



Let's win
YOUR ECI
campaign

HELLO THERE!

More onion is a digital agency supporting progressive non-profit organizations with campaigning & websites. We also do everything in between. In the past few years we've had the opportunity to work with great organizations all over Europe such as Attac International, Global2000 (Friends of the Earth Austria) and Transport&Environment.

When one of our clients approached us and asked whether we can provide them with tools for their European Citizens Initiative we were not exactly excited. Actually we had to dig deep into piles of cluttered documents, legal analysis and random policy papers.

After this excessive stage entering a previously unknown world of bureaucracy we started to see the opportunities behind an ECI campaign. Even if an alliance of organizations is unable to reach the actual goal of 1.000.000 signatures compliant to those about 1.000.000 EU regulations, the awareness raising and mobilizing that can happen in a year of joint international campaigning is much more powerful than any citizens initiative could ever be.

Therefore we've decided to adapt our campaigning software (based on the open source CMS Drupal) to also work for European Citizens Initiatives. At the moment it's not an out of the box tool but we have a basement that we can build great things upon. Together with our client we've spent a lot of time thinking about features and functionality that optimizes the workflow for an international alliance running an ECI. At the same time we've found a technical work-around to the restrictive EU regulations regarding data usage and data storage.

In this little brochure we want to provide you with an overview of what our campaigning tool can do for you and how we can help you with your ECI.

REGULATIONS VS. CAMPAIGNING

The most problematic challenge of the entire technical setup for an ECI is to apply campaigning best practices to your website while still being compliant to restrictive EU legislation. The EU and the member countries have put regulations in place that make it very hard to turn the act of signing an ECI engaging.

Many of those regulations either don't make a lot of sense or they contain something even lawyers find hard to put in clear text. For an example you are not allowed to actually use the data you've collected with your ECI. In the worst case that means you can't count the amount of supporters who have signed your petition. A progress bar (which should be on every petition page) or a list of recent supporters could be declared a violation.

Our solution to the ECI technology problem

Our attempt to solve this problem is to entirely separate the campaign website from the ECI signature form. What does that mean?

Your users see a website with all the bells and whistles you want. Everything that happens on this website including the supporter data collected on this site are entirely under your control. Your supporters click on "Sign the petition" and they land on a petition page. At first they only have to provide a few basic details like their email address and their country. Once they have filled out the form the data is saved on your campaign website (and hopefully synchronised with your CRM system).

After filling out the first form your supporters land on the "actual" ECI petition form. The tool behind this is the open source software the European Union provides. From a technical point of view it has nothing to do with your website. Therefore you only have to make the second tool compliant to the EU regulations.

HOW WE CAN HELP YOU WITH YOUR ECI

Usability and Interface Design

We spend a lot of time in projects with crafting an interface that is easy to use and at the same time communicates your message effectively. Usability has to be at the heart of every campaign website because eventually a good design will help convince people to participate.

We'll make sure that your users enjoy using your website through careful planning of every interaction and by applying usability best practices.

Official ECI petition

In order to collect ECI signatures online, you have to get the software certified by the member state that you are hosting your tool in. For each ECI it has to be certified separately - even if you are using the official EU petition tool.

The certification process includes a lot of technical procedures and requires in-depth knowledge of the software. Therefore we will handle the entire certification process for you, so that you don't have to deal with technical ISO standards or coding practices.

We will also host your ECI petition tool, configure it and customize it so that it looks like your campaign website. On top of that we'll make sure that the ECI petition tool will automatically pass on the collected data to the responsible authorities in the member states.

Ecampaing strategy

In the past few years we've provided many organizations with digital strategy advice and ecampaing tactics. If you need a helping hand or someone to write your emails just let us know.

We also rely on a quite big network of awesome partners and we are convinced that we'll find someone who suits your cause.

Customized ecampaing tool

(You can browse the feature list on the next page!)

Our entire system is based on Drupal - an extremely flexible open source content management system. Each feature of the tool has been developed with ecampaing best practices in mind. In some cases we've even automated processes for you that support your digital campaigning.

When getting started with your project we will identify your requirements and work out a proposal that fits your budget. The budget has to cover development, design & usability (optional) as well as hosting. On top of that you can choose a support plan that suits your needs.

If you require specific functionality, we are happy to implement it for you. But some features only need a little configuration or tweaking because we've already developed them for other clients. That means you can get more awesome features for the same budget.

OUR ECAMPAIGNING TOOL

The screenshot shows a web interface for an organizing tool. At the top, there are navigation tabs: 'Monitor', 'Manage', and 'Add'. To the right of these tabs are links for 'Your Account', 'Help & Support', and 'Logout'. On the left side, there is a vertical sidebar with several menu items: 'Organizers Dashboard' (which is highlighted with a white arrow), 'Content', 'Supporters', 'Design & Appearance', and 'Emails & Triggers'. The main content area is titled 'Your organizers dashboard' and contains a form titled 'Sign up a new supporter'. The form has four input fields: 'First name', 'Last name', 'Email address', and 'Country'.

Petition tool

Our petition tool allows you to easily create new petitions and you can collect any supporter data you want. You can add copy, a nice image and set a target that you would like to reach. Using your settings the tool will automatically create a progress bar counting the number of people who have already signed up.

To provide some social proof each petition has a box showing the most recent supporters who have signed the petition and the country they are from.

The petition page automatically redirects users to the “actual” ECI petition form.

Organizers dashboard

Frequently signatures are collected in the streets. With the organizers dashboard your activists can bring their laptop (with an internet connection) and sign up new people in the streets. They have the option to either sign them up in the database only and schedule a reminder for the “actual” ECI petition or add them to your database and continue with the ECI petition form.

All new supporters are automatically linked to the activist who signed them up. This way you can even put your activists in charge of personal follow up emails or calls. You also see which activists sign up most supporters and how many of those supporters sign the official ECI petition as well.

Flexible form building

Our flexible form building tool allows you to collect supporter data without limitations. You can set up anything, from volunteer forms to event registration forms. The data collected can be downloaded and relevant data can also be saved in the database along with user records.

This way you can create a mailing list of volunteers who have signed up to help you with your campaign.

Data management

With our technical setup you can store all data collected by the campaign website without EU restrictions. You can customize the data you want to collect and it will be stored in a secure database. You certainly own all rights to the data you collect.

From there you can export any set of data you want to. You can also grant your partners permission to download data or the data that belongs to them.

You can also upload existing data using our import tool. For more complicated import or migration processes we will consult you and support the process.

Profiling

You can profile and tag your supporters without restrictions. Later you can use those segments as email lists, provide this segment a particular permission (like the ability to blog on your website) or you can download the entire data set as a CVS.

The profiling filters can be applied to any data you have collected, also custom data.

Shared data usage

Working in an alliance comes with unique challenges. One of them is agreeing on data usage and who is allowed to keep data collected during the campaign.

The most obvious solution is that each organization may download and use the data that has been collected in their country. To achieve that the "Country" form field on the petition has to be required so that each supporter can be assigned to a country.

We make it possible to also bring your agreement on data usage to practice. The permission system let's you choose individuals who are allowed to download data or a specific part of the data.

Contextual email sending

Our email sending tool allows you to prepare emails that will be sent out to your supporters on a contextual basis. For an example you can schedule an email to be sent out to new supporters one day after they have signed your petition. You can also schedule a reminder to sign the actual ECI form for everyone who has signed the

Smart tracking

Wouldn't it be great to see how much traffic and signups each partner is responsible for? One of the great things about our tool is that you can create customized URLs and track how many users have signed up through this URL.

That means that you can easily create a custom URL for each of your partners (that could look like `/?partner=organizationname`) and track how many supporters each partner recruits. Of course it's not a perfect metrics since some people will enter the site directly (rather than clicking on a URL) but it can be very helpful.

Multi-lingual setup

One of the most important features for EU wide campaigns is a solid framework for translating and localizing content. Our tool allows translation of all content, menus, petitions as well as other interface elements. You can add an unlimited amount of languages and also add your own custom language settings (e.g. you can differentiate between British English and Irish English if you want to).

Email broadcasting

Certainly you can also send out emails to specific segments of your supporter base. For an example you can send out an email to supporters in one particular country who have signed up in the very first month of the campaign.

Tracking

Along with your campaigning tool we can provide you with various options to track your supporters and your users' behavior. Our tool integrates with Google Analytics, Google Website Optimizer, Piwik, Open Web Analytics and with ChartBeat.

We can also provide you with your own Piwik or Open Web Analytics installation.

Localize the design

Sometimes your partners in other EU countries don't really work in the same sector as you do. They have a different design, different issues they work on and their target audience varies too. Therefore it can come in handy to localize the design of the campaign page according to language or country. We can identify the current location of a user and adjust the design accordingly. That means your partners can make the whole campaign page look like their own while you can keep your stylish look.



Reporting

Your reporting dashboard gives you an overview of your supporter base. You can see how many new supporters you currently have, how many supporters have been successfully engaged after signing up, how many supporters have signed your petition but not the official ECI petition and other useful metrics.

We are also working on a reporting chart that shows you how many ECI petitions you got signed in which countries so that you can keep track of your overall strategy. Through this chart you can see where you have to make sure that you increase the pressure in order to meet your desired number of signatures.

Third party integrations

Our ecampaigning tool is very open and has various integrations with tools that might be using already. We integrate with Bit.ly so that you can shorten your URLs with their service, you can automatically add your supporters to mailchimp for email marketing or hook up your salesforce CRM system with the ecampaigning tool.

Certainly we also have integrations with Civi-CRM, Twitter, Facebook, Youtube and Flickr.

Social media integration

Sharing via social media and email is practically a “have to” feature by now. With our tool you can place your “tell a friend” box on any page you like (for an example on the thank-you page).

The best share features allow users to share content with their friends while also tracking and recording those invitations. That means that you can see which supporter recruited how many people on which particular platform. That enables you to identify leaders among your supporters and further encourage them to get involved. You can also reward them with a free t-shirt or something similar.

Certainly you can also add your own social media accounts. If you want to you can place twitter and facebook widgets on your sites or provide the entire petition site on your facebook page.

If you want to we can also implement a “facebook connect” which enables people so sign up with the simple click of a button. The facebook connect feature needs custom implementation because it depends on the data you want to collect with your petition.

Press area

In your press area you can publish press releases, upload press material and provide a contact opportunity for journalists.

Easy to use CMS

You can have your own campaign blog, a press area and create static pages without any technical assistance. Our content management system is easy to use and you can add, promote and manage content without restrictions.

Community blog

Together with your partners you can run a blog for your campaign. You can talk about the issue, publish news and promote milestones you've reached. The blog has an archive, share-functionality and comments.

Media, Files & Video management

You and your campaign partners can upload images, documents as well as embed youtube videos. All uploaded content will end up in the media library. From there it can be placed on any site you want to without having to upload it again.

This way you can easily share images, documents and videos with your partners. When translating a specific page those files can be chosen and placed as pleasing.

Your ECI will be mobile

The campaign websites we will plan and develop for you is mobile friendly. That means supporters can sign up using their smart phones, tablets or desktop computers.

It's particularly helpful because signing up friends is much more likely to happen on the smart phone. Of course barely anyone will fill out the official ECI petition form using their smart phone, but adding an email address so this person can receive reminders will happen frequently.

Any questions?

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