you last week to vote for Trade Justice. Thousands and thousands have already voted. That's a powerful message to politicians that trade justice matters - that unfair trade destroys lives. If you haven't cast your Vote for Trade Justice yet, please click [here](#) now. Thanks.

**P.P.S** - If you can't make it to London on Friday, then you can click [here](#) to find out about events across the country you could take part in.

[unsubscribe](#)

## 12.12.15 Email: Make Poverty History Update (21.04.05)

**MAKEPOVERTYHISTORY UPDATE - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelie@ProcessRequest.com] Sent: Fri 16/12/2005 15:01  
 To: duane.raymond@fairsay.com  
 Cc:  
 Subject: MAKEPOVERTYHISTORY UPDATE

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# MAKEPOVERTYHISTORY

Hello,

Rest easy on your little emailing fingers - I'm not writing to ask you to do something, I just want to take a wee minute to look at the extraordinary things you've already achieved.

Since Make Poverty History was launched just 111 days ago, an amazing amount has happened thanks to you...

- **More than 80,000 people have emailed Tony Blair** and told him to take advantage of the golden opportunity that 2005 represents to beat poverty once and for all.
- **Another 21,000 emails have gone to the Chancellor** and a quite extraordinary 23,000 have been fired off to MPs.
- **Last Friday over 25,000 people lit up Whitehall** as they called for Trade Justice during what was a glorious and record breaking all-night vigil.
- **22,000 people gathered in Trafalgar Square to hear Nelson Mandela** tell them that this year they have the chance to change the world.
- **Our film 'Click' made TV history** by being shown at the same time on 15 TV stations ([see it](#) on our site if you haven't already. )
- **The number of people**, like you, who have registered on [www.makepovertyhistory.org](http://www.makepovertyhistory.org) has stormed past the **100,000 mark**.
- **There are a million white bands being worn as we speak** - with a million more being ordered.

Quite simply it's been an astonishing three months in which the scandal of extreme poverty has been exposed like never before - and that is a real tribute to what you've been doing. You're making a huge difference and I love each and every one of you.

Please, don't forget that in the coming 75 days before the all-important G8 summit in July, you really can make poverty history.

Well done, stay with it and thank you.

Stephen Fry

**P.S. We are not alone** - people all over the world are coming together to call for an end to world poverty - click [here](#) to see the latest film from The One Campaign in the US & click [here](#) to see what happened last week when a whopping 10 million people in 80 countries took action on trade justice.

[unsubscribe](#)

## 12.12.16 Email: Welcome (When new people joined)



**12.12.17 Email: Remind Tony Blair (06.05.05)**

## 12.12.18 Email: Now is the time (12.05.05)

**NOW IS THE TIME... - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelie@ProcessRequest.com] Sent: Fri 16/12/2005 15:02  
 To: duane.raymond@fairsay.com  
 Cc:  
 Subject: NOW IS THE TIME...

# MAKEPOVERTYHISTORY

**... I need you to do something for me.**

**Every 3 seconds a child dies because they happen to be born poor.**

If we changed 3 things - **trade, aid and debt** - that scandal would stop. And on 8th July, if the 8 men sitting round the table at the G8 summit think enough people want them to - they can actually do it. Stop the deaths.

But to make that happen we need you to get 3 people you know to go to [www.makepovertyhistory.org](http://www.makepovertyhistory.org) and click on the button which says 'JOIN US'. This is serious now - time is running out - we've got 8 weeks. So please....

Do it now, email them, text them, call them, camp on their front lawn - whatever it takes - but I need you to find 3 people who, like you, want to stop this casual daily holocaust.

There are 56 days before the G8 leaders meet - this is our chance... this is the moment when we can become the generation that refuses to live in a world where 30,000 children are dying unnecessarily every single day.

We CAN make poverty history. But we need EVERYONE to get involved. It's time to really go to work on this. **Please recruit those 3 people, right now.**


If everyone who gets this message sends it on to 3 friends, half a million people will join us this week - that's one hell of a message to give out to our politicians.

Thanks.

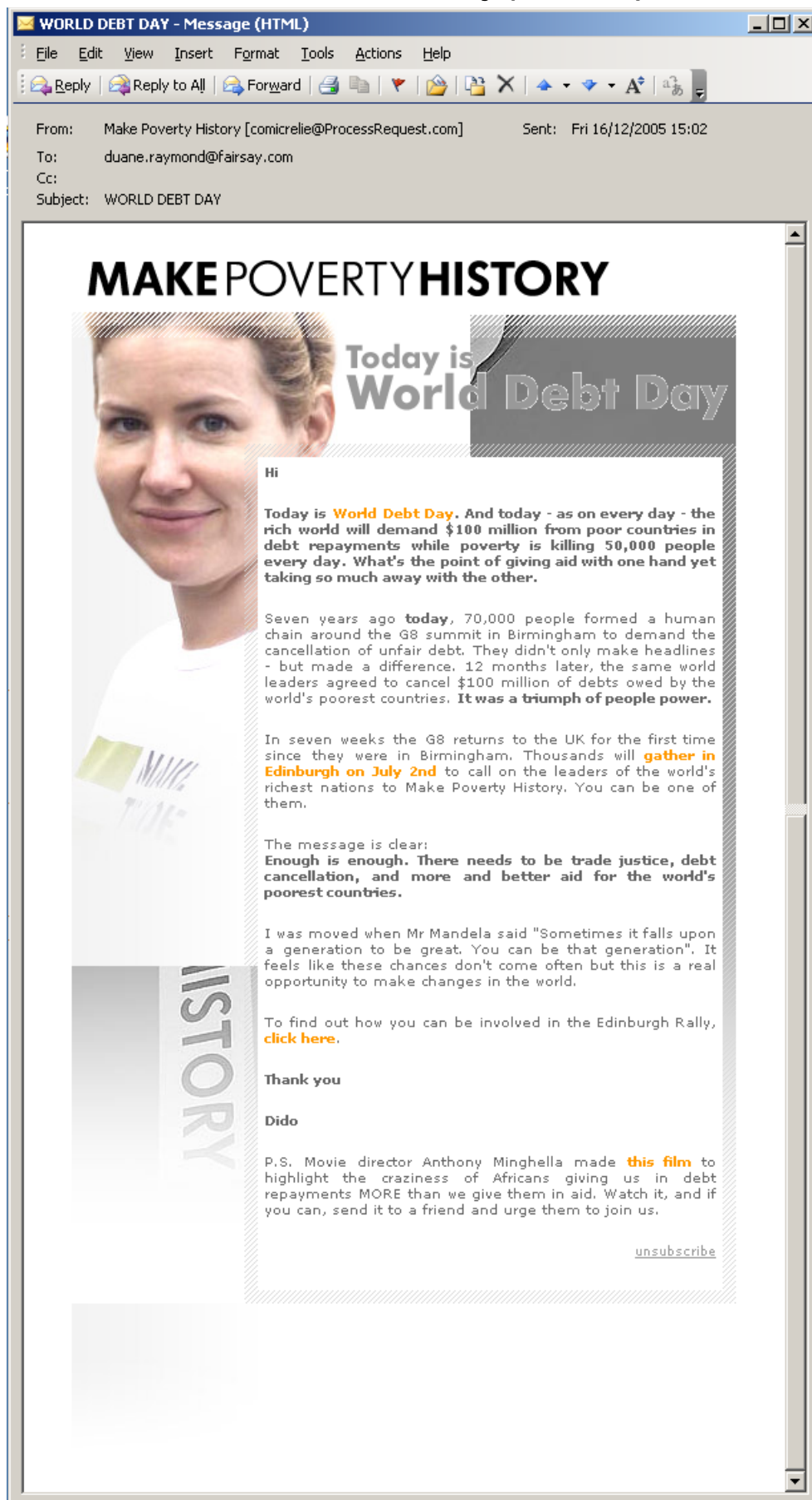
Lenny

**P.S.** Today Tony Blair received 300,000 white band card and email actions already taken by people like you on behalf of the 2.5million people now wearing the whiteband in the UK **calling on him to make poverty history**, it is a great start.. but there is still a long way to go.

[unsubscribe](#)

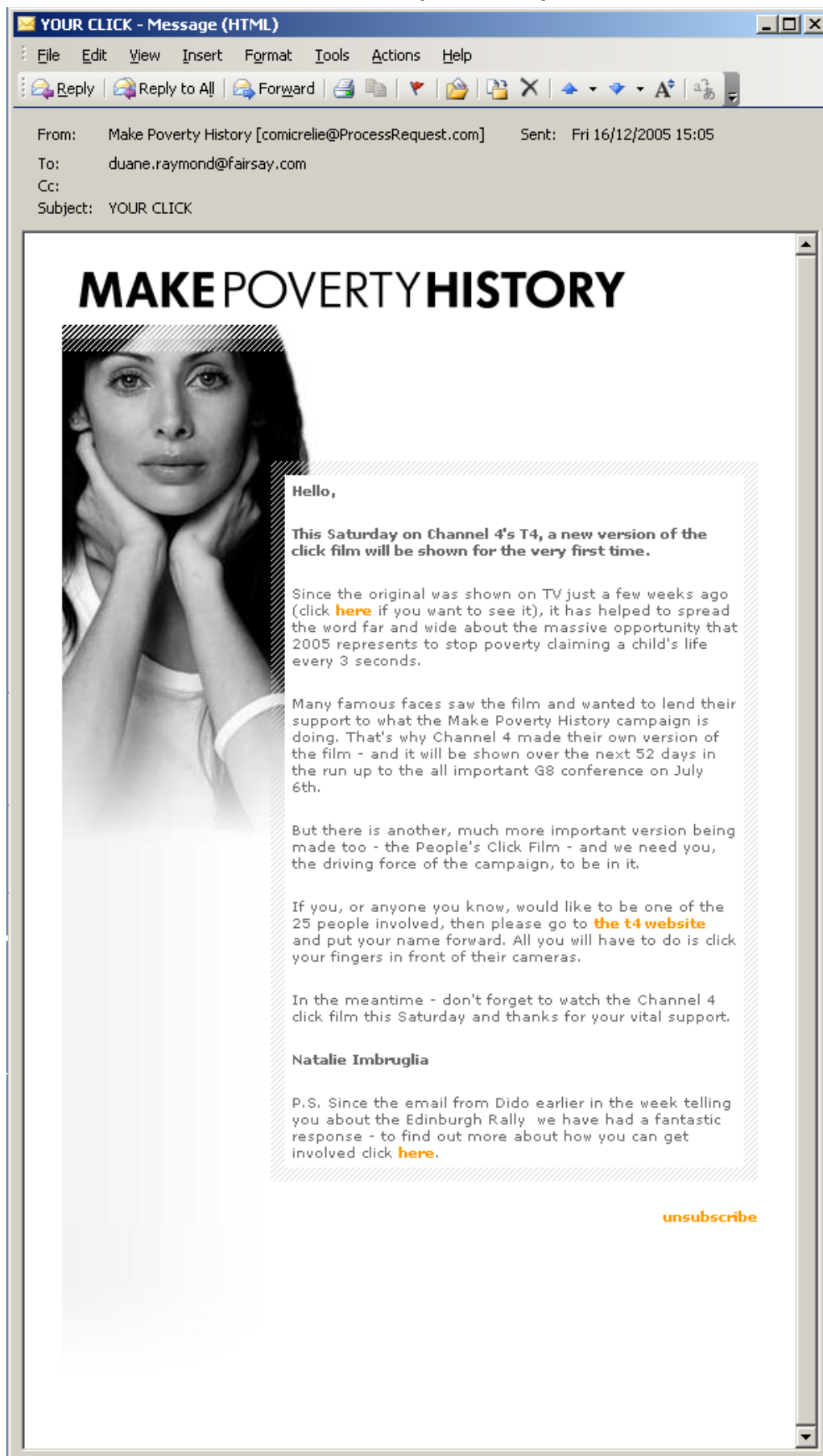


**12.12.19 Email: World Debt Day (16.05.05)**



## 12.12.20 Email: Welcome (New joiners)



**12.12.21 Email: Your Click (19.05.05)**

**12.12.22 Email: People Power (26.05.05)**


PEOPLE POWER - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelie@ProcessRequest.com] Sent: Fri 16/12/2005 15:05  
 To: duane.raymond@fairsay.com  
 Cc:  
 Subject: PEOPLE POWER

## MAKE POVERTY HISTORY



Hello,

Two days ago something extraordinary happened - the EU agreed to double the aid it gives to the world's poorest nations. By being part of this campaign you have directly helped to make that happen and you should be proud, very proud. It was one small step on the road to truly making poverty history. And here is the next one...

As names go Alan Johnson isn't all that memorable - in fact it's about as unremarkable as they come. But as Britain's new Secretary of State for Trade & Industry, he can play a massive part in really making poverty history for millions and millions of people around the world.

Recently the Government has started to change its position on trade, even including a pledge in its election manifesto to stop bullying poor countries into running their economies the way rich countries like ours want, instead of the way that benefits them.

But we need more than pledges - we need to see action. The Government must continue to change its policies and influence other countries to change theirs.

To stop 30,000 children dying every day of extreme poverty, we need to allow people the right to earn their way out of grinding poverty. And at the moment, so many people just can't.

No one disagrees with trade justice, no one thinks it's a bad idea - it's just that politicians, like Mr Johnson, don't know how many people care about it - and therefore it's simply not as high a priority as it should be.

So we need to show him that you do care. Please [click here](#) right now. Imagine how he's going to feel in 24 hours time when tens of thousands of people have emailed him asking him to make trade justice a reality. It's real people power. And it will take you one minute.

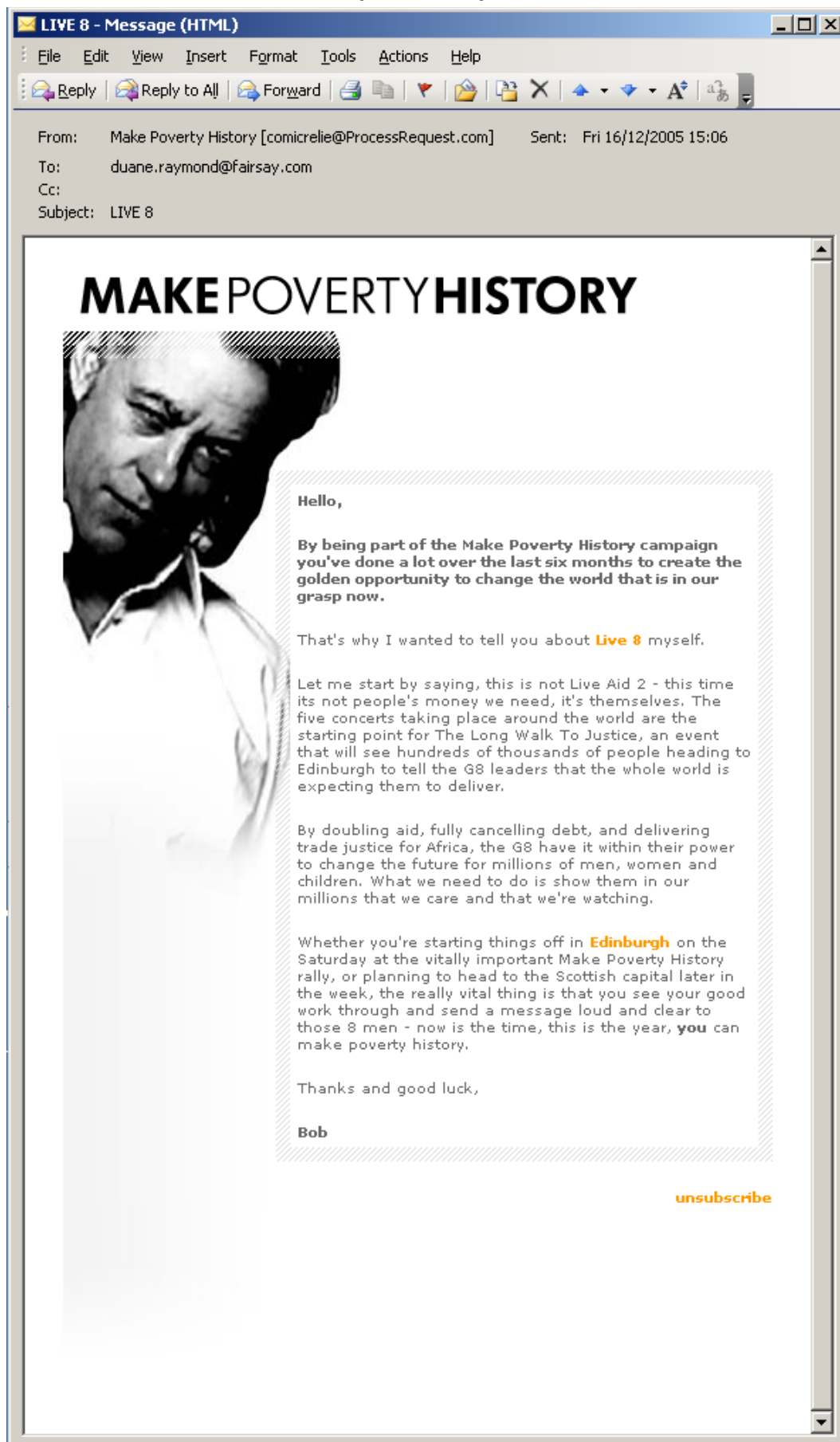
Thank you,

**Bill Nighy**

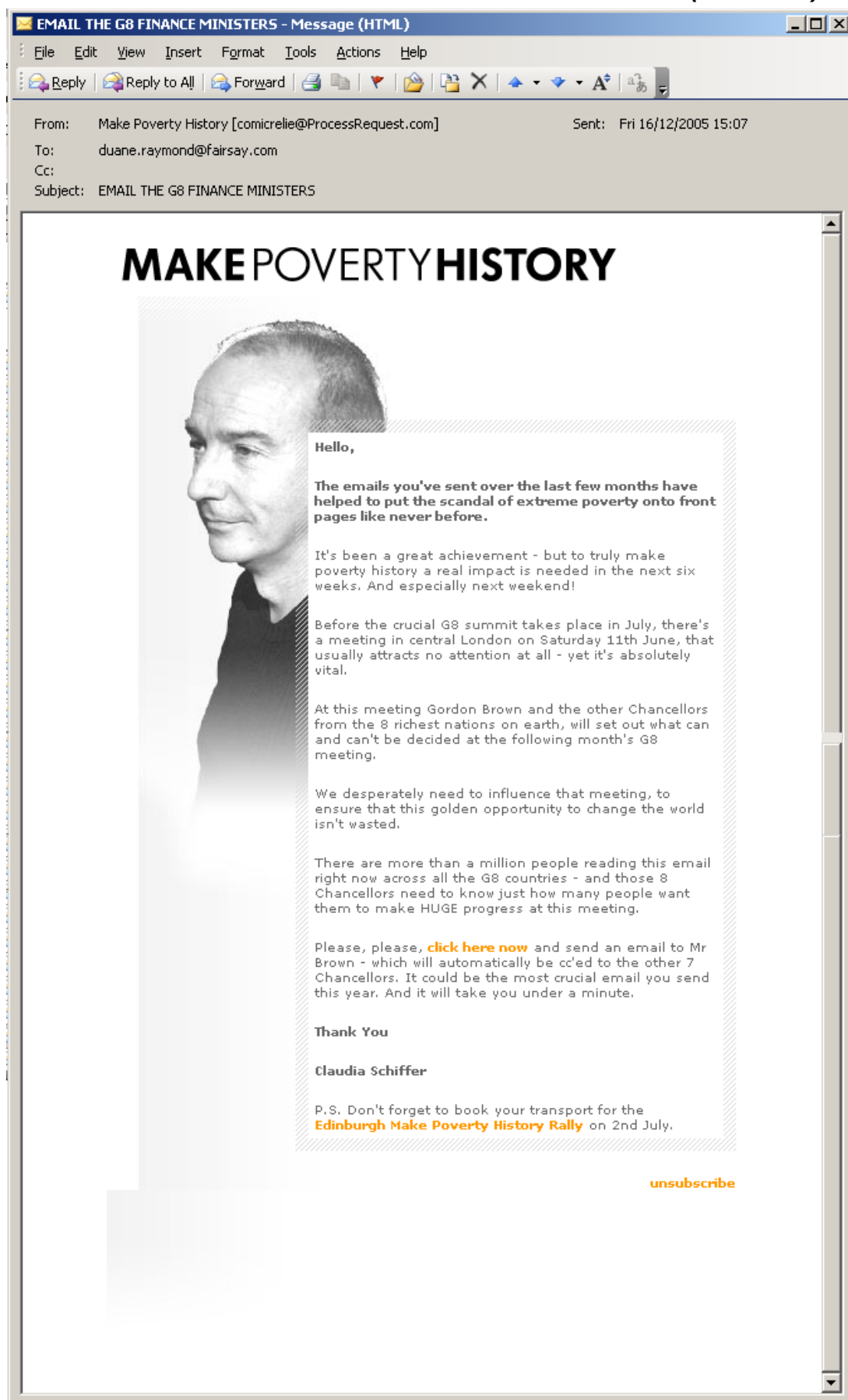
P.S. Don't forget it is not too late to get your transport booked to get you to Edinburgh for the Make Poverty History Rally on 2nd July. Go [here](#) to find out more.

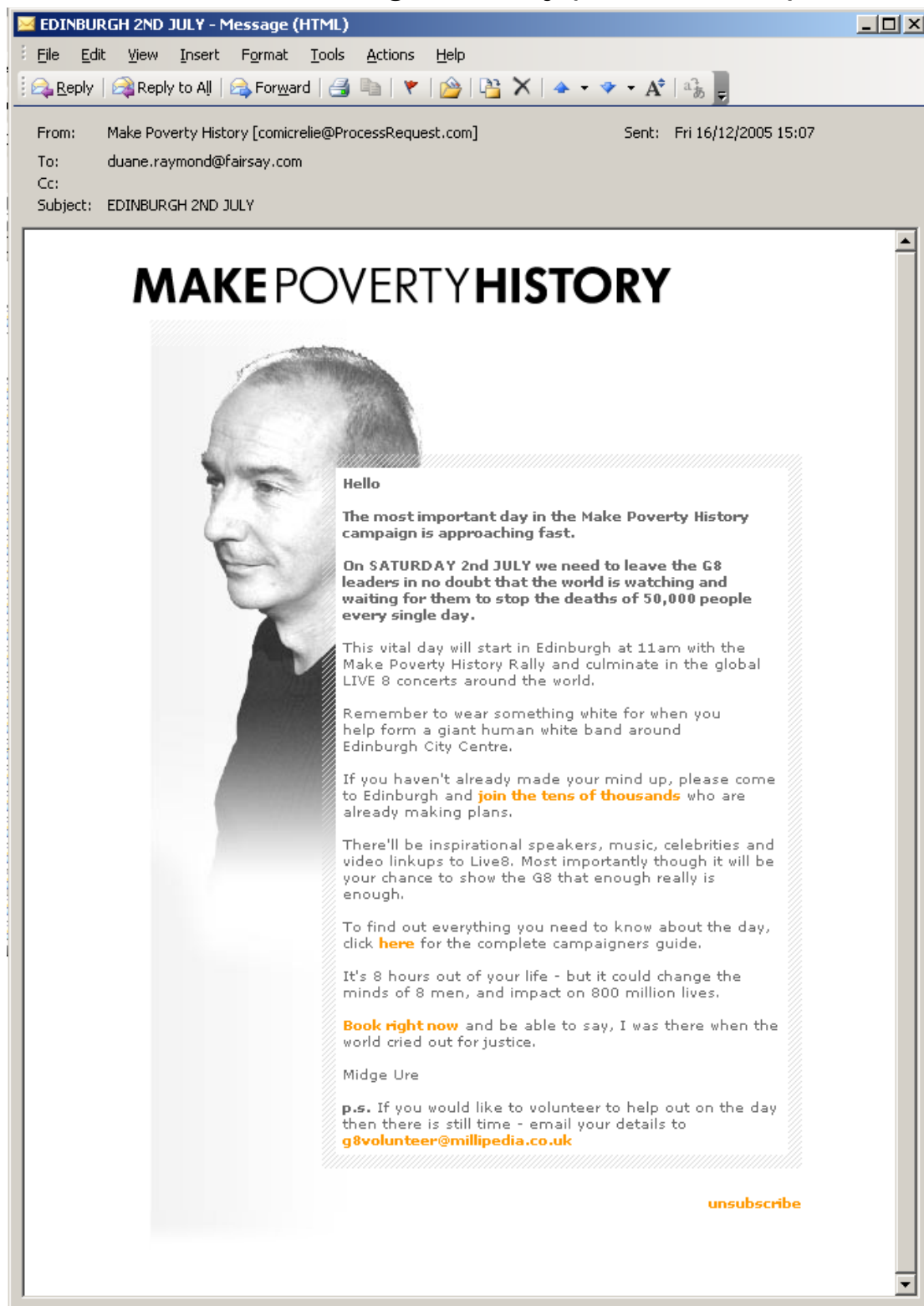
[unsubscribe](#)

**12.12.23 Email: LIVE 8 (31.05.05)**

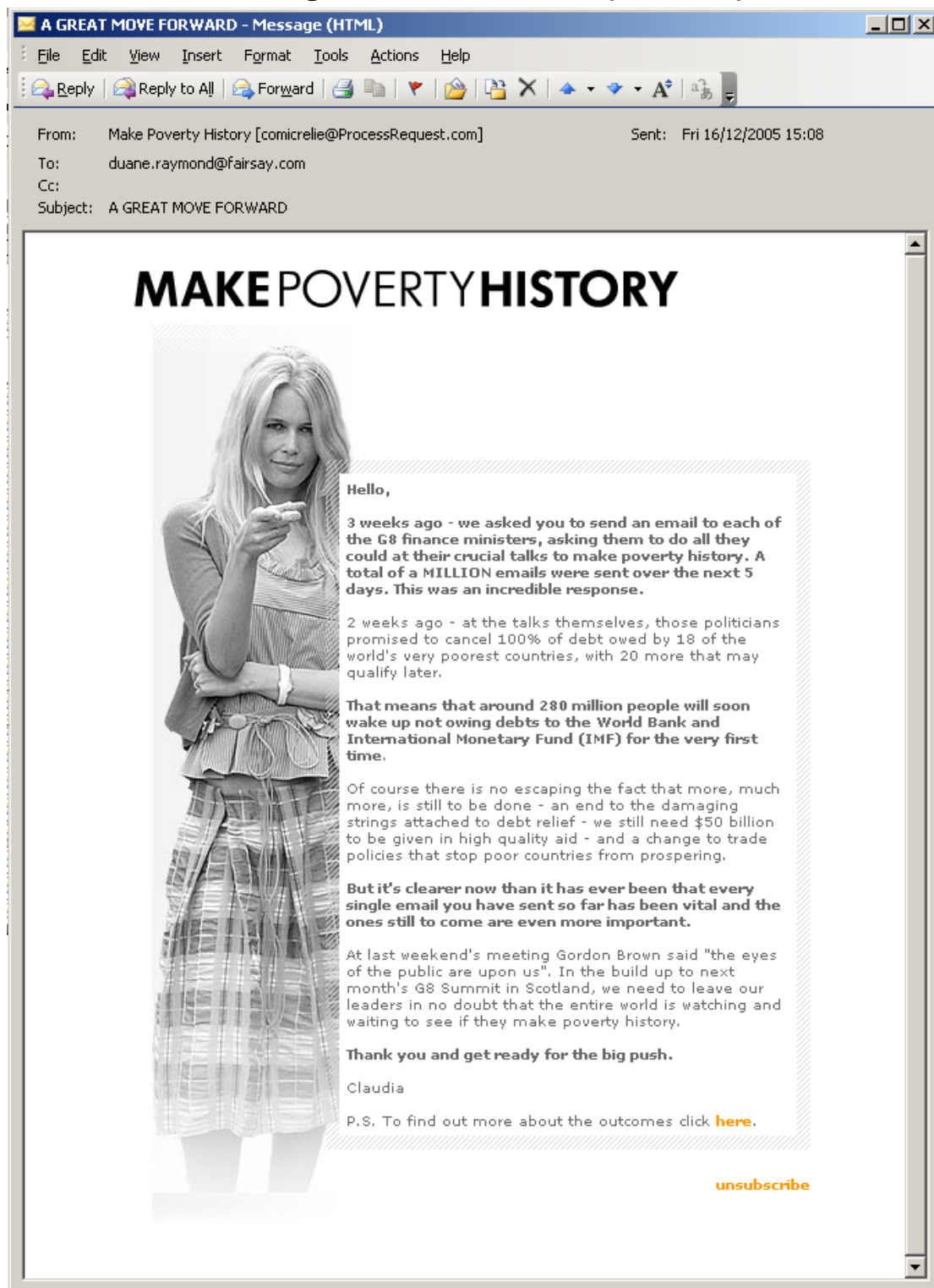


## 12.12.24 Email: Email the G8 Finance Ministers (02.06.05)



**12.12.25 Email: Edinburgh 2nd July (date unknown)**


## 12.12.26 Email: A great move forward (24.06.05)



**12.12.27 Email: Stop Press (21.06.05)**

**STOP PRESS - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward


From: MAKE POVERTY HISTORY [comicrelle@ProcessRequest.com] Sent: Tue 21/06/2005 19:12

To: duane.raymond@virgin.net

Cc:

Subject: STOP PRESS

# MAKEPOVERTYHISTORY



The Make Poverty History Rally on 2nd July is the beginning of a massive week of action calling upon the leaders of the G8 countries to make poverty history. We know that thousands of you are planning to be there, and it is incredibly important you are.

We wanted to let you know about another event happening on the eve of the leaders arriving in Scotland and an exclusive offer to say thank you for everything you have done so far to help make poverty history.

'Edinburgh 50,000 - the Final Push' takes place in Murrayfield Stadium, Edinburgh on 6th July. Doors open at 5pm and the show starts at 7pm. Confirmed performers include Texas, Annie Lennox, Travis, artists from Womad, Snow Patrol, Sugababes, Ronan Keating, McFly, Bob Geldof, Lenny Henry, Peter Dinklage, Natasha Bedingfield, The Corrs, Beverley Knight and Jamie Cullum.

It will be the culmination of all the activities since the Make Poverty History Rally and will be the final mass moment before the eyes of the world turn to those 8 men in that 1 room - one final chance to say 'now is the time, this is the year, YOU can make poverty history.'

Tickets for this event are available through a simple competition, all you have to do is answer the following question and make sure you can get to Edinburgh in time for the event:

**On average, how many children die every day as a result of poverty?**

A) 1 thousand  
B) 20 thousand  
C) 30 thousand

Enter by texting **a, b, or c to 84599\***  
(ask the bill payer's permission).

We're really looking forward to seeing you on 2nd July in Edinburgh. We hope you'll also take this opportunity to send a final message to the G8 at Murrayfield on 6th July.

Thank you,

The Make Poverty History Team.

\*Winners will each receive a pair of tickets, and will be notified of their success, and collection arrangements, by text on the 22nd or 23rd of June.

Text lines will close at 5pm on Wednesday the 22nd of June.

Texts cost £1.50 plus your operator's standard text charge. Proceeds go to covering the cost of the event. Once event costs have been covered, further proceeds will be directed to an African school building project coordinated by the Hunter Foundation.

Click [here](#) for full terms and conditions

[unsubscribe](#)

**12.12.28 Email: Make Poverty History (30.06.05)**

**MAKEPOVERTYHISTORY - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward


From: MAKE POVERTY HISTORY [comicrelie@ProcessRequest.com] Sent: Thu 30/06/2005 18:51

To: duane.raymond@virgin.net

Cc:

Subject: MAKEPOVERTYHISTORY

# MAKE POVERTY HISTORY



Next week the 8 most powerful politicians in the world will be seated in one room.

They will have it in their power to make history by delivering trade justice, debt cancellation and more and better aid.

Over the last 6 months we have asked you to take action to let these men know that you want them to make poverty history.

Your action has made them take steps forward, but, despite what they say, the G8 are still far from delivering what you have been demanding.

## WHAT MUST THE G8 DO?

**On Aid:** Deliver an extra US\$50 billion each year, starting NOW, outline a timetable to reach 0.7% of national income by 2010, ensure that aid works more effectively for poor people, and stop imposing damaging economic conditions (onto poor countries.)

**On Debt:** Commit to 100% debt cancellation for ALL the countries (at least 60) requiring it and remove damaging economic policies that are imposed as a condition.

**On Trade:** Pledge to respect the right of poor countries to decide on their own trade policies that will help end poverty and commit to stopping the G8's unfair trade practices.

For a full checklist on what the Make Poverty History campaign want the G8 to deliver on click [here](#).

Please join us in a last push before the G8 meet.

Join the millions of people around the world who this week are emailing their leaders to tell them enough is enough.

Please [email Tony Blair](#) right now.

Ask him as chair of the G8 to ensure that next week they make poverty history.

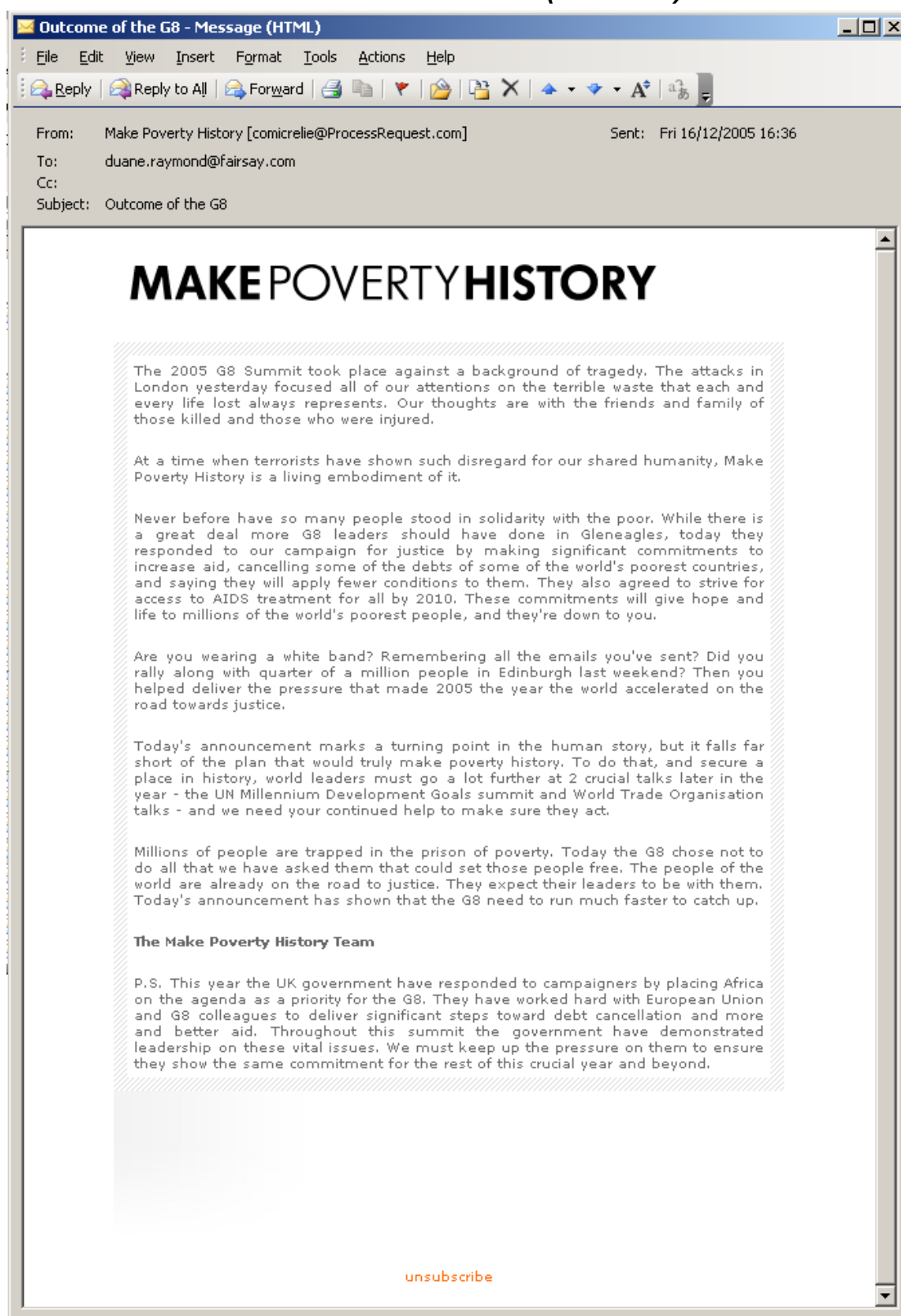
Many thanks

The Make Poverty History Team

P.S. There is still time to get to Edinburgh to join the crucial rally this Saturday. We have return tickets on special Make Poverty History trains for £52 from Birmingham, Manchester, Crewe and more. Call 0131 226 3246 to book or click [here](#) and join us for a memorable day.

[unsubscribe](#)

## 12.12.29 Email: Outcome of the G8 (08.07.05)



## 12.12.30 Email: A message from Nobel Peace Prize winner WM (15.07.05)



## 12.12.31 Email: Vote for Trade Justice (04.08.05)

**VOTE FOR TRADE JUSTICE - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comiclelie@ProcessRequest.com] Sent: Thu 04/08/2005 19:10

To: duane.raymond@virgin.net


Cc:

Subject: VOTE FOR TRADE JUSTICE

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**MAKEPOVERTYHISTORY**

**Vote for Trade Justice**



Hello,

You have already played a huge part in calling on world leaders to make poverty history whether by wearing your white band, going to Edinburgh or emailing Tony Blair.

The G8 made significant commitments on debt and aid last month but fell well short of what they should have achieved, especially on trade. So there is still much work to be done. At major meetings in the rest of this year, world leaders must act to make poverty history. The progress that has been made so far wouldn't have happened without you raising your voice. Now we need to be even louder.

There are a number of key events still to come starting with the UN meeting in September and culminating in December at the **meeting of the World Trade Organisation (WTO) in Hong Kong**. At this meeting leaders from all over the world could **end damaging trade policies** and lift millions of people out of poverty.

**Add your vote!**

The Vote for Trade Justice is a call to the UK government to stop the inequality that is currently present in the world trade system.

**Join 500,000 people and vote NOW to make it a million.**

[click here to vote for Trade Justice](#)

**Tell Alan Johnson he must act!**

Alan Johnson is Britain's Minister for Trade & Industry. He will represent this country as **Europe's position** is decided in the build up to the WTO meeting - therefore it is vital he knows you care about his choices.

[click here to email Alan Johnson](#)

Everyone has the right to feed their family and make a decent living. But the rich and powerful are pursuing trade policies that put profits before the needs of people and the planet.

With his fellow trade ministers around Europe, Alan Johnson has the opportunity to make a real difference this year. We have to let him know that we want urgent action to make trade part of the solution not part of the problem.

**We won't make poverty history without Trade Justice. Make sure our politicians get that message!**

Thank you,

The Make Poverty History team.


[unsubscribe](#)

**12.12.32 Email: Email your MP (11.08.05)**

EMAIL YOUR MP - Message (HTML)

From: Make Poverty History [comicrelie@ProcessRequest.com] Sent: Fri 16/12/2005 16:40  
 To: duane.raymond@fairsay.com  
 Cc:  
 Subject: EMAIL YOUR MP

**MAKEPOVERTYHISTORY**



Hello,

The G8 made a commitment to access to AIDS treatment for all who need it by 2010. Now help us ensure they keep this promise.

At the Gleneagles G8 summit, politicians responded courageously to the scale of the AIDS emergency. The treatment target was one of the defining successes of the summit but it needs **your voice to turn it from an historic pledge into a revolutionary reality.**

AIDS has devastated developing countries, already struggling with unjust trade, crippling debt, and ineffective and insufficient aid. Millions of the world's poor are dying from AIDS because they lack access to care and treatment.

**Please email your MP today.**

Tell them to contact Tony Blair and ask him to do everything he can to ensure three things:

1. That donors meeting in London next month announce full funding for the Global Fund to fight AIDS, TB and Malaria.
2. That rich countries pay their share of funding for universal treatment which will cost over \$12 billion in the next 3 years to reach just 75% coverage
3. That Ministers meeting in Hong Kong for world trade talks in December ensure countries can produce or import cheaper versions of AIDS medicines.

Without adequate financing and fair trade in medicines, this bold and visionary target could become another of the broken promises that litter the history of the pandemic.

**Please don't let that happen - Please email your MP today.**

Thank you - your voice will save lives.

Annie Lennox

**Further Reading**

[What's poverty got to do with AIDS?](#)  
[What did the G8 commit to?](#)  
[What is the Global Fund?](#)  
[What is the meeting in September?](#)

[unsubscribe](#)

**EMAILYOURMP**  
 Ask them to ensure the G8 keeps their promises.  
[click here](#)

**GETAWHITEBAND**  
 Continue to show that you want to make poverty history, wear your white band.  
[click here](#)

**TELL3FRIENDS**  
 Ask others to join us.  
[click here](#)

## 12.12.33 Email: Time to cut strings attached to aid & debt relief (26.08.05)


Time to cut strings attached to aid and debt relief - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelle@ProcessRequest.com] Sent: Fri 26/08/2005 11:55  
 To: duane.raymond@virgin.net  
 Cc:  
 Subject: Time to cut strings attached to aid and debt relief

**MAKEPOVERTYHISTORY**



Hello,

So far in this crucial year in the fight against poverty, significant steps have been taken on aid, debt and trade - and your actions have helped make this happen.

The British government and the GB have said that poor countries should be able to decide their own economic policies. But they continue to apply damaging economic conditions by funding **World Bank and International Monetary Fund IMF** programmes, which take away poor countries' right to choose their own paths to development.

Ahead of September's meetings of the **World Bank and IMF** we need your help to ensure that the UK government & the rest of the world do more.

Harmful conditions currently undermine the benefits of debt relief and aid.

Of course funds must be used to relieve poverty, and must be properly accounted for. But the strings currently attached are very different. In return for aid and debt relief, many poor countries are made to open up their markets, cut vital public spending, and privatise basic services.

Please take two minutes to send an **email to Gordon Brown and Hilary Benn** to say that while more aid and debt relief are welcome, the strings attached to them are not.

Thank you,  
 The Make Poverty History team

**Such policies have been disastrous for many poor countries.**

Tanzania was forced to privatise water provision, leading to a worse service and higher prices.

Zambia had to cut spending on education, leaving thousands of much needed teachers out of work.

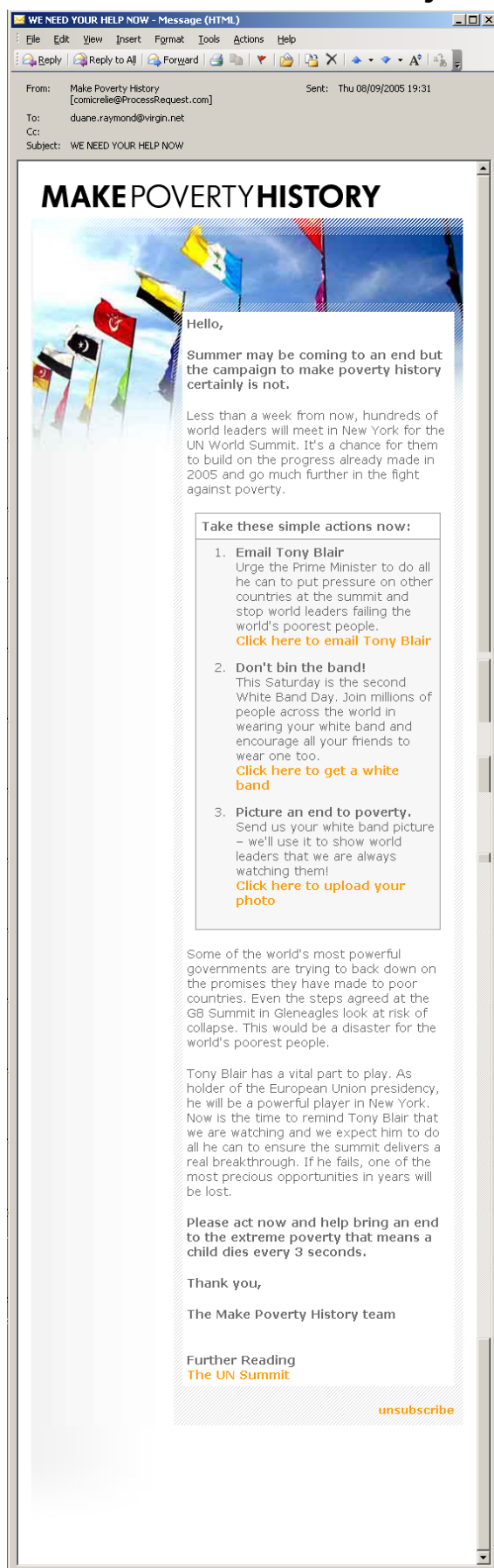
[unsubscribe](#)

**EMAILNOW**  
 Ask them to ensure they remove the strings attached to aid & debt relief.  
[click here](#)

**GETAWHITEBAND**  
 Continue to show that you want to make poverty history, wear your white band.  
[click here](#)

**TELL3FRIENDS**  
 Ask others to join us.  
[click here](#)

## 12.12.34 Email: We need your help now (08.09.05)



**12.12.35    *Email: The Time has come for Trade Justice***  
**(29.09.05)**


THE TIME HAS COME FOR TRADE JUSTICE - Message (HTML)

From: Make Poverty History [comicrelle@ProcessRequest.com] Sent: Thu 29/09/2005 16:35

To: emailin.makepovertyhistory@ecampaigningforum.com

Cc:

Subject: THE TIME HAS COME FOR TRADE JUSTICE



## MAKEPOVERTYHISTORY

Poverty can never be truly beaten without Trade Justice.

Since Make Poverty History began real steps have been taken to cancel Debt and increase Aid. Though we have further to go, you should be proud of the vital part you have played. But on Trade, a critical piece of the jigsaw, there has been little movement.

The rules that govern world trade are currently biased towards Rich countries and their corporations.

The chance to change that, the chance to make trade work for the world's poorest people, is approaching fast.

In December the World Trade Organisation will meet in Hong Kong - around that table will sit the politicians with the power to change the world's trade rules and deliver trade justice.

We need your help.

On Wednesday 2nd November you can join thousands of others for a Mass Lobby of Parliament ahead of the crucial WTO meeting. The gathering will give you the chance to let your MP know that you expect the UK Government to support the call to deliver trade justice - not free trade.

[Click here to tell us you are coming to Lobby your MP.](#)

Millions of people remain in the lethal trade trap. No matter how hard they work, they earn less every year. Currently, world trade rules rob poor countries of £1.3 billion a day - 14 times what they get in aid.

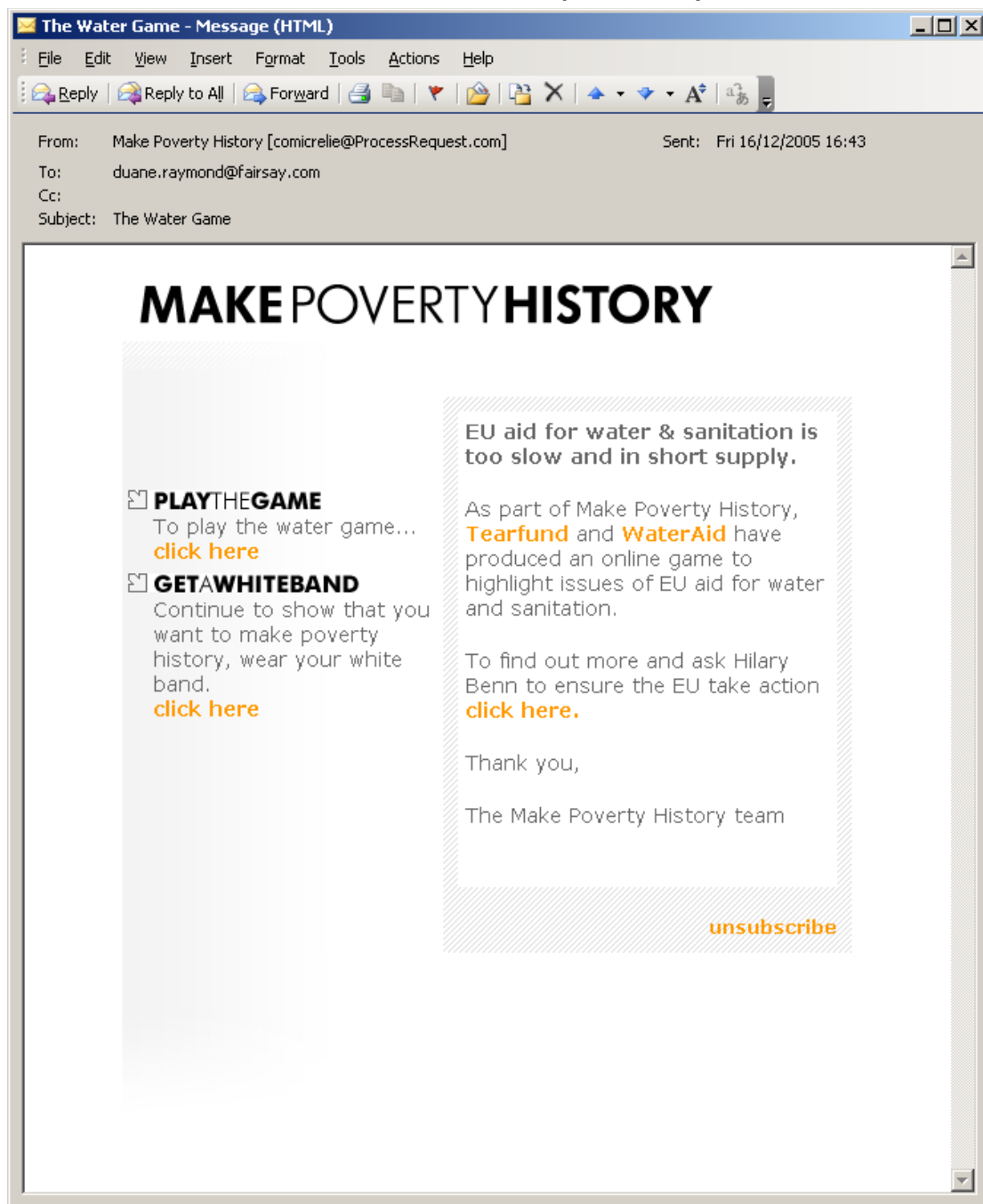
Be part of the solution... Join the Mass Lobby in Westminster on 2nd November.

Thank you,

The Make Poverty History team

Further Reading  
[More info](#)  
[Transport info](#)  
[What is the WTO?](#)

[unsubscribe](#)

**12.12.36 Email: The Water Game (17.10.05)**

## 12.12.37 Email: Make Politicians stand up for trade Justice (27.10.05)


**MAKE POLITICIANS STAND UP FOR TRADE JUSTICE - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelie@ProcessRequest.com] Sent: Fri 16/12/2005 16:44  
To: duane.raymond@fairsay.com  
Cc:  
Subject: MAKE POLITICIANS STAND UP FOR TRADE JUSTICE

# MAKEPOVERTYHISTORY



**LOBBYYOURMP**  
I am going to lobby my MP in London.  
[click here](#)

**EMAILTHEDTI**  
Tell the trade minister to act for trade justice.  
[click here](#)

**GETAWHITEBAND**  
Continue to show that you want to make poverty history, wear your white band.  
[click here](#)

Next week, at midday on Wednesday 2 November, Make Poverty History will stage an historic mass lobby of parliament. Thousands of people like you have already committed to come to London to take the trade justice message to the heart of this country's democracy. Will you join them?

Meeting your MP face to face alongside thousands of others will send a very powerful message to our Government just 6 weeks ahead of December's crucial World Trade Organisation (WTO) meeting in Hong Kong.

You don't need to be an expert to come to the mass lobby on Wednesday. You just need to be willing to make the journey and to ask your MP some questions. You can find all the information you need on our web site [here](#).

The aim of the day at parliament is to demand that the UK Government supports our call to make poverty history by delivering trade justice.

**Keep the pressure up ... take action for trade justice.**

Thank you,

The Make Poverty History team

[unsubscribe](#)

## 12.12.38 Email: Tell Jack Straw to act (17.11.05)

**TELL JACK STRAW TO ACT - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelie@ProcessRequest.com] Sent: Thu 17/11/2005 11:53



To: emailin.makepovertyhistory@ecampaigningforum.com

Cc:

Subject: TELL JACK STRAW TO ACT

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**MAKEPOVERTYHISTORY**

Hello

Under pressure from **MAKEPOVERTYHISTORY** campaigners like you, the UK Government has put Africa on the agenda at the GB, at the UN and elsewhere. But there is another key opportunity that we cannot afford to miss.

This year the UK has the Presidency of the European Union and we need your help to make sure European Community (EC) aid reaches the people who need it. Please **email Jack Straw** now to say that EC aid should be focussed on the poorest countries, and especially on sub-Saharan Africa. As Foreign Secretary, Jack Straw is responsible for UK negotiations with other European countries.

Tony Blair told MEPs in Brussels that 'we are leaders in development and proud of it'. But at present less than half of EC aid goes to the poorest countries. There are no sub-Saharan African countries included in the top ten recipients of EC aid. This has got to change. The main focus of the European aid programme must be on ending poverty in the poorest countries.

Please take two minutes to **send an email to Jack Straw**, asking him to push for more and better EC aid to the poorest countries in Africa.

Thank you,

The Make Poverty History team

[unsubscribe](#)

☐ **EMAILJACKSTRAW**  
Send an email to Jack Straw  
[click here](#)

☐ **TELL3FRIENDS**  
Tell 3 friends about Make Poverty History  
[click here](#)

☐ **GETAWHITEBAND**  
Continue to show that you want to make poverty history, wear your white band.  
[click here](#)

**12.12.39 Email: Email Peter Mandelson (21.11.05)**

EMAIL PETER MANDELSON - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

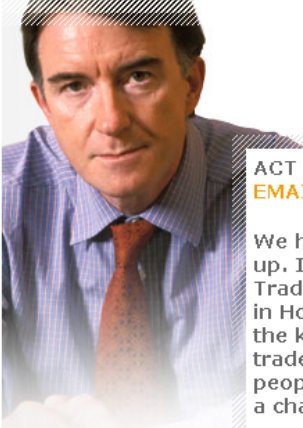
From: Make Poverty History [comicrelle@ProcessRequest.com] Sent: Mon 21/11/2005 15:53

To: emailin.makepovertyhistory@ecampaigningforum.com

Cc:

Subject: EMAIL PETER MANDELSON

## MAKEPOVERTYHISTORY



**ACT NOW FOR TRADE JUSTICE:  
EMAIL MANDELSON**

We have a HUGE opportunity coming up. In only three weeks, the World Trade Organisation (WTO) is meeting in Hong Kong for trade talks. This is the key moment this year when unfair trade rules could be changed so that people living in extreme poverty have a chance to build themselves a future.

The trade talks are not going well. In fact they are going very badly for poor countries. **You can help them by emailing former British MP, Peter Mandelson**, who is now the European Trade Commissioner.

If the European Union & the USA **don't** change their current negotiating position there **won't** be a trade deal that will help make poverty history. We **can't** let Europe block trade justice without one last big push. So **all over the world this week, people are contacting their trade representatives.**

Peter Mandelson needs to know that we want him to act in the interests of poor people - not at their expense. You can tell him this in 30 seconds by sending an email.

**Please DO IT . JUST CLICK HERE NOW.**

Thank you,

The Make Poverty History team

[unsubscribe](#)

**EMAILMANDELSON**  
Send an email to Peter Mandelson [click here](#)

**TELL3FRIENDS**  
Tell 3 friends about Make Poverty History [click here](#)

**GETAWHITEBAND**  
Continue to show that you want to make poverty history, wear your white band. [click here](#)

## 12.12.40 Email: Take Action for World AIDS day: Lend us your eyes (28.11.05)

Take Action for World AIDS Day: Lend us your eyes! - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward


From: Make Poverty History [comicrelie@ProcessRequest.com] Sent: Mon 28/11/2005 19:28

To: emailin.makepovertyhistory@ecampaigningforum.com

Cc:

Subject: Take Action for World AIDS Day: Lend us your eyes!

# MAKEPOVERTYHISTORY



**The world is watching**

**1st December is World AIDS Day.**

**STOPAIDS**  
Click here to lend us your eyes  
[click here](#)

**TELL3FRIENDS**  
Tell 3 friends about Make Poverty History  
[click here](#)

**GETAWHITEBAND**  
Continue to show that you want to make poverty history, wear your white band.  
[click here](#)

Thanks to the pressure of campaigners like you in July at the G8 leaders committed to providing AIDS treatment for everyone who needs it by 2010. This is a real cause for hope .

This World AIDS Day we want to keep the pressure on world leaders to make sure they honour these promises.

**A huge photo-petition of people's eyes is set to remind Tony Blair and other world leaders that we are watching them on their promises about AIDS treatment - and we need your eyes to do it!**

The thousands of eyes we are collecting will be displayed inside and outside a London bus, which will visit the European Development Ministers, MPs and ambassadors, and leave them in no doubt that the world is watching them extremely closely!

[Click here to lend us your eyes.](#)

Thank you,

The Make Poverty History team

[unsubscribe](#)

**12.12.41 Email: Take Action Now (08.12.05)**

**Take action now - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelie@ProcessRequest.com] Sent: Thu 08/12/2005 00:32

To: emailin.makepovertyhistory@ecampaigningforum.com

Cc:

Subject: Take action now

# MAKEPOVERTYHISTORY



**WHITE BAND DAY 3 - SATURDAY 10th DECEMBER**

Ahead of the all-important World Trade Organisation (WTO) Ministerial meeting in Hong Kong next week, people across the country will be wearing their white bands & planning events to highlight the fact that we cannot make poverty history unless rich country governments deliver Trade Justice at the WTO meeting.

☐ **VOTEFORTRADEJUSTICE**  
Show that you want trade to be part of the solution.  
[click here](#)

☐ **EMAILMANDELSON**  
Send an email to Peter Mandelson  
[click here](#)

☐ **WHITEBANDDAYKIT**  
Download your guide to Whiteband Day 3  
[click here](#)

There are 3 simple things you can do to add your voice to millions of others around White Band Day 3.

1. [VOTE FOR TRADE JUSTICE](#)
2. [EMAIL PETER MANDELSON](#)
3. [DOWNLOAD THE WHITE BAND DAY 3 TOOLKIT](#)

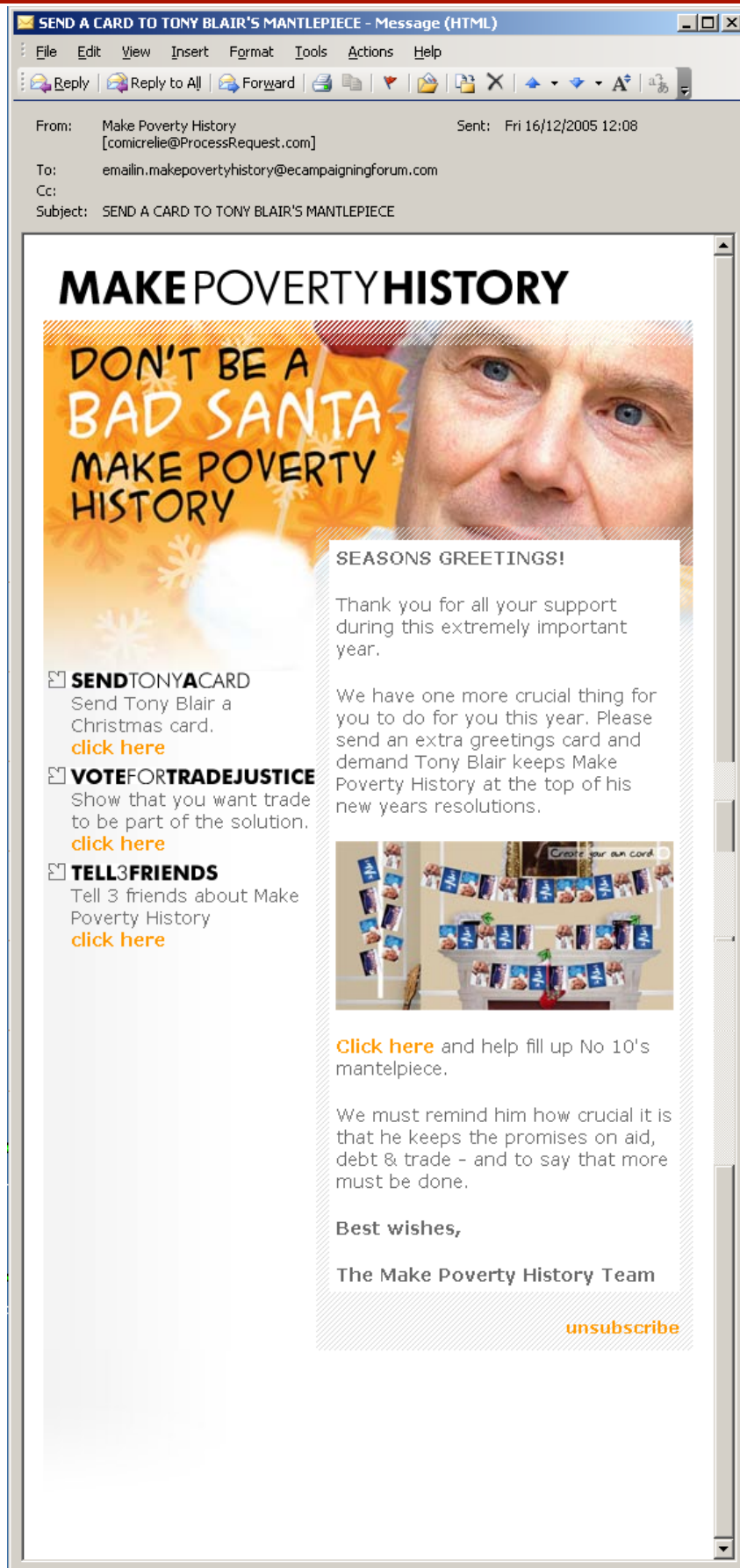
Whatever you do this next week, please help us to put the spotlight on Trade Justice.

Thank you,

The Make Poverty History team

[unsubscribe](#)

**12.12.42    *Email: Send a card to Tony Blair's Mantelpiece***  
**(16.12.05)**



## 12.12.43 Email: Report back from WTO (21.12.05)

**Report back from WTO - Message (HTML)**

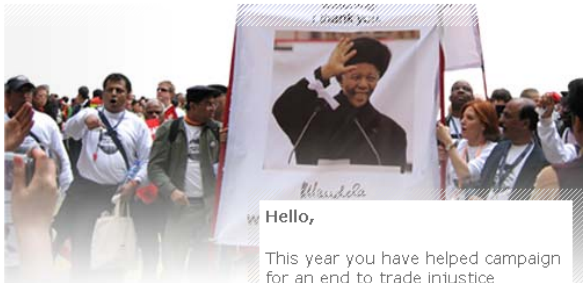
File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelle@ProcessRequest.com] Sent: Thu 22/12/2005 16:03  
 To: emailin.makepovertyhistory@ecampaigningforum.com  
 Cc: |  
 Subject: Report back from WTO

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**MAKEPOVERTYHISTORY**



**SEND TONY A CARD**  
 Send Tony Blair a Christmas card.  
[click here](#)

**VOTE FOR TRADE JUSTICE**  
 Show that you want trade to be part of the solution.  
[click here](#)

**TELL 3 FRIENDS**  
 Tell 3 friends about Make Poverty History  
[click here](#)

Hello,

This year you have helped campaign for an end to trade injustice alongside millions around the world. Before the World Trade Organisation (WTO) Ministerial meeting that has just taken place, over 750,000 votes for trade justice were handed in to 10 Downing Street and, in Hong Kong where the WTO met, Peter Mandelson received over 470,000 emails calling on him as Europe's trade commissioner to ensure trade justice was delivered at the meeting.

Rich country governments knew what was required of them to make trade work for poor people. However, in Hong Kong they clearly lacked the political will to take the bold steps they should have done.

The WTO meeting failed to deliver the trade justice deal needed in 2005 to make poverty history. The responsibility for the WTO failing the world's poor rests with rich countries. Those governments, despite all our campaigning, did not show willingness to deliver trade justice.

**As a result of this, the agreement reached is far from just for the poor of the world.**

To read Make Poverty History's full response to the WTO meeting [go here](#).

Thank you for voting for Trade Justice and emailing Peter Mandelson and Alan Johnson, the UK trade minister, ahead of this crucial meeting. In 2006 it will be more important than ever before that political leaders know we are all still watching them and calling on them to finally deliver trade justice.

The Make Poverty History Team

[unsubscribe](#)

## 12.12.44 Email: 2005 - The Year of Make Poverty History (28.12.05)

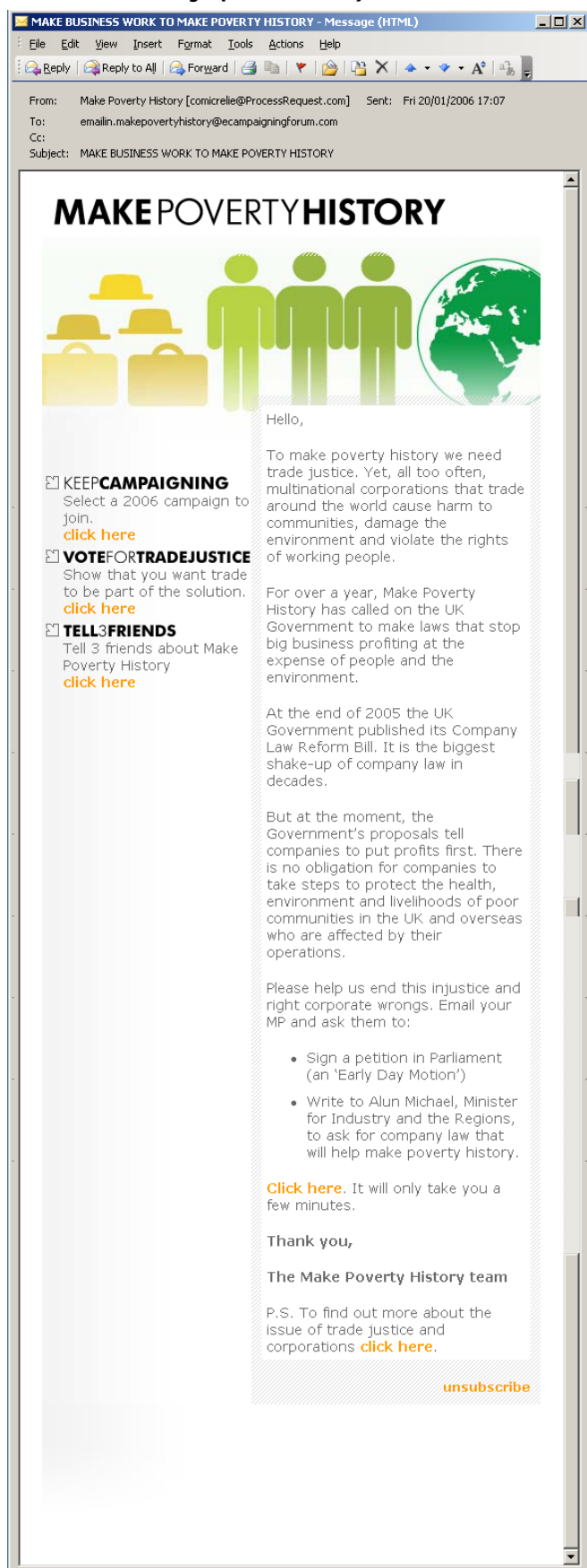


## 12.12.45 *Email: Your Most Important New Year's Resolution* (09.01.06)



**12.12.46 Email: More Aid - What you can do (18.01.06)**


## 12.12.47 Email: Make Business Work to Make Poverty History (20.01.06)



**12.12.48 Email: Keep Campaigning in 2006 (27.01.06)**


**Keep Campaigning in 2006 - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Make Poverty History [comicrelie@ProcessRequest.com] Sent: Fri 27/01/2006 11:46  
To: emailin.makepovertyhistory@ecampaigningforum.com  
Cc:  
Subject: Keep Campaigning in 2006

## MAKEPOVERTYHISTORY



Hello,

Over the last 12 months you have helped us put fighting poverty on the political agenda and got everyone talking about it like never before.

With your help 2005 has been the start of something incredible, something that will continue throughout the coming year.

To continue to be a part of this unique and powerful voice for change, sign up here to receive emails from us for another six months.

And to be part of to be the generation that goes all the way and truly makes poverty history, select a campaign at [www.makepovertyhistory.org](http://www.makepovertyhistory.org)

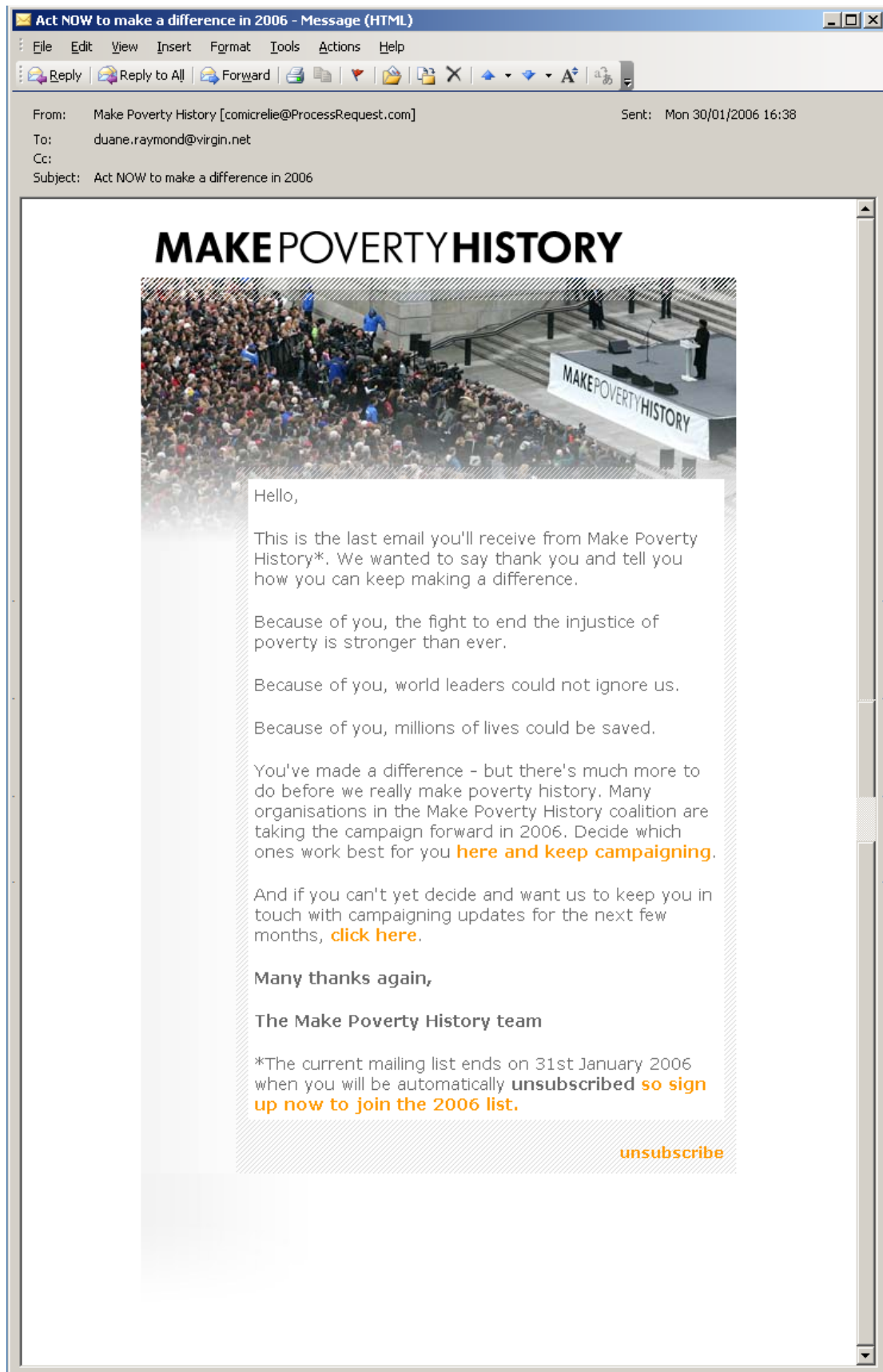
Thank you,

**The Make Poverty History team**

p.s. The current mailing list ends on 31st January 2006 when you will be automatically **unsubscribed so sign up now to join the 2006 list.**

[unsubscribe](#)

**12.12.49 Email: Act NOW to make a difference in 2006  
(30.01.06)**



## 12.12.50 Email: Drop the Debt Urgent Action (01.03.06)


**Drop the Debt Urgent Action - Message (HTML)**

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward Print Attachments

From: Make Poverty History [webmaster@makepovertyhistory.org] Sent: Wed 01/03/2006 12:49  
 To: emailin.makepovertyhistory@ecampaigningforum.com  
 Cc:  
 Subject: [Drop the Debt Urgent Action](#)

# MAKE POVERTY HISTORY



Hello,

Join debt campaigners in urging the UK Government to return the huge £1.7 billion debt payment it is now receiving from Nigeria.

The UK must not take far more from one of the world's poorest countries than it gave to the whole of Africa in 2005, the year of Make Poverty History.

Thanks to people like you taking action, Nigeria is to have substantial debt cancellation; but this good news is undermined if the rich world insists on taking so much from the poor.

Please [email Gordon Brown now](#) to ask for justice for Nigeria.

And, if you can, please come to our protest in London on 22 March. Find out more [here](#).

Thank you,

Jubilee Debt Campaign

[unsubscribe](#)