2009 eCampaigning **Review**
insights & benchmarks

Part 3:
online campaigning practices survey

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Contents

1 Summary

The e-campaigning practices summary analysed responses from 45 organisations to questions about their online campaigning practices – what they do and how they go about it.

1.1 Email

The responses confirm that email is seen to be at the heart of successful e-campaigning, with involvement in blogging and social networking sites relatively small.

Just under a third (31%) of organisations were using blogs to support their campaigning. While almost all (93%) of the organisations had a presence on a social network site, only just over a third were using it to engage directly with supporters.

Many organisations are struggling, though, with the complexities of targeting and tailoring communications for their supporters. Just under half the organisations surveyed are using the user's actions or preferences to inform the email alerts they receive.

While most organisations are trying to develop their supporters' engagement by asking donors to take campaign action (76%) and vice versa (69%), only a tiny minority are doing so strategically.

Over a quarter (28%) of organisations do not send single-message action alerts, missing out on a highly effective way of driving campaigning actions.

Three-quarters (76%, 35) do a basic level of testing of their email broadcasts, but only 3 organisations (under 7%) said they were split-testing their emails (sending different versions to subsets of their list to determine the most successful before broadcast).

Just under a third (31%) of organisations said they were systematically 'cleaning' and updating their email list (eg by removing addresses which 'bounce' emails repeatedly), with a similar number doing so occasionally.

A third of organisations have a strategy for 'welcoming' new email subscribers to the list, but only 9% have a strategy for 'reactivating' supporters who have not responded.

1.2 Size

Organisations with the smallest number of campaigners (under 5,000) were far more likely to have a similar number of on and offline campaigners (89%, as opposed to 49% overall). These organisations included small and very large ones in terms of turnover. None of the 3 organisations with over 500,000 campaign supporters had an email list of similar size. This may be because organisations starting out on campaigning, regardless of turnover, are focusing on building online lists, while more established campaigners are working with a strong legacy of offline contacts.

1.3 Online actions

As seen in the e-action review, most organisations are prioritising straightforward actions to specific targets, going for quality over quantity with 'write' actions more than petitions. The most popular type of action was asking people to contact their elected representative (84% had done one of these in the last year.) 61% had done a petition action, but only 11% (5) had done an 'enhanced' (eg upload a photo, add your avatar to a crowd etc) petition.

Around three-quarters (73%) of organisations are using a hosted campaign service, such as e-activist or Political Wizard. 11% use free services such as 'Write to them' or the No 10 Downing street petition site.

2 Background

Over the last decade, campaigning (advocacy) on the Internet and other interactive media has grown significantly. Today most organisations with campaigning activities have an online presence. Yet despite this significant growth in campaigning online (e-campaigning), there is still little understanding about what good performance levels and practices are or even what are good performance measures.

Individually, some organisations have addressed this by initiating or commissioning reviews of their e-campaigning. While these can compare public practices, they suffer from two constraints:
1. they have no direct way of comparing performance vs their peers since the data is private
2. the results cannot be published for the benefit of others in the sector due to being confidential

2.1 The eCampaigning Review

This document is one of three separate research initiatives, which together form the 2009 eCampaigning Review.

1. an analysis of the e-campaigning emailing and action data
2. a comparison of public e-campaigning practices
3. a survey of e-campaigning internal practices

The full reports are available for download, together with information about how to send feedback and comments, at:
www.advocacyonline.net/ecr09
www.fairsay.co.uk/ecr09

The studies are insightful for 4 key e-campaigning stakeholders:
1. **senior managers** of organisations that campaign
2. all types of **e-campaigning practitioners**: e-campaigning specialists, campaigning specialists, Internet specialists, communications specialists, etc.
3. **staff collaborating on delivering e-campaigning activities**: fundraising, press officers, designers, analysts, supporter care, etc.
4. **consultants, freelancers, developers and other suppliers** of e-campaigning services and support

2.2 The e-campaigning practices survey

The e-campaigning practices survey collected responses from organisations who defined themselves as e-campaigning. The survey was available online during June, July and August 2009. The analysis uses data from 45 organisations – see annex below.

73% (33) of responses came from organisations in the UK (5 of them dealing with a specific sub-part of it eg England and Wales). Nine responses came from Canada (4 of them working within a specific province), one each from the US and Australia and one international-level campaigning organisation.

There was a spread of organisation sizes, with 6 organisations with a turnover under £1m or equivalent (three under half a million) and 7 over £100m. The Canadian organisations were relatively small, with only 2 with a turnover over CAN$30m (approx £17m equivalent).

Figure 1: Organisations by turnover
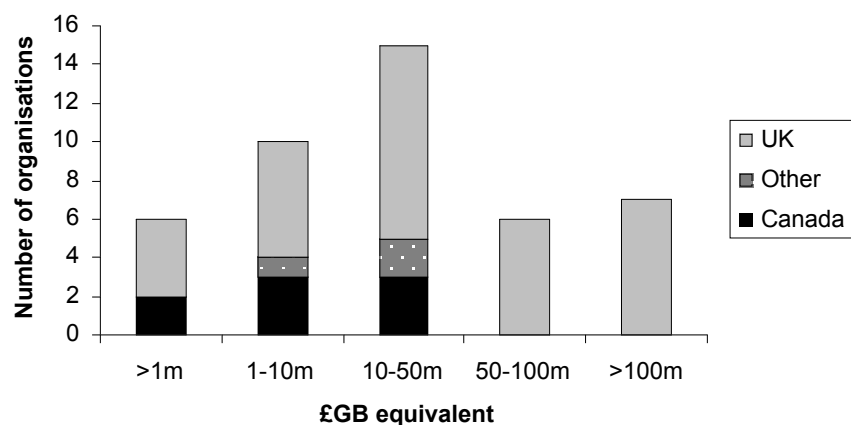
Self-reported data is of course subject to errors, or the person may simply not have all the information they need to hand. Some effort has been made to iron out inconsistencies/impossibilities, but this is of course not always possible.

It is hoped that this project will be repeated next year. If you have ideas of suggestions of improvements we could make, please email jess@jess-day.co.uk.

3   Number of campaigners

How many people are you able to send action requests in total (on and offline)?
How many people are you able to send action requests by email?

There was a spread of sizes of organisation in terms of the number of people they were able to contact on and offline. The modal (most common) category of offline campaigners was 100,000-500,000. The modal category for online campaigners was far lower: 1,000-5,000.

A 'don't know' response is surprising – it is hard to start on campaigning without any idea of how many supporters you can contact.

With the exception of the smallest organisations (under £1m turnover), which had relatively fewer campaigners, there was no correlation between organisation turnover and number of campaigners, with smaller organisations (1-10m) in the largest categories of on and offline contacts, and very large

organisations (over 100m turnover) with under 5,000 campaign contacts.

Figure 2: Number of campaigners
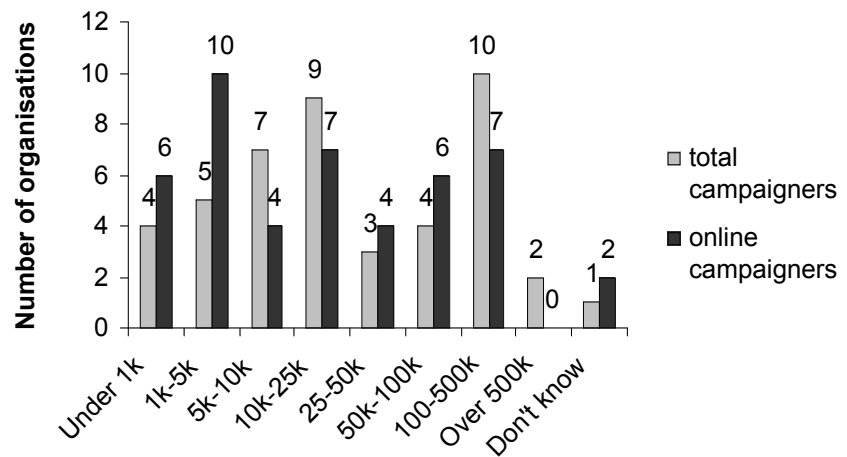
More interesting is to look at the differential between organisations' on and offline mailing lists. Just under half the organisations who answered (21 out of 43) had an e-mailing list which fell into the same size band as their offline campaigns list.

Organisations with the smallest number of campaigners (under 5,000) were far more likely to have a similar number of on and offline campaigners (89%, as opposed to 44% overall). These organisations included small and very large ones in terms of turnover. Neither of the 2 organisations with over 500,000 campaign supporters had an email list in the same category.

Organisations new to campaigning are focusing on building up their online lists.

Figure 3: List size comparison by total campaigners
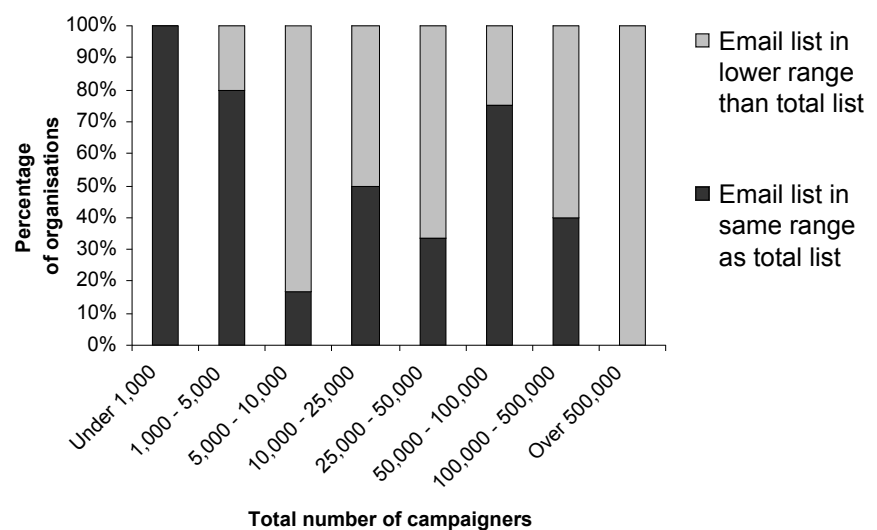
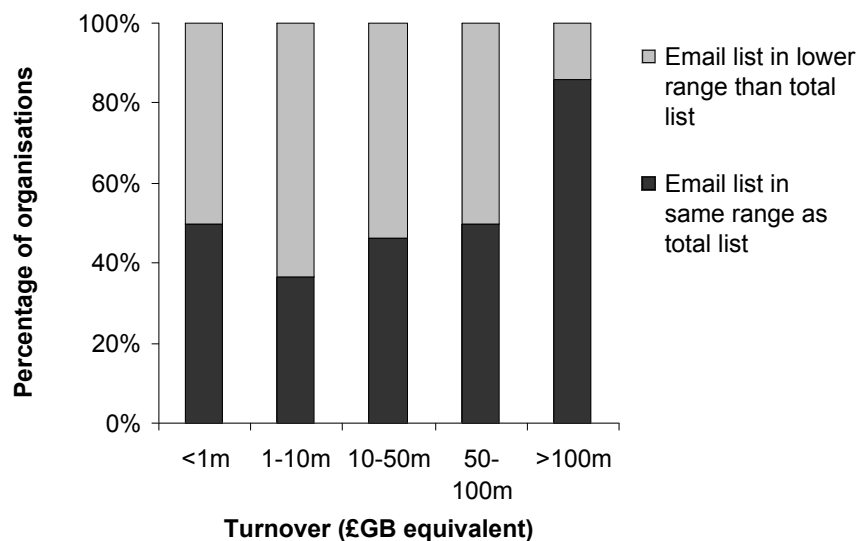This can be seen as evidence that organisations starting out on campaigning, regardless of turnover, are focusing on building online lists, while more established campaigners are working with a strong legacy of offline contacts.

Figure 4: List size comparison by turnover

We can also see that the largest organisations by turnover (those over £100m) are noticeably more likely to have similar numbers of on and offline campaigners. This may relate to investment in collecting offline campaigners' email addresses.

4   Collecting email addresses

How do you collect email addresses for campaigning?

Most organisations are collecting new addresses for their mailing lists from a number of sources – only 4 organisations cited a single source, and 9 cited 5 or more. (NB – this does not show the relative importance off different email sources, only how commonly they were being used.)

Figure 5: Email collection points
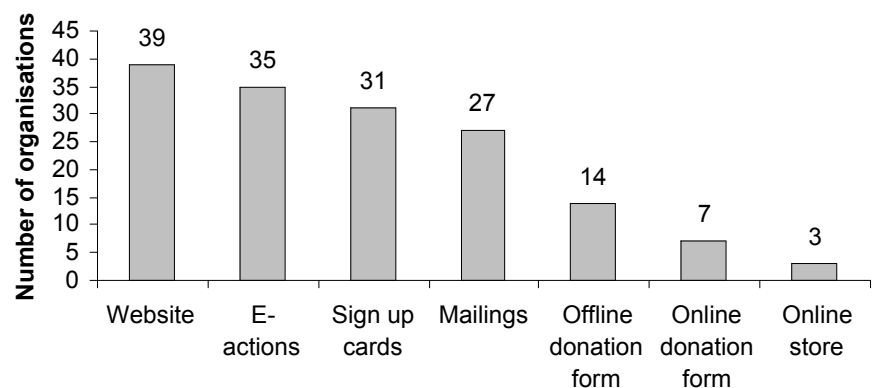
Most popular was a sign up form on the website (87% or 39). Two of the 6 organisations which didn't use this were unions/professional associations, but in the other 4 cases it is hard to see why they would not collect addresses in this simple way. 78% (35) collected opt ins via online actions. Exceptions included those using free services such as the 10 Downing street petition site which do not allow email collection, but in other cases the reason was not clear, or may simply be an error.

15 organisations offered donors the chance to opt in to campaign-related emails. Many of these were organisations which campaign as their primary activity, but by no means all.

Interestingly, 5 organisations offered an opt-in on their paper donation forms, but not online – this may be due to the limitations of online donation processing systems. Face to face recruitment remains popular – 69% (31) use sign up cards, but this is more popular with larger organisations. (80% of organisations over £10m turnover, but only 50% of smaller ones.)

5 Email programme
What emails do you send to supporters?

Figure 6: Types of email
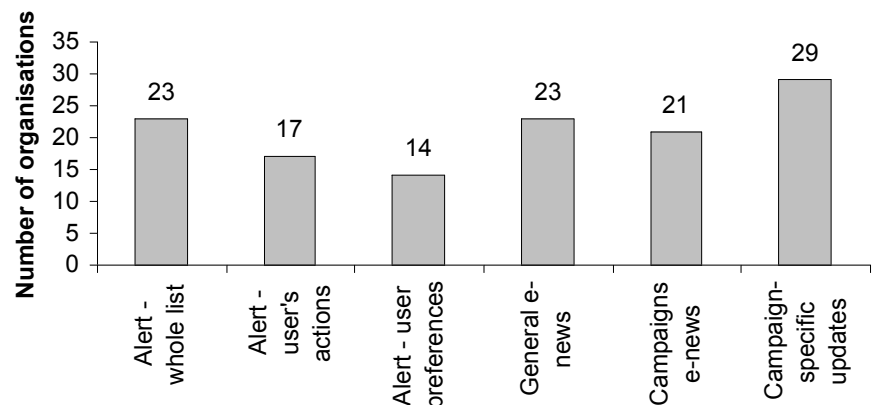
Just under half take the user's actions or preferences into account to inform email alerts they are sent.

Just under half (22) take into account the user's actions or preferences to inform the email alerts they are sent. Tailoring communications in this way can improve responses dramatically. Those that don't may lack a database which can support this, or lack the time and resources to plan and carry out a complex mailing programme.

38% (13) of UK organisations (28% of the total) of organisations do not send any kind of single-message action alert email, missing out on a highly effective way of driving campaigning actions. All of the non-UK organisations did send action alerts of this kind.

Three organisations sent out a general e-newsletter, a campaigns e-newsletter and updates about individual campaigns – this sounds like it could be quite confusing for the recipient, and challenging to manage as a mailing programme.

6 Converting donors to campaigners

Do you ask people who have donated to your organisation to take campaign actions?

Figure 7: Do donors get campaign asks?
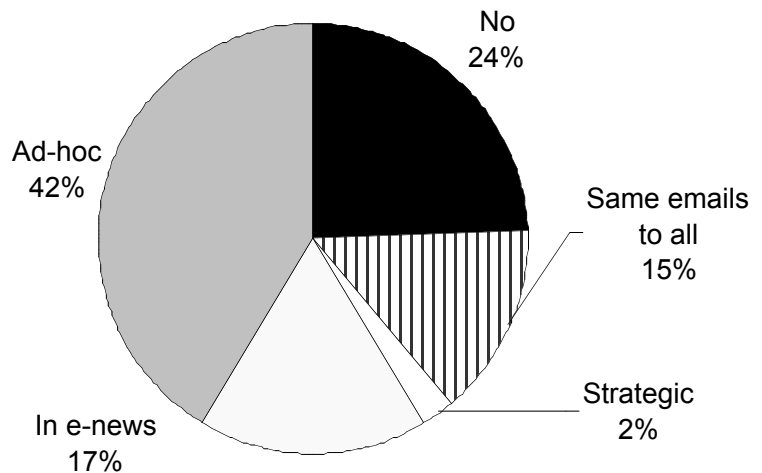
Three-quarters ask their donors to take campaigning actions.

76% (31 of 41 who answered this question) of organisations do ask their donors to take campaigning actions, but only one did so based on information about the supporter's interests or previous activities. In other cases it was because everyone gets the same emails anyway (6), as part of an e-newsletter (7), or on an ad-hoc basis (17), presumably meaning that the organisation does not have a policy on this issue.

7   Converting campaigners into donors

Do you ask people who have taken campaign action for your organisation to donate?

Figure 8: Do campaigners get fundraising asks?
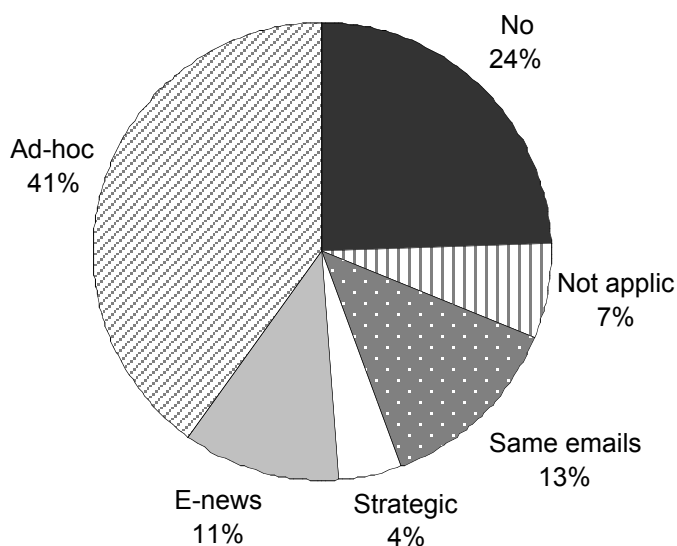
Just over two-thirds ask their campaigners to donate/subscribe.

69% (32) of organisations ask people who have opted in to campaign communications to donate or subscribe to the organisation. Of the rest, 3 were professional associations/unions, so the question did not really apply to them. Only 2 organisations made requests to donate based on user data, most others doing so either as part of an e-newsletter (5) or because they sent the same emails to all supporters (6). 18 organisations make fundraising requests on an ad hoc basis.

All but 2 of the 11 organisations who did not send fundraising requests had a campaign-specific email programme, with no general e-newsletter where fundraising requests could easily be accommodated.

Many organisations could be missing out on chances to increase their supporters' level of involvement in the organisation by failing to ask, or failing to do so in a planned or strategic way. Data and database weaknesses are likely to be a big factor here.

8 Email systems

What do you use to administer your email programme?

The majority of organisations (78%, 35) are using a hosted system to run email broadcasts. The others are using software installed on their own systems, or in one case, MS Outlook. 28% (13) are using Advocacy Online's e-activist system and two using

MailChimp, but no other supplier was mentioned more than once. (Others were Blackbaud Sphere, Campaign Commander, Campaign Monitor, CTTMail, Charity Email, Cheetah Mail, eC Messenger, Exact Target, Responsys, Thindata, Yourmembership.com)

9 Email testing

Do you test emails before sending?

Figure 8: Email testing
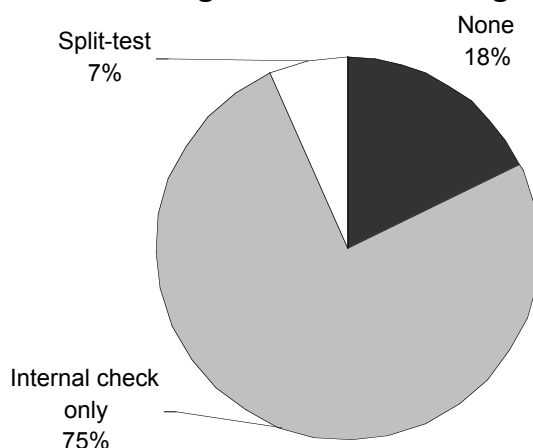
18% of organisations are not testing their emails at all before sending.

Three-quarters (76%, 35) are doing a basic level of testing, sending to internal email addresses for a visual check. Only 3 organisations (under 7%) are split-testing their emails – ie sending different versions to subsets of their list to determine the most successful before broadcast to the rest of the list. Surprisingly, 8 organisations said they do not test emails at all, which if true, would be highly risky. Of these, 3 are Canadian, 4 have a turnover under £1m equivalent.

Split-testing can be time-consuming, as you need to create different versions and take the time to review the feedback on their performance, but it does not require an especially complex database or email broadcast system. A lack of time and expertise is likely to explain why few organisations are doing this.

10 Unsubscribing

How can people leave your email database?

Figure 9: Ways of opting out of email contact
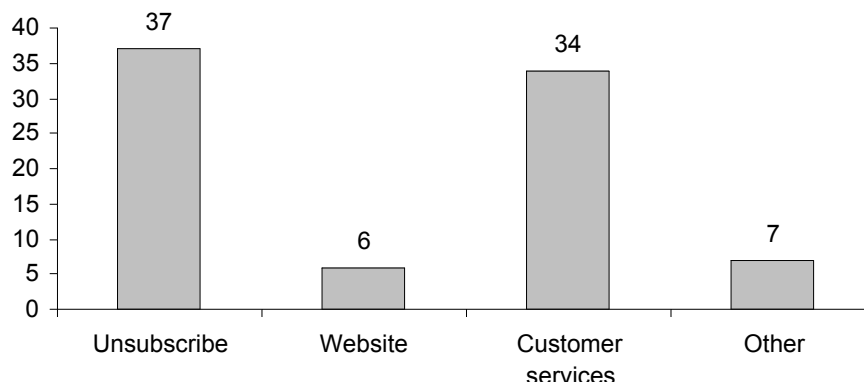
82% offer a simple 'unsubscribe' link on emails.

Only 82% (37) of organisations offered a simple 'unsubscribe' link on their emails. This is surprising, as this is offered as standard by most commonly-used email broadcast services, and is generally accepted as best practice. Making it hard to leave the list may keep people on it, but it is unlikely to create the best relationships with your supporters.

11 List maintenance

What action do you take to maintain your email database?

Figure 10: Maintaining email list
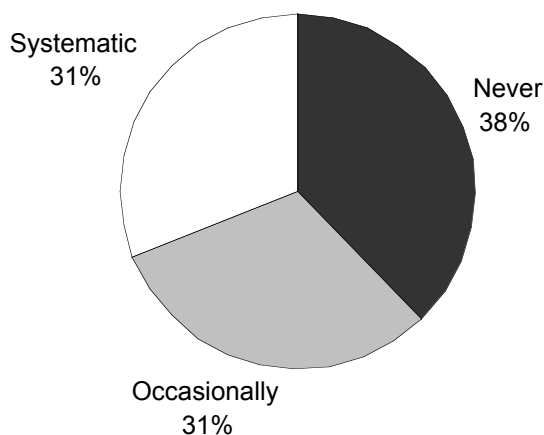
This was a fairly even split between those who are systematically 'cleaning' and updating their list (eg by removing addresses which 'bounce' emails repeatedly), those who have done so occasionally, and those who have never done so at all. This is

not simply a resource issue: the 17 organisations (38%) which have never cleaned their email list included large organisations and organisations with over 100,000 names on their email list.

12 Email 'welcome route'

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

Figure 11: Email welcome route

A third have a specific 'welcome route' for new email subscribers.
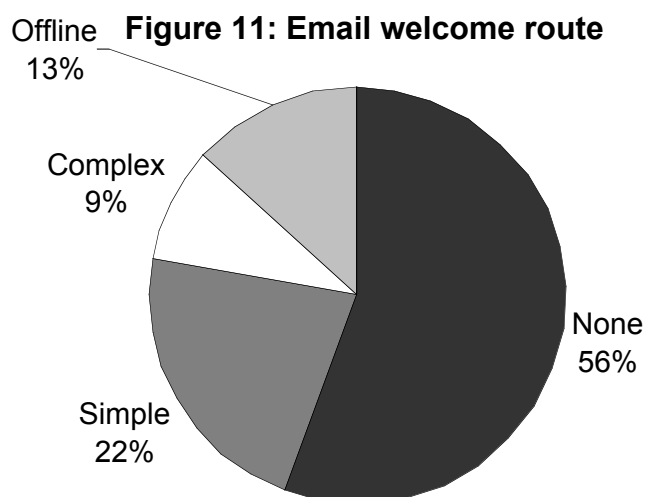
33% (14) organisations make specific efforts to 'welcome' new subscribers to their email list. Most (10) sent a simple welcome email (including one which sent opportunistic welcomes at times when large numbers had just been added to the list, eg after a big event). Four had a more complex welcome strategy (see below). Perhaps surprisingly, 6 organisations (2 of them Canadian) send paper mailings to new campaigners (presumably where they have offline addresses).

Over half the organisations (56%, 25) had no strategy for welcoming new campaigners to the mailing list, though some would have received a thank you email if they opted in via an online action.

"Some lists have single welcome emails, we are trialling one with a number of welcome emails before they go on the list proper."

"A series of benefits and inside scoop information goes to those who sign up for the mailing list. Bespoke info goes out to all based on the users' preferences."

"Conversion series asking new sign ups to become a Member."

"Depending on which mailing list they sign up to, new campaigners receive a 'thank you email', welcoming them and detailing further actions, i.e. you can now write to your MP, or join our Facebook page, or sign up to other newsletters."

13 Reactivation strategy

Do you have a 'reactivation' strategy for dormant campaigners?

Few (9%, 4) organisations (2 of them Canadian) had any strategy for getting a response who do not respond to an action request first time. Three sent reminders to people who had not taken a specific action, and one had run a specific reactivation campaign as part of a wider list-cleansing project.

14 Number of actions

How many online actions have you run in the last 12 months?

Over a third had run more than ten actions in the last year. A fifth had run 3 or fewer.

Answers to this question were often very vague (eg 'Between 10 and 20' or 'Up to 50'). Some of the confusion will be around defining an action, (eg does a 'tell a friend' secondary action count?), or it may show a lack of awareness of the cycle of a campaign.

Only 20% (9) of organisations had run 3 or fewer actions in the space of a year. A very small number of actions can be problematic, as in general campaigners are more active when they are asked to do something fairly regularly. 17 (37%) of organisations said they had run more than 10 actions in the year. Three had run 50 or more.
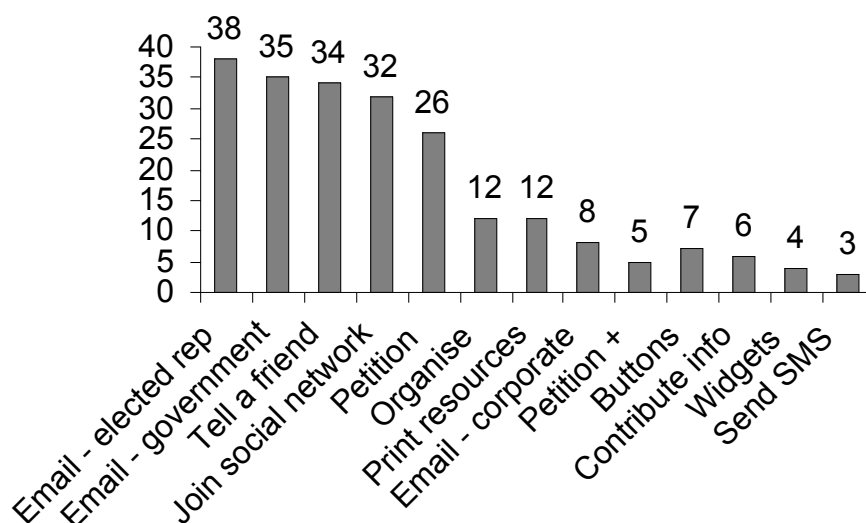
Canadian organisations seemed to be running fewer actions. 44% (4) of them had run 3 or fewer actions, and none had run more than 10.

15 Types of action

Which types of actions have you asked campaigners to do in the last 12 months?

Figure 12: Types of action

86% of organisations had asked people to email their elected representative.

Consistent with the findings of the e-action review, the most popular type of action was asking people to contact their elected representative. 84% of organisations (38) had run an action of this type. 76% (34) had run 'tell a friend' actions, most likely as secondary actions. Petitions remain popular: 61% of organisations (28) had run a petition of some kind. Only 5 had done an 'enhanced' (eg upload a photo, add your avatar to a crowd etc) petition. Interestingly, of these 5, all but one had done simple petitions as well. Asking supporters to join a fan or group page on a social network was also popular (71%, 32). 11 organisations had offered 7 or more different types of action during the year.

Less common kinds of actions included downloading buttons for use on blogs or websites (7), downloading widgets for social network profiles (4), using new media to help organise offline events (12), printing off resources to distribute (12), contributing data to campaign maps and mashups (6), or sending SMS messages (3).
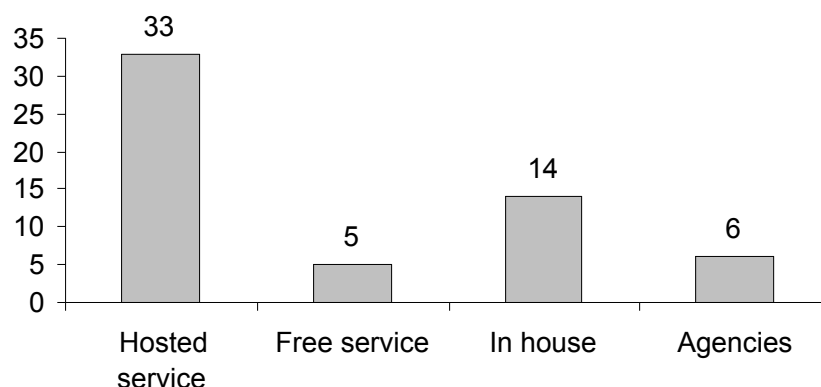
Other types of action mentioned included emailing Members of the European Parliament, Primary Care Trusts, local newspapers (3), forwarding a viral email, encouragement to fill in a survey on another website and contributing case studies and relevant personal experiences (3).

Canadian organisations had run fewer petitions (22% or 2 out of 9), and more government-targeted actions. All but one had run email actions to both elected representatives and a specific government target.

16 Developing and hosting

How do you develop and run campaign actions?

Figure 13: How e-actions are developed and hosted

73% (33) of organisations are using a hosted campaign service such as e-activist. 24% (11) are using more than one way of developing actions. 28% (13) are developing e-actions in house and hosting them on their own servers, while only 13% (6) are using external agencies to develop actions for them.

11% (5) use free services such as 'Write to them' or the No 10 Downing street petition site. These are useful tools, but provide campaigners with little data, and no chance of following up with people who have supported the campaign. It is surprising then that 3 of the 6 use these tools alongside a hosted service or agency-developed tools.

Only 11% (all in the UK) are using free campaigning services.

All but one of the Canadian organisations were using a hosted service. None were using free services – the lower activity and profile of non-profit campaigning in Canada presumably explains the lack of free tools for campaigners to use.

17 Action evaluation

What data do you collect about an online action and how do you use it?

This question was open, and the responses are difficult to analyse. Clearly many people did not understand the question, which aimed to look at data *about* an action (eg how many people took it) rather than data collected as part of the action (eg opt in or name). Twenty organisations indicated they used the data to inform development of future campaigning actions, 10 that they used the data in communications to supporters and or campaign targets.

Many respondents expressed frustration that they did not have access to data they wanted, and/ or time and resources to do enough with it. This is an area with lots of room for improvement, and campaigners are clearly well aware of it.

Types of data collected include:
- numbers taking an action,
- numbers taking secondary actions,
- page views,
- email open rates,
- email click through rates,
- visits to online communities and social networks,
- which targets (eg MPs) have been contacted,
- percentage of emails which were personalised.

Uses for the data included:
- informing development of future campaigning and communications (eg noting where people are dropping out of actions),
- informing follow up with targets (eg, which MPs to contact further),
- including in communications to decision-makers and feedback to supporters,
- including in internal reports,
- using to develop mashup campaign maps to show spread of support.

18 Campaign blogs
In the last 12 months have you used campaign blogs?

Figure 14: Campaign blogs

Updated
>monthly
16%

Updated
<monthly
2%

Event
13%

No
69%
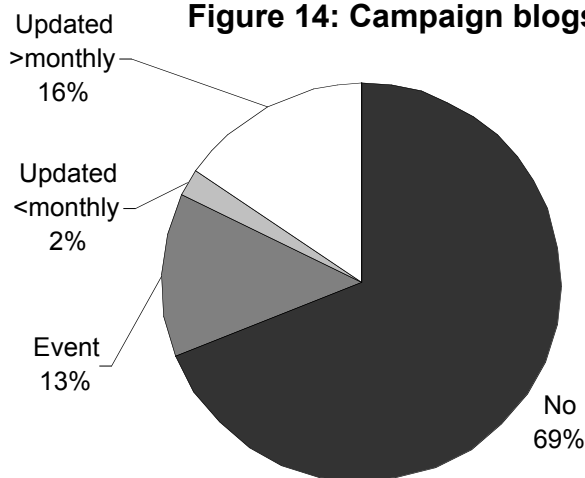
Under a third of organisations are using blogs to support their campaigning.

Only 31% (14) of organisations were using blogs to support their campaigning. Six used blogs to support a specific event, such as a conference, or staff trip. Seven had blogs updated at least monthly. Only one organisation had a blog updated less than monthly.

19 Social networking sites

19.1 Use of social networks

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

Figure 15: Use of social networks

Adverts
2%

Not using
4%

Page/profile
33%

Engage
39%

Frequently
updated
22%
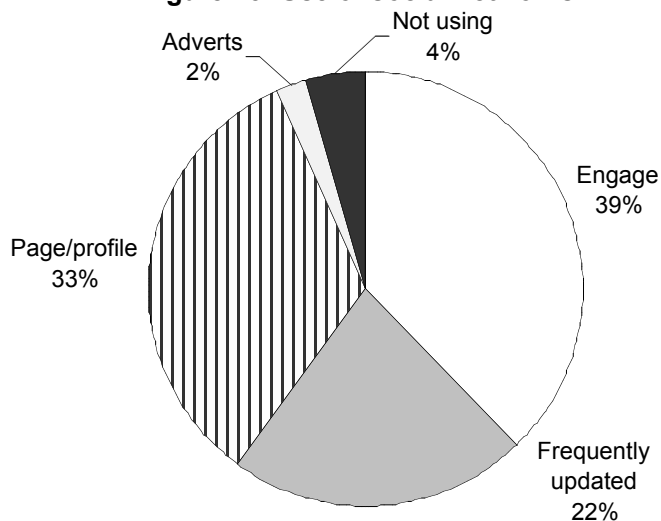
Nearly two-fifths were using social networks to engage directly with supporters.

All but 3 organisations had a presence (fan page, group etc) on one or more social networks. 38% (17) of organisations were using their social network presence to engage directly with supporters eg, encouraging and responding to comments and queries. A third (33%, 15) had a page/presence which is not frequently updated with new content. This is probably not a very useful tool. One organisation mentioned using advertising on facebook, though they did not have an organisation page.

Canadian organisations seemed relatively less engaged with social networks, accounting for 2 of the 3 organisations without a profile at all. Only one Canadian organisation was using a social network to engage with supporters.

All the organisations not using social networks at all had under 5,000 campaigners in total. Interestingly, the 2 organisations with over 500,000 total campaign supporters both had a fairly static presence. There was no significant connection between organisation turnover and use of social networking sites.

19.2 Which social networks?

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

Figure 16: Number of social networks used

Four 7%
None 7%
One 24%
Three 16%
Two 46%
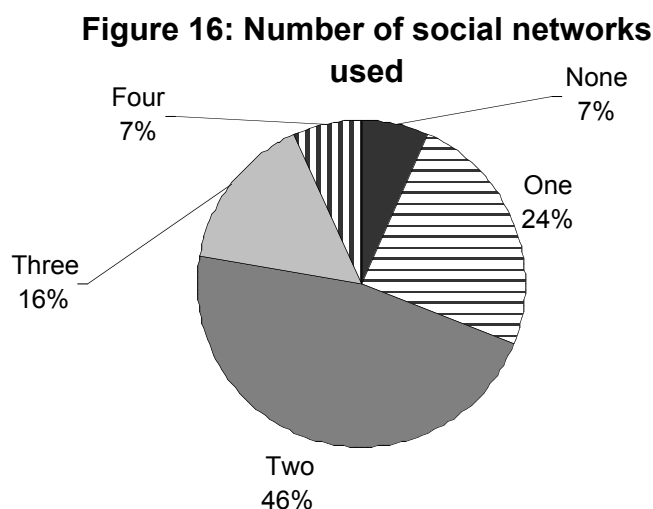
Figure 17: Social network presence
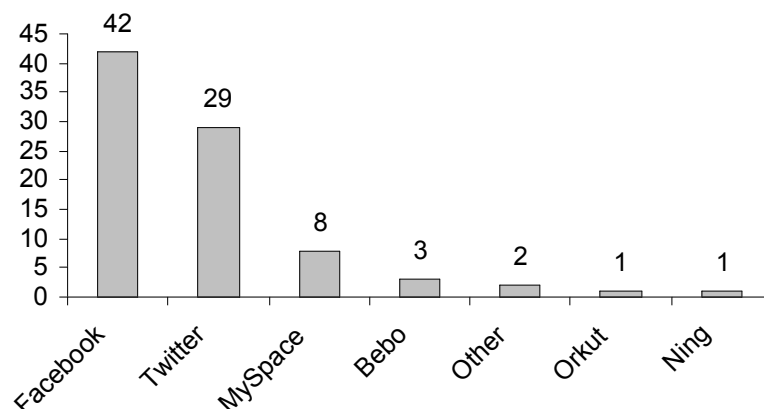
Facebook and twitter were by far the most widely-used social networks.

Facebook was by far the most popular (93%, 42), followed by Twitter (64%, 29). All the organisations with a social network presence were using Facebook. All but 2 of the 21 using 2 networks were using Facebook and Twitter.

Habbo and Second Life were also options, but not selected by any respondents.

20 Promotion

What have you found to be the most effective ways of promoting your e-actions?

This open question elicited a range of responses. Email to supporters was by far the most common response, (and would probably also be cited by many of those who didn't answer the question, or focused on other areas). 63% of respondents mentioned email. Facebook was mentioned 8 times, strategic partnerships 3 times, media twice and face-to-face campaigning 5 times. Advertising was mentioned only once.

"Consistently we find that email delivers the most actions."

"E-mails sent directly to people on our various lists. Social networking is a minor part right now."

"Facebook emails to all members of a group."

"Our own e-updates that we send out on a monthly or more frequent basis depending on the action. Facebook has reduced in success as groups have become less effective and there has been a move to fan pages. We are hanging around on twitter and

Ning, looking to see how it works, but it requires resources we don't currently have."

"Being at outside events talking to people and handing them a leaflet with details of how to take action."

21 Annex: Sample selection for E-campaigning practices survey

The 45 organisations included in the analysis responded to invitations to take part in the survey sent out as detailed below. They were therefore a self-selecting group. As with the study as a whole, Advocacy Online clients are likely to be over-represented. Four responses were removed, two because they duplicated information from the same organisation, one as it contained insufficient data to be worth including and one because it could not be matched up to a specific organisation. A few organisations did not answer every question.

Survey invitations went to:
~ E-campaigning Forum email list,
~ Advocacy Online clients,
~ Charity webmasters forum email list,
~ Promotion on Care2 blog.

On repeating the survey, response rates could be raised by;
~ A mention in the NCVO Campaigning Effectiveness bulletin (there was no July bulletin),
~ Clearer communication initially that organisations unable to take part in the data analysis could still fill in the survey,
~ A longer lead-in and more chaser emails, especially to those involved in other parts of the study.

Participating organisations

United States
NREAC

Australia
Amnesty International Australia

Canada
Alzheimer Society of Canada
Canadian Cancer Society, Ontario Division
David Suzuki Foundation
Friends of Canadian Broadcasting
Multiple Sclerosis Society of Canada
OCUFA

Ontario Dental Association
PSAC
Simon Fraser University

International
WSPA

United Kingdom
Advocates for Animals
Age Concern and Help the Aged
Alzheimer's Society
Bliss
British Heart Foundation
CAFOD
Cancer Research UK
CARE International UK
Carers UK
Charity
Church Action on Poverty
Compassion in World Farming
Crisis
Diabetes UK
Friends of the Earth
Guide Dogs
King's College, Cambridge
Leonard Cheshire Disability
Liberty
Macmillan Cancer Support
Men Get Eating Disorders Too
Mencap
National Autistic Society
National Deaf Children's Society
National Housing Federation
Oxfam GB
PETA
Public and Commercial Services Union
Refugee Council
Rethink
Sense
VSO UK
Which?
World Vision

22 Annex: Full text of survey
eCampaigning benchmark survey 2009

How do you measure the success of an online campaigning action? Are your online actions as effective as they could be? And how does your campaigning measure up against others in the field? Now is your chance to find out.

FairSay and Jess Day, on behalf of the e-campaigning Forum and Advocacy Online, are carrying out a study of e-campaigning activity, the first of its kind outside the USA. The research will:

- use anonymised data from Advocacy Online's e-activist system to generate performance benchmarks for e-actions,
- review the quality of e-actions offered to campaigners,
- survey current practice among organisations doing e-campaigning.

The aim will be to track year on year change, and provide usable, actionable information to e-campaigning practitioners. If your organisation uses new media for activism, you can fill in the survey to take part.

The report will be presented at the Advocacy Online Users' Conference in London in October, but if you take part in the survey below, we'll send you the results by email. We may use your email address to contact you about the survey, but it will not be used for any other purpose.

Filling in the survey below will help us build an accurate and comprehensive picture of current e-campaigning practice. It should take 10-15 minutes to complete. It will be available until **7 August.**

NB - Your session may time out if you take a long pause while completing the survey. You may find it easier to read over or print off the questions first and make sure you have the information you need before filling it in.

If you have any questions or comments about the survey, please contact Jess

Day. jess@jess-day.co.uk

First name:
Last name:
Job title:
Organisation:
Email:

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

What is your organisation's annual turnover?

Which organisations do you consider to be your top five peers or competitors?

How many people are you able to send action requests in total (on and offline)?
- Under 1,000
- Between 1,000 and 5,000
- Between 5,000 and 10,000
- Between 10,000 and 25,000
- Between 25,000 and 50,000
- Between 50,000 and 100,000
- Between 100,000 and 500,000
- Over 500,000
- Don't know

How many people are you able to send action requests by email?
- ~ Under 1,000
- ~ Between 1,000 and 5,000
- ~ Between 5,000 and 10,000
- ~ Between 10,000 and 25,000
- ~ Between 25,000 and 50,000
- ~ Between 50,000 and 100,000
- ~ Between 100,000 and 500,000
- ~ Over 500,000
- ~ Don't know

How do you collect email addresses for campaigning?
(please tick all that apply)

- ~ Sign up form on the website
- ~ Opt in attached to online actions (eg email your MP)
- ~ Opt in attached to donations web page
- ~ Opt in attached to online store
- ~ Invitation to sign up in paper mailings to existing supporters
- ~ Invitation to sign up on paper donation forms
- ~ Paper sign up cards used at events or on stalls.
- ~ Other

What emails do you send to supporters? (please tick all that apply)
A general email newsletter to the whole organisational list

A campaigns enewsletter to all campaigners
Campaign-specific updates (if you have more than one campaign)
Single action alerts to the whole organisational list
Single action alerts or updates based on user preferences
Single action alerts or updates based on user's previous actions

What do you use to administer your email programme?
~ In house, using our own servers
~ GroupMail
~ Responsys
~ MailChimp
~ CharityeMail
~ CTTM@ail
~ E-activist
~ Vertical Response
~ Campaign Monitor
~ Dotmailer
~ Other:

What action do you take to maintain your email database (ie removing or reactivating addresses which don't respond)?
~ We have never cleansed the list.
~ We periodically remove names which appear dormant.
~ We cleanse list according to a regular formula (eg names always removed after x number of hard bounces.)

Do you test emails before sending?
~ No.
~ Yes, to a few internal addresses for a visual check.
~ Yes, we split-test different layouts and subject lines before mailing the whole list.

Do you ask people who have donated to your organisation to take campaign actions?
~ No
~ Yes, all our supporters get the same emails.
~ Yes, as part of an e-newsletter.
~ Yes, occasionally, but it isn't strategic.
~ Yes, as part of a mailing strategy based on their interests.

Do you ask people who have taken campaigning action for your organisation to donate?
~ No
~ Yes, all our supporters get the same emails.
~ Yes, as part of an e-newsletter.
~ Yes, occasionally, but it isn't strategic.
~ Yes, as part of a mailing strategy based on their interests.

How can people leave your email database? (please tick all that apply)
~ Click unsubscribe link in any email
~ Come to your website and edit user preferences
~ Ring customer services

~ Other

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

Do you have a 'reactivation' strategy for dormant campaigners?

How many online actions have you run in the last 12 months?

Which of the following types of actions have you asked campaigners to do in the last 12 months?

- ~ Sign up to a simple online petition
- ~ Sign up to an 'enhanced' petition (eg photo petition, upload a message etc)
- ~ Email an elected representative
- ~ Email the government (minister, government department etc)
- ~ Email a corporate target
- ~ Forward an action to a friend
- ~ Download and use campaign buttons, badges etc for blogs or websites
- ~ Add a widget to their social network profile
- ~ Organise an event using online support/resources
- ~ Print out and distribute posters or leaflets
- ~ Send an SMS message
- ~ Contribute content or information eg to a mashup or campaign map
- ~ Join a group or fan page on a social network website
- ~ Other

How do you develop and run campaign actions?
(please tick all that apply)
- ~ We develop actions in house and host them on our own servers.
- ~ We use agencies or freelancers for design and build and host actions on our own servers.
- ~ We use a hosted service eg e-activist.
- ~ We link to free services such as 'Write to them'.

What data do you collect about an online action and how do you use it?

What has been your organisation's most successful e-action of the last 12 months?

In the last 12 months have you used campaign blogs?
- ~ No.
- ~ Yes, for a specific short-term event (eg staff trip, reportback from conference).
- ~ Yes, we have a campaign blog (or blogs) updated less than monthly.

~ Yes, we have a campaign blog (or blogs) updated at least monthly.

In the last 12 months have you used social networking sites to promote your campaigns?
~ Not specifically
~ Yes, we have a page/profile on one or more social networks
~ Yes, we have a page/profile which is updated with new content on a regular basis
~ Yes, we have a page/profile which is updated frequently and where we engage directly with supporters, responding to comments and queries

If you use social networks, which sites does your organisation currently use for campaigning?
~ Facebook
~ MySpace
~ Hyves
~ Bebo
~ Ning
~ Habbo
~ Orkut
~ Friendster
~ Twitter
~ Second Life
~ Other

What have you found to be the most effective ways of promoting your e-actions?